

PHILIPS

sense **and** simplicity

**The lighting industry's opportunities and challenges
in a world facing global trends, issues and lifestyles.**

J. Robert Pfarrwaller, CEO Philips Austria

The only constant is change

And it impacts the way we think, act and react



Environmental awareness

Energy-efficient lighting technologies can deliver realistic savings of 40%+ globally.



We are increasingly urban and global

Buildings and streets account for around 75% of all energy used for lighting.



Our lifestyles are changing

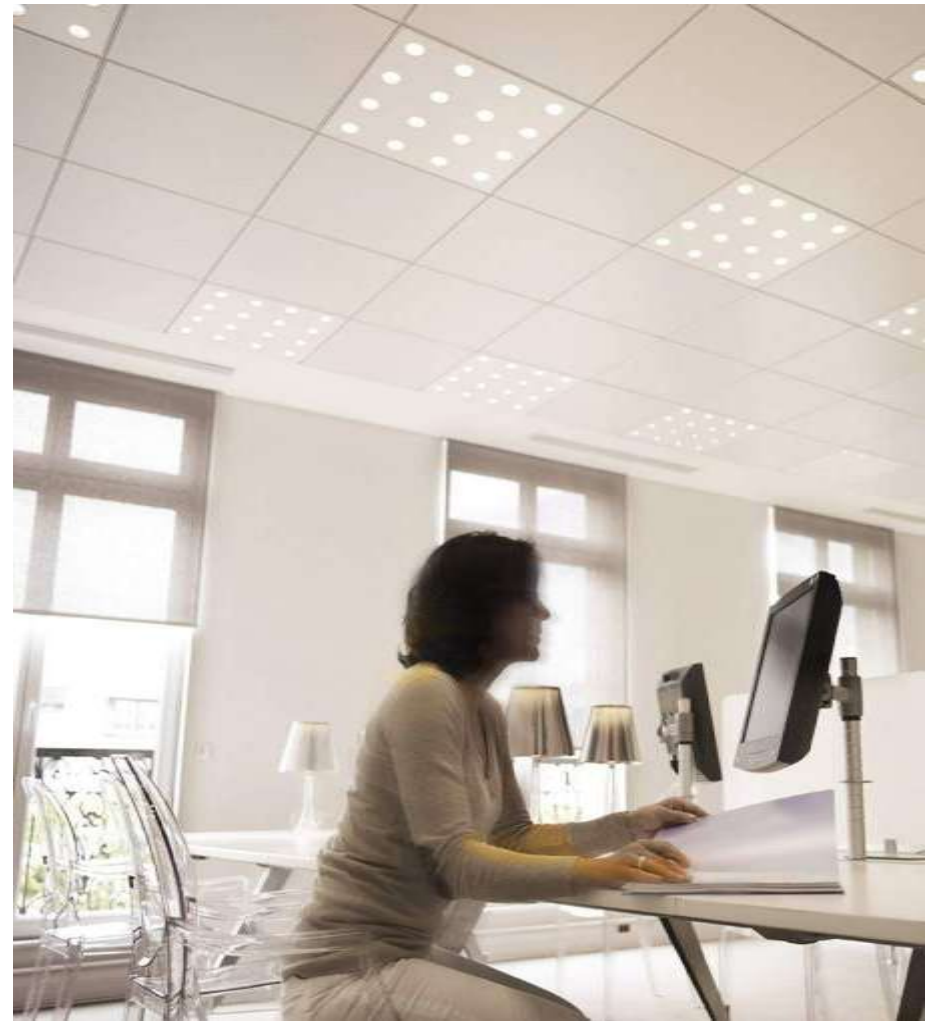
People are spending more time relaxing, entertaining and socializing at home.

The world needs meaningful
innovations to respond to
today's global changes

The lighting industry
is undergoing a
radical transformation

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Create better conditions for work and learning



Making cities safer to live in and more enjoyable



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Helping people express who they are and how they feel



Enabling creativity and expression through automated lighting applications



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The future is brighter than ever

Unleashing new possibilities with LED



New innovations radically transform
the way we consume energy



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Unique, fully-integrated lighting solutions enable and enhance our lives



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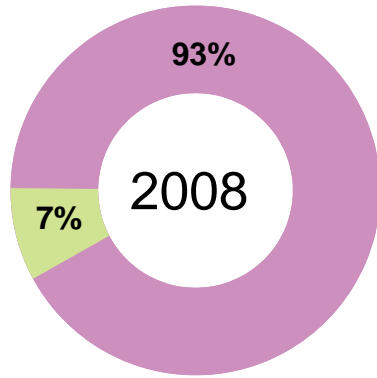
The future is in lighting solutions



Lighting reaches into new, exciting and uncharted territories

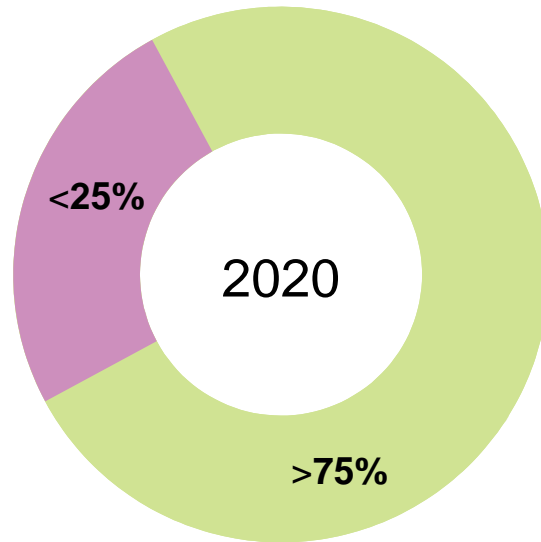


The digital revolution

LED lighting is transforming the entire landscape*



-  Traditional lighting
-  LED lighting



*Market estimate based on internal Philips study

LED can help make the world a better place. LED is the future, happening today.

LEDs will play an increasingly important role in helping reduce energy consumption.

LED

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The 50 Best Inventions of 2009

From a rocket of the future to a \$10 million lightbulb, here are TIME's picks for the best new gadgets and breakthrough ideas of the year

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The Best Inventions

The \$10 Million Lightbulb

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With the flick of a switch, Philips Electronics may have just dramatically lowered America's electric bill. In September the Dutch electronics giant became the first to enter the U.S. Department of Energy's L Prize competition, which seeks an LED alternative to the common 60-watt bulb. Sixty-watt lights account for 50% of the domestic incandescent market; if they were replaced by LED bulbs, the U.S. could save enough electricity per year to light 17.4 million households. If Philips wins the L Prize, it will claim a cash award and federal purchasing agreements worth about \$10 million.

Philips' LED bulb emits the same amount of light as its incandescent equivalent but uses less than 10 watts and lasts for 25,000 hours — or 25 times as long

[View the full list for "The 50 Best Inventions of 2009"](#)

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-  Photos: A Steam-Powered Car Sets a Land Speed Record

