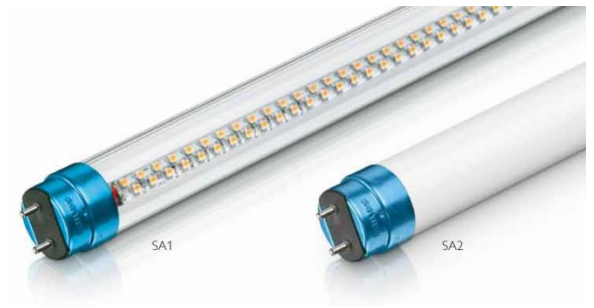


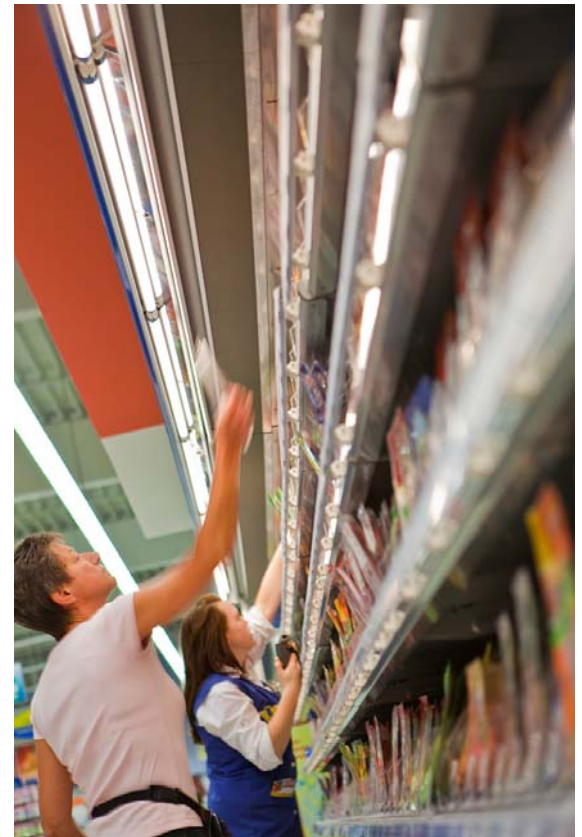
PHILIPS

sense **and** simplicity






MASTER LEDtube SA 2011-2012 Roadmap

Maggie SJ Dong
GBU LED Systems

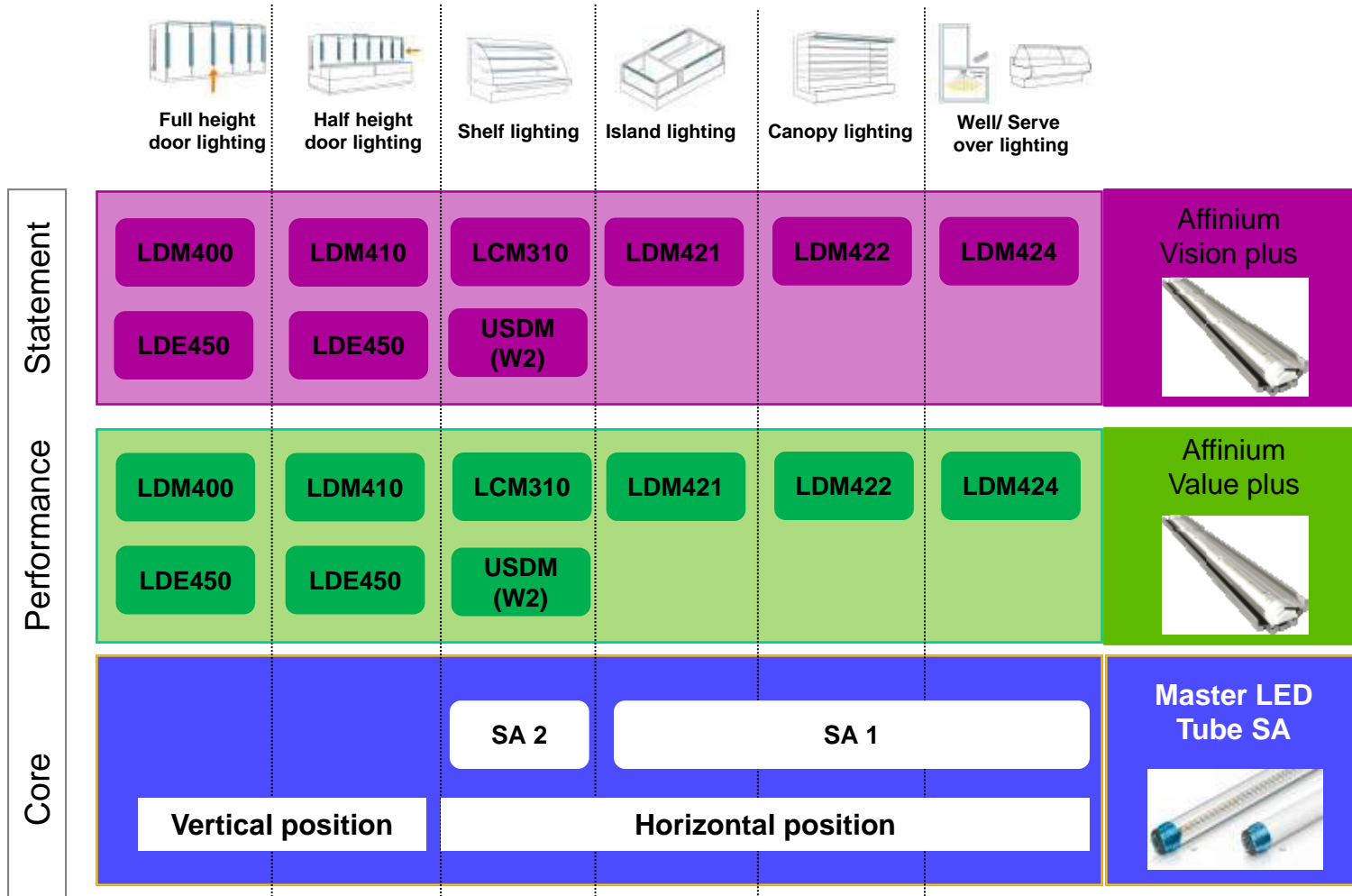


2011 RDL Positioning Map (1) **general overview**

