

Press Information

19th February, 2009.

Philips introduces simple and easy internet access on your TV with the innovative Net TV feature

European partners include YouTube, TomTom, eBay, MeteoGroup, Funspot, MyAlbum and Netlog

Lisbon, Portugal. Signaling the start of a new generation of multimedia televisions, Net TV from Philips enables simple, fast access to a wide range of entertainment and information websites from the online start page on the TV screen.

The **Net TV** feature will be available on all Philips televisions in Europe in the 8000 series, 9000 series and Cinema 21:9 from Spring 2009 onwards. Through **Net TV**, internet content is tailored for the best possible viewing experience on the TV screen, and is easily accessed through the TV's remote control, without the need for extra set-top boxes or service subscriptions, or for starting up a laptop.

Des Power, Senior Vice President Marketing Television, Philips Consumer Lifestyle, said: "Here at Philips we pride ourselves on offering simplicity to our customers. With **Net TV**, you can sit in your living room and use the remote control to access and interact with the websites you use most often. It makes sharing online videos or photos

much more fun than standing behind a small laptop screen – and real-time news, travel information and weather can be checked and updated in seconds."



Simplicity in information and entertainment from your couch

Net TV from Philips offers a selection of information and entertainment websites – including news, traffic, weather, online auctions, social networking, gaming, photo albums, user-generated content. The Net TV feature has dedicated and tailored websites from European partners that today include brand names such as YouTube, TomTom, eBay, MeteoGroup, Funspot, MyAlbum and Netlog which will be offered across Europe.



About YouTube: YouTube is the world's most popular online video community allowing millions of people to discover, watch and share originally created videos. YouTube provides a forum for people to connect, inform and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small.



About TomTom: TomTom NV is the world's leading navigation solutions provider. TomTom's products are developed with an emphasis on innovation, quality, ease of use, safety and value. TomTom will provide its TomTom High Definition Traffic™ service for the most accurate and current traffic information for Philips Net TV customers in the UK, Germany, France, Switzerland, and the Netherlands. These customers will have easy and fast access to the most complete traffic information in their country.



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About eBay: eBay is The World's Online Marketplace®, enabling trade on a local, national and international basis. With a diverse and passionate community of individuals and small businesses, eBay offers an online platform where millions of items are traded each day. The eBay content is provided through Jaast, a certified eBay partner.



About MeteoGroup: The MeteoGroup is Europe's largest private weather company. MeteoGroup supplies weather information to marine, road maintenance and industrial customers, as well as broadcasters, newspapers and digital platforms across the world. Founded in 1986, the company has an unrivalled reputation for quality and innovation in weather forecasting. Our meteorologists provide forecasts, support, monitoring and consultancy services 24 hours day, 365 days a year. In addition, the dedicated weather modeling team are continuously developing MeteoGroup's in-house systems and forecasting techniques. MeteoGroup is headquartered in the Netherlands and has companies in Belgium, Germany, Poland, Spain, Sweden and the UK.



About Funspot: Funspot is the largest casual gaming service for online TV. It contains a range of casual games in categories like arcade, strategy, board and puzzles, all made for a TV user experience. Funspot is provided by Accedo Broadband, a leading provider of interactive applications and on-demand content for IPTV and Connected TV.



About MyAlbum. MyAlbum.com is a free online photo sharing service. Users upload photos into an online photo album and share them with family and friends. The service focuses on easy, safe and free photo sharing. Internationally MyAlbum hosts 15 websites in 14 different languages. In its home country, The Netherlands, the company hosts the largest online photo sharing website with over 110 million stored photos.



About Netlog. Netlog is an online platform where users can keep in touch with and extend their social network. It is an online social portal, specifically targeted at the European youth. It is developed by Netlog NV, based in Ghent, Belgium. Netlog is currently available in 25 languages and has more than 40 million users throughout Europe, and this number increases every day.

Net TV opens up the power of the internet onto the television screen

With the **Net TV feature** from Philips, consumers are able to:

- Easily access information or entertainment on the internet without starting up a PC or laptop – they can just press the remote control
- Quickly check the local traffic, news or weather with a great visual experience that is richer, as well as quicker and easier to read than teletext
- Simply share those talked-about YouTube films with friends or family in a living room rather than everyone standing behind one laptop
- View online photo albums online on your TV screen

Local languages and local information are relevant for European consumers

As well as pan-European services, Net TV from Philips will offer a wide range of local websites per country that have been specifically tailored to be viewed on a television. Research shows that consumers are looking for locally relevant information in local languages as well as pan-European, English-language information. For example, in The Netherlands, Belgium, Germany or France, Philips intends to partner with leading providers of local news, weather, travel information, and sports information in Dutch, German and French respectively.

Internet is fully integrated for a quick and easy set-up

Net TV has been fully integrated within the Philips televisions in the 8000,9000 series and Cinema 21:9. If the TV is connected to the internet with an ethernet cable or via Wi-Fi (Wi-Fi is available in the 9000 series and Cinema 21:9) then the Net TV local start page is automatically generated. Websites within Net TV have been optimised for TV viewing based on the Open IPTV forum (OIF standards), such as CE-HTML(CEA-2014 Web4CE).

For more information on the specifications of the Cinema 21:9 television, the 9000 or the 8000 series, please refer to the corresponding press releases.

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For further information and images, please contact:

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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 approximately 121,000 employees in more than 60 countries worldwide. With sales of EUR 26 billion in 2008, 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 flat TV, male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at www.philips.com/newscenