

Press Information

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LUXEON REBEL POWER LED SELECTED AS AN EDN HOT 100 PRODUCT

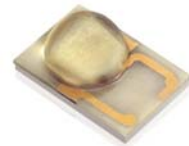
SAN JOSE, CA — Philips Lumileds LUXEON Rebel, designed for use in illumination solutions, is the only power LED selected by the editors of EDN for their Hot 100 Electronic Products announced late last month.



“To choose the 2009 lineup of the [EDN Hot 100](#), EDN’s editors examined thousands of new products across 16 product categories,” said Rick Nelson, EDN editor-in-chief. “Philips Lumileds’ LUXEON Rebel LEDs were among the outstanding product introductions in our Components category,” he added.

“It’s an honor to have LUXEON Rebel selected by EDN for their Hot 100,” said Steve Barlow, Vice President of Sales and Marketing for Philips Lumileds. “The LUXEON Rebel portfolio continues to provide superior performance in illumination applications. With the right CCT and CRI combinations, the best hot/cold factor, superior color consistency, and the industry’s most reliable power LED, we are making it easier than ever to design new illumination solutions.”

LUXEON Rebel LEDs are selected and implemented in a wide range of lighting solutions including street lights, task and spot lamps for retail and hospitality, and LED bulbs. Their combination of light output, efficacy, quality of light, and reliability has made them the most widely deployed power LED around the world.



LUXEON Rebel LED

The LUXEON Rebel LED portfolio includes a wide range of CCT and CRI combinations as well as direct colors. The portfolio also includes LUXEON Rebel PC Amber, a phosphor converted solution using Lumiramic phosphor technology and LUXEON Rebel ES, the first power LED specified to deliver 100 lumens per watt. LUXEON Rebel LEDs have the best hot/cold factor, lowest forward voltage and leading light output in application environments. LUXEON Rebel LEDs are available directly from Future Lighting Solutions, www.futurelightingsolutions.com and detailed product information can be found at www.philipslumileds.com.

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About Philips Lumileds

Philips Lumileds is the world's leading provider of power LEDs for illumination solutions. The company's leading light output, efficacy and thermal management are direct results of the ongoing commitment to advancing solid-state lighting technology and enabling lighting solutions that are more environmentally friendly, help reduce CO₂ emissions and reduce the need for power plant expansion. Philips Lumileds' LUXEON LEDs are enabling new solutions for shop, outdoor, office, school, and home lighting applications. More information about the company's LUXEON LED products and solid-state lighting technologies can be found at www.philipslumileds.com.

About Royal Philips Electronics

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a diversified Health and Well-being company, focused on improving people's lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of "sense and simplicity". Headquartered in the Netherlands, Philips employs more than 118,000 employees in more than 60 countries worldwide. With sales of \$38 billion in 2008, the company is a market leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as lifestyle products for personal well-being and pleasure with strong leadership positions in flat TV, male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at www.philips.com/newscenter.