

## Press Information

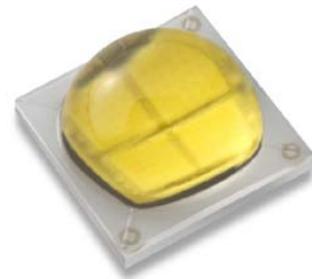
April 10, 2012

### **Philips Lumileds LUXEON M Brightens the Outlook for Efficient and Cost Effective Outdoor and Industrial LED Lighting Solutions**

San Jose, CA — Philips Lumileds has fully launched [LUXEON M](#) which is now in volume production. The new emitter has already been approved for street lighting in major US cities with designs to be shown at Light + Building. LUXEON M's high lumen output—more than 1100 lumens— and typical voltage of 11.2V drives down system cost and improves system performance through the use of low cost, highly efficient drivers. The tremendous light output and efficacy at operating conditions lowers overall solution costs.

Solutions are simpler and use fewer parts and off the shelf drive electronics, optics, and thermal solutions that are readily available from [Future Lighting Solutions](#). As a result, costs are lowered while optical control and the quality of light required for outdoor lighting is optimized.

“LUXEON M is a game changer and fundamentally improves the design and cost parameters of new solutions in much the same way LUXEON Rebel did in 2007,” said Rahul Bammi, VP of Marketing for Philips Lumileds. “Everything from the footprint to the drive requirements has been optimized based on hundreds of discussions with our customers, municipalities, and private property owners to ensure that LUXEON M exceeds their expectations and objectives.”



*LUXEON M simplifies design and lowers cost of outdoor and industrial lighting solutions with Freedom From Binning and leading performance.*

LUXEON M is offered in three different correlated color temperatures, 3000K, 4000K, and 5700K, and delivers more than 1100 lumens with a minimum CRI of 70. Every LUXEON M is Hot Tested and Specified at 85°C and delivers Freedom From Binning.

LUXEON M is immediately available from Future Lighting Solutions which also provides the full range of complementary components and solution assistance. The new products can be seen in both Lumileds and Future Lighting Solutions stands at Light + Building in April and LIGHTFAIR in May.

[Philips Lumileds](#) is a leading provider of LEDs for illumination solutions. Its LUXEON products deliver high light output, high efficacy and a more environmentally friendly light source, demonstrating its commitment to innovation.



For more information contact:

[Kristi Le-Espiritu](#)

Philips Lumileds

+1 408 964 2900

### **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 over 120,000 employees with sales and services in more than 100 countries worldwide. With sales of EUR 22.3 billion in 2010, 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 male shaving and grooming, portable entertainment and oral healthcare.