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october 2010



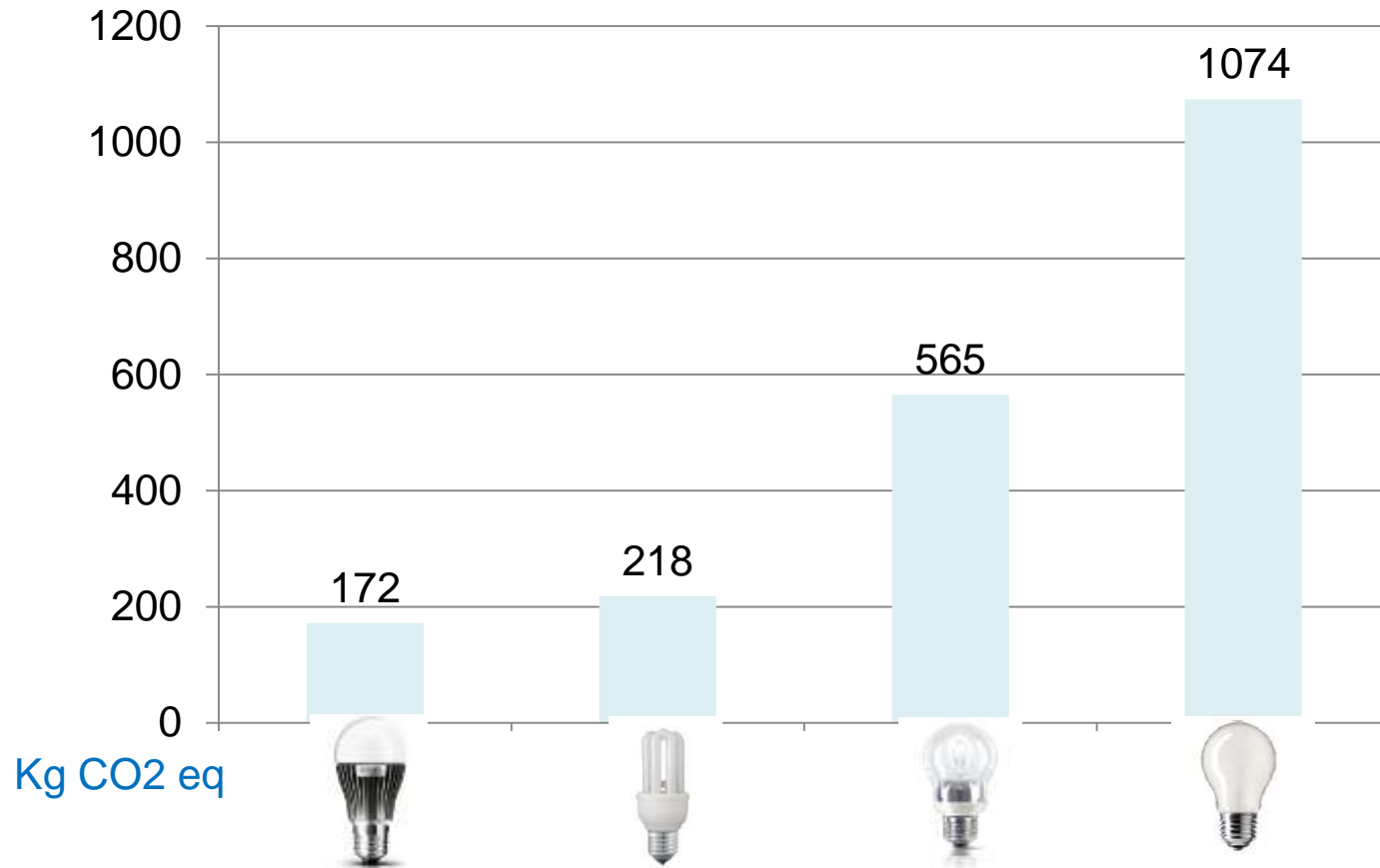
Energy efficient lighting_Savings in Austria

SAVINGS per year Austria	Energy	CO ₂	Euro
streetlighting	300 Mio. kWh	125 t CO ₂	45 Mio €
office	425 Mio. kWh	185 t CO ₂	64 Mio €
industry	1500 Mio. kWh	660 t CO ₂	225 Mio €
private	2000 Mio. kWh	875 t CO ₂	300 Mio €
	4225 Mio. kWh	1845 t CO₂	634 Mio €

Lifecycle Analysis bulbs

Lifecycle Analysis

Carbon Footprint (over complete lifetime):



Roadshow for communities



- march-october 2010
- 6 Austrian locations
- appx 550 participants

- to be continued!

