



Lumiblade OLEDs

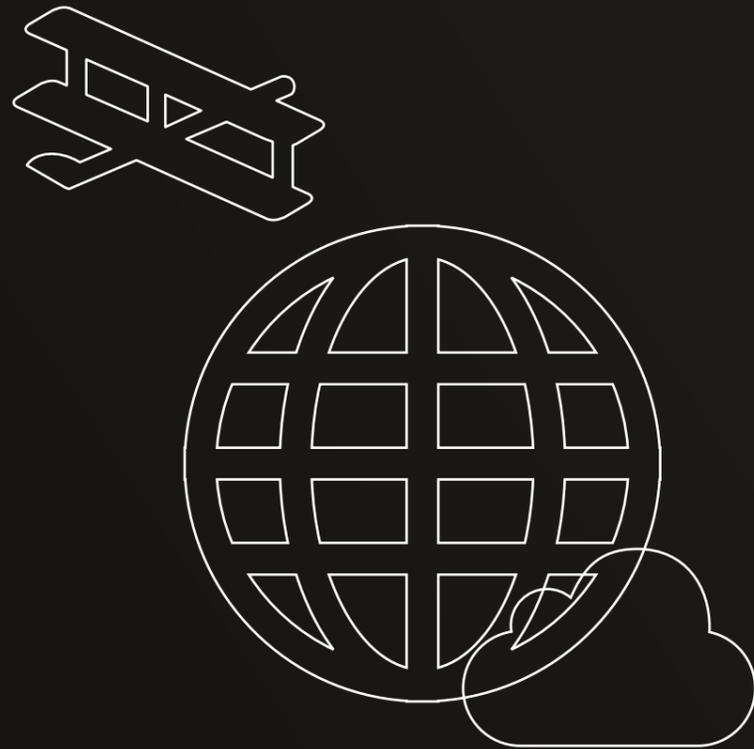
**Shape the future
of light**

PHILIPS

Every few years people who **think outside the box** come along and **take steps** that other people are not willing to take. They **change the world forever** with their **dedication and innovation.**



1903 —
the dream
of flying
comes true

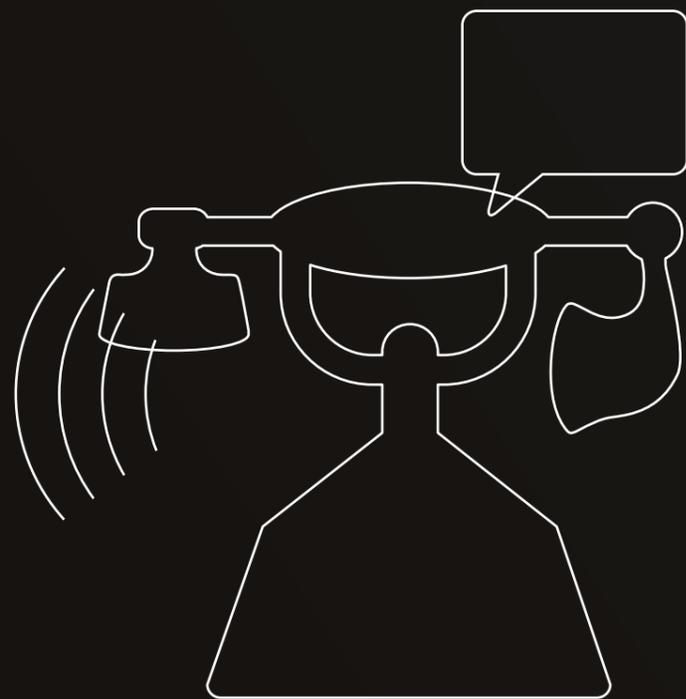


The Wright Brothers and the **first** **controlled flight**

Brothers Orville and Wilbur Wright were by far not the only flight pioneers of their time, but they were the first that did not copy other inventors. They made their flying machines according to their own ideas and concepts. And they tested them in secret on the deserted beach of Kitty Hawk, North Carolina. Here, on December 17, 1903, they wrote aviation history.

Not because they made a few jumps in a motorized biplane; flight pioneers in Europe had already managed that before them. But because the Wrights had designed a steering system that for the first time enabled controlled flight. The two brothers had realized that aviation could only be achieved if controlled flight was made possible. The system they developed back then with aileron and elevator is still used on every aircraft today. This has enabled over three billion passengers worldwide to fly safely from a to b in the last year alone.

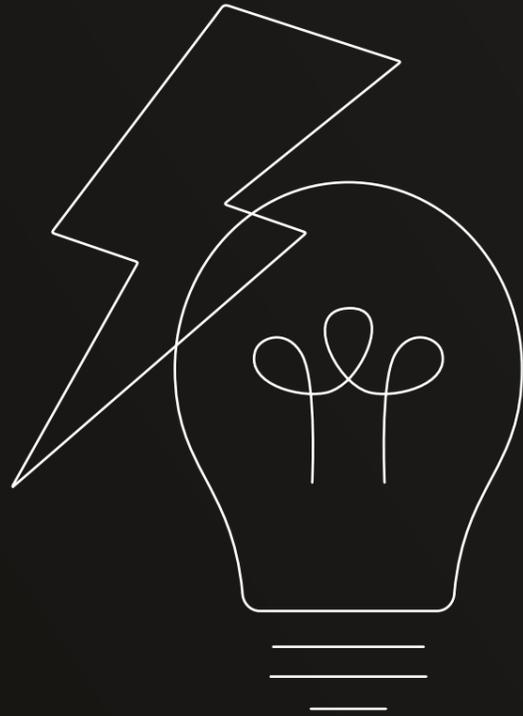
1876 – communication was revolutionized



Alexander Graham Bell and the **first practical telephone**

Alexander Graham Bell was neither the inventor of the telephone nor had he a working prototype, when he registered the patent for it in 1876. So why does everyone but think of the Scotsman when it comes to the telephone? Because Bell had a vision. He realized that a device offering the opportunity to exchange information with people far away would change life, and especially the economy, forever. Bell's success was in bringing this vision to life.