Statement	Best light effect, full visibility of merchandize on display	Affinium Vision plus 
Performance	Uniform light effect , enhanced saving over the lifetime	Affinium Value plus 
Core	Good light effect, easy installation, short payback time	Master LED tube SA 

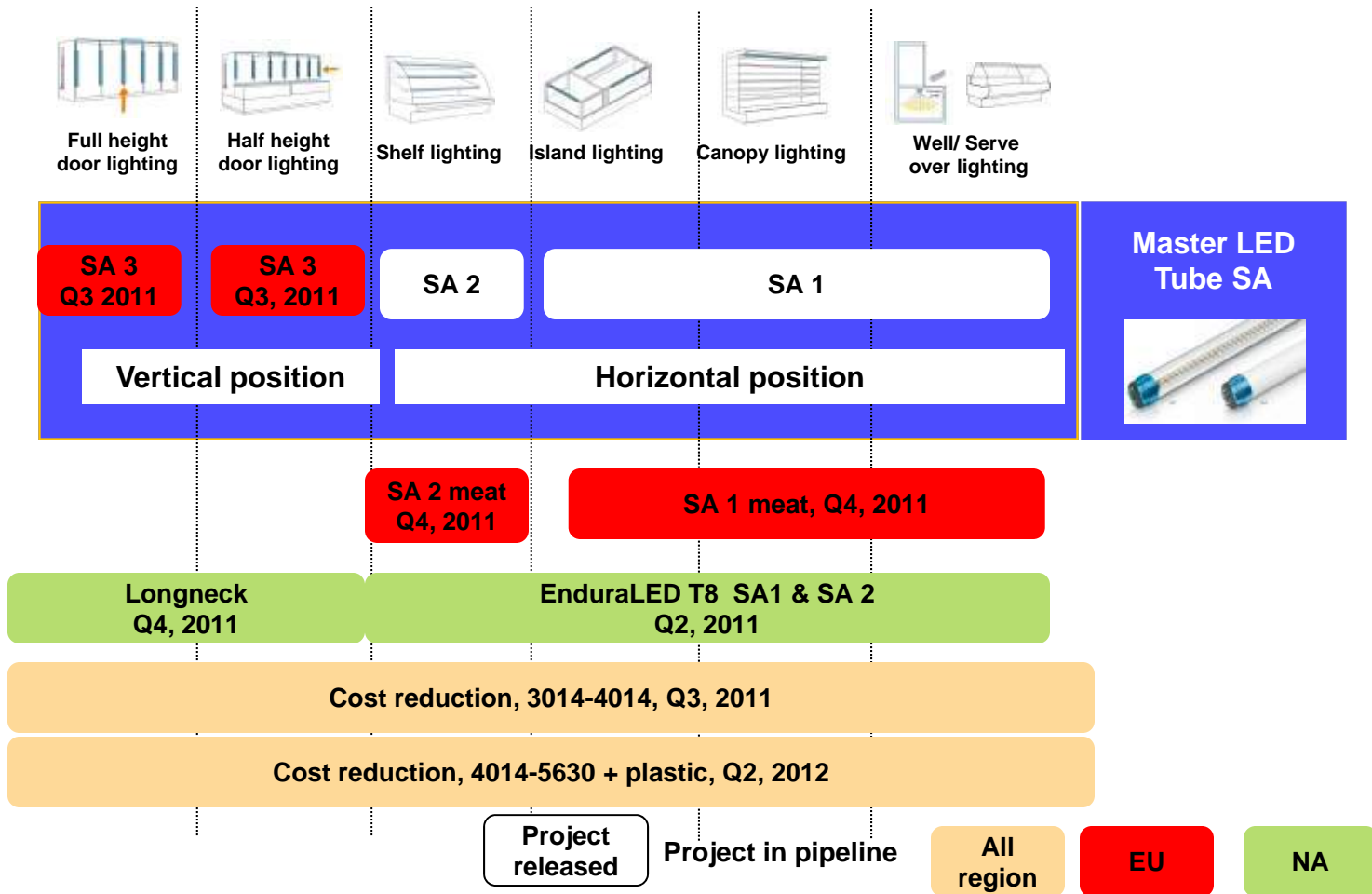
Excluding Fortimo food as it is lighting outside from display cases

2011 RDL Positioning Map (2) per application





Roadmap 2011-2012 strategy

- Complete product portfolio cross the application
- Regional fit specs
- Continuous cost reduction



Cost Reduction scenarios

Example: MASTER LEDtube SA1 1200 mm 1200 lumen 840
With 25% margin for APR

measurement	Benefit in \$	Risk to verify	Ex-work in \$	Selling price in APR in \$
Price in 2010			\$ 40	\$ 57
Price in 2011			\$ 34.20	\$ 48.5
Change LED type 3014-4014 320 leds to 96pcs 	\$ 5	Bigger space between LEDs, more visible LED dots, is it perceived as annoying?	\$ 29.50	\$ 42
Change aluminum profile to plastic		Heat dissipation, will it shorten the lifetime of the LEDs?		
Change LED type 3014-5630 To 40 pcs leds 	\$ 5-6	Even bigger space between LEDs, more visible LED dots, is it perceived as annoying? Complete Redesign Include P module/tube merge	\$ 24.5	\$ 35





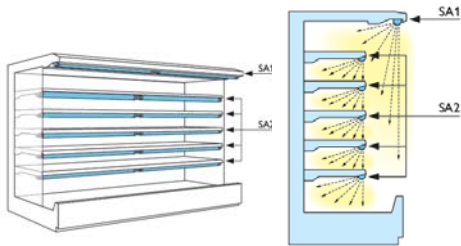
Scenario to change to 96 pcs 4014 LEDs

Current 320 pcs 3014 LEDs

2011 3 16

Cost reduction & Payback time

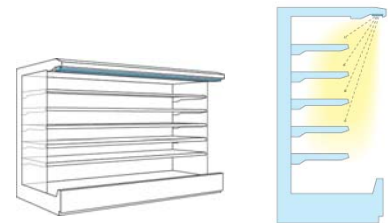
Use **EMEA** as sample, 100 hours/weekly, 0.12 euro/KWH
Including import duty, high labor cost & **36%** integrated margin



1 year
9 months

1 year
6 months

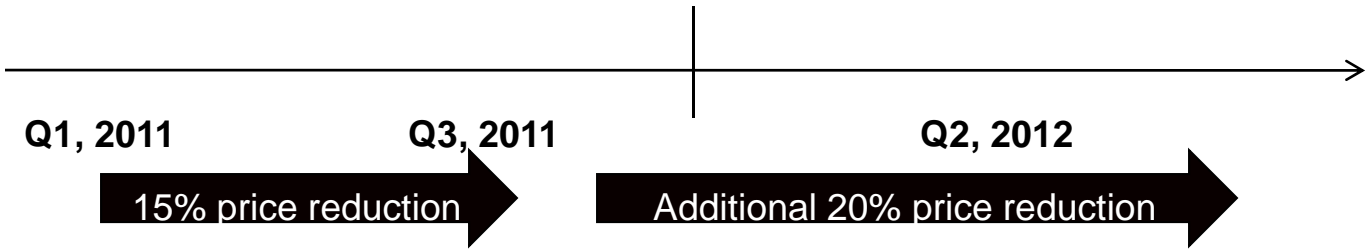
1 year
4 months



4 years
5 months








4 years
0 months

3 years
3 months



Product Roadmap

Modules = flexible platform to facilitate project business
TLeD = basic range high volume low mix

	Q1 2011	Q2 2011	Q3 2011	Q4 2011	Q1 2012	Q2 2012	Q3 2012	Q4 2012
 LDE 450			•Proliferation to US Anthony?	•Lighting strip bottle coolers				
 TOPBAR				Phase out				
 LDM 4XX		Engineering to Order	Phase out LDM 421	M E R G E ?			Gen 5XX Full height cost fighter	
 LCM 310		Engineering to Order → limited to focus on USDm						M p E l R a G t E f ? o r m
 USDm				•Bottle coolers Direct White Version		Tunable white USDm Earlier?		•Tunable meat
 Driver/control			•24V dim driver 60/100 New delta	Analog 0-10V petrol	Tunable interface usdm	Link into Office lighting platform controls + driver		
			•3500 K •3014 to 4014 •Plastic 5ft FH	•LongNeck •Meat Version SA1 SA2		•Cost fighter	•Gen 5XX FH •US sweating	