



## Press Information

April 14, 2014

### **International Red Dot Awards jury acknowledges Philips' design leadership**

39 Philips products recognized with 2014 Red Dot Awards including two winners in the top category "Red Dot : Best of the Best"

**Eindhoven, the Netherlands** – Royal Philips (NYSE: PHG, AEX: PHI) is delighted that 39 products are recognized by the prestigious "Red Dot Awards: Product Design 2014" across its businesses. An overview of all the award-winning Philips designs and the related high resolution images can be found [here](#).

Two Philips products will be awarded "Red Dot: Best of the Best" for highest design quality and groundbreaking design:

#### **Ambient Experience - IBA Proton Therapy Suite:**

A leader in proton therapy technology, IBA has developed its new compact ProteusOne system enabled with Philips' Ambient Experience to help enhance the overall experience for oncology patients and staff. Philips and IBA developed a solution that turns a cold, impersonal environment into one that comforts and reassures.

#### **DesignLine LED TV 46", 55" (PDL8908S/12):**

The Philips DesignLine LED TV offers a cinematic viewing experience, with its integrated glass architecture design appearing to be a single sheet of floating glass.

"The value of design shines through when it helps to turn technological innovation into an engaging product that people can intuitively use and feel an attachment to," said Sean Carney, Chief Design Officer at Philips. "We know that we can only create meaningful and relevant solutions by having a deep understanding of people's needs and desires. That is why it is so important that we continuously seek the user's perspective and anticipate their needs."

Philips has a creative, iterative, multi-disciplinary approach to design with a people-centric focus. There are over 35 different competencies within the design team ranging from sociologists and anthropologists to interaction designers, user experience architects and industrial designers.

The Red Dot product design competition is now in its 60th year and is one of the world's largest product design competitions. A Red Dot award is an international seal of quality,



creative competence and design excellence. These 39 awards build on the other awards Philips won in the past months, such as the recent [47 iF Design Awards 2014](#). The Red Dot awards ceremony will take place on 7 July in Essen, Germany.

## Key facts

- 39 Philips products rank among the winners of this year's Red Dot Award : Product Design
- 2 winners in the category : "Red Dot: Best of the Best", awarded for highest design quality and groundbreaking design
- 35 winners in the category " Red Dot" , awarded for high design quality
- 2 winners in the category "Honourable Mention", awarded to products with excellent detail solutions
- Philips awarded the #1 in the category of Lighting and Lamps because of the many lighting winners over the last couple of years

## For further information, please contact:

### Elena Calamo Specchia

Philips Group Communications

Tel: +31 (0)6 2500 4735

E-mail: [elena.calamo.specchia@philips.com](mailto:elena.calamo.specchia@philips.com)

### Ange Dunselman

Philips Innovation & Design Communications

Tel: +31 (0)6 2032 4488

E-mail: [ange.dunselman@philips.com](mailto:ange.dunselman@philips.com)

## About Royal Philips:

Royal Philips (NYSE: PHG, AEX: PHIA) is a diversified health and well-being company, focused on improving people's lives through meaningful innovation in the areas of Healthcare, Consumer Lifestyle and Lighting. Headquartered in the Netherlands, Philips posted 2013 sales of EUR 23.3 billion and employs approximately 115,000 employees with sales and services in more than 100 countries. The company is a leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as male shaving and grooming and oral healthcare. News from Philips is located at [www.philips.com/newscenter](http://www.philips.com/newscenter).

## About the "Red Dot Design Award"

With more than 4,815 submissions from more than 53 countries, the international "Red Dot Design Award" is one of the largest and most renowned design competitions in the world. The Red Dot jury is comprised of design experts of international repute, whose background allows them to consciously assess the special intercultural aspects of design. All award-winning products are presented in an online exhibition and in the red dot design museum in Germany.