By merging the ideas of inventors such as Reis, Meucci and Grey, a functioning device ultimately came into being, without which everyday life would be inconceivable. Its modern form – the cell phone – is used by more than four billion people every day.



Thomas Edison and **his first light bulb**

It is no secret that Thomas Alva Edison was a gifted inventor. However, he was also a clever businessman. And it was clear to him that his electrical products, such as telegraphs and telephones, could only be sold in large numbers, when electricity was available throughout the country. The costs for the installation of cables, however, were astronomical. Neither municipalities nor homeowners would be willing to make this investment voluntarily without an incentive.

Edison recognized that only light would provide this incentive. Bright, non-hazardous, non-flickering light: the light bulb. Other inventors had already spent time on the electric version of the gaslight. But none of them had managed to get it to function permanently let alone reduce its energy consumption enough to compete with the gaslight. Edison put every resource in his laboratory to developing a lamp that did just that. Many unsuccessful experiments – some accounts record thousands – could not dissuade him from his goal.

Finally, 1879 proved not just to be the birth of the light bulb that we all know; it also heralded the beginning of global electrification – exactly as Edison had predicted. Today, over 130 years later, LEDs and OLEDs, the modern successors to the light bulb, shine more efficiently and brightly than the great inventor could ever have imagined.

1879 –
Let there be
light

Today - a new **competitive edge**

The lighting industry has been rapidly transforming with LED, **unlocking a great deal of value** to be captured with energy savings.



In a world when LED is ubiquitous and standardized, is there room for

- differentiated value to be created based on breakthrough design?
- untapped value to be explored with light that is pleasant to look at?
- competitive advantage to be gained by being faster with next-gen lighting?

What if there is a new light source that could provide you all these advantages while still being energy efficient and offering long lifetime?

How would you move the battleground from technical specs, and

- compete in a new way?
- delight your customers with creativity and innovation?
- create new market opportunities?
- be the first to seize the potential?

OLEDs – the **light** **source of** **tomorrow today**



Change the way people perceive and handle **light**

OLEDs are exceptional light sources. As the first real area light source, they impress with many features:

- OLEDs are super thin and lightweight unlike any other light source allowing new degrees of design freedom
- OLEDs feature a uniform, diffused light that is pleasant to look at and touch
- OLEDs are an integrated lighting source offering simpler bill of material and reduced complexity

All the while, OLEDs are continuously improving energy efficiency, brightness and cost.

But the most modern light source in the world not only inspires with its light. Its radiance is transferred to its application and the creator of its application. OLEDs count as innovative light sources, as the light of tomorrow.

Whoever includes OLED products in their portfolio today, already positions their company **ahead of the competition with the unique value from OLED.**

What if **the largest lighting company in the world** is offering you **an opportunity to get started now?**





Wanted: 100 „change drivers“ worldwide

For more than 120 years innovation has been the driving force for Philips to ever improve and reinvent lighting. Most recently with the OLED. True to our brand slogan „Innovation and You“ we want to take the next step in lighting with special partners.

This is your chance.

We are looking for 100 partners worldwide who will take the OLED to the next level.

How?

Join the Lumiblade Innovators Club.

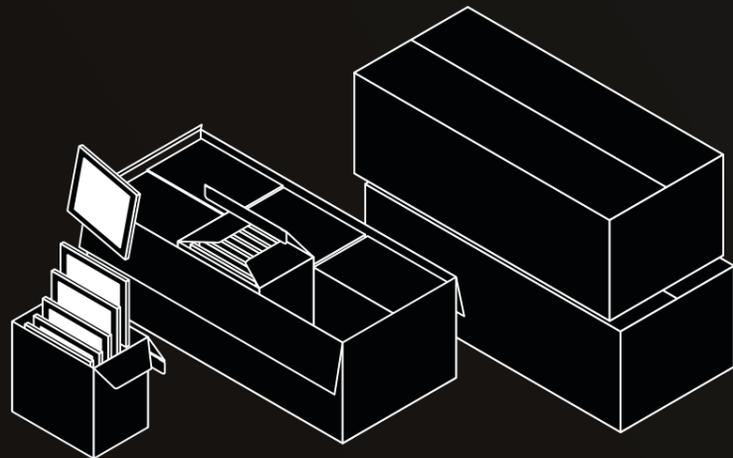


Are you an
innovator?



A special club for **special members**

As a member of Lumiblade OLED Innovators Club you do one thing in particular: **You invest in your future.**



The membership fee of € 5,000* contains more than just 100 of our new functional Lumiblade Brite FL300 OLEDs – with around 300 lumens, the world's brightest commercially available light tile.

You also receive exclusive access to the Lumiblade Innovators Club support team and technical advice on the implementation of designs and applications in which our OLEDs are used.



Marketing **included**

Philips is making the Lumiblade OLED Innovators Club and its members – including you – the central subject of an elaborate OLED brand campaign. Not only on its own website, but also in the social networks and in publications. All members will benefit from the publicity generated by Philips worldwide and the enormous media coverage of our brand.

Beyond this, all club members get exclusive access to OLED images, movies and editorial content for use within their own brand campaigns, highlighting their OLED involvement.



The time is right to **shape the future of lighting**

Find the application form for the Lumiblade OLED Innovators Club at: www.OLED-innovators-club.com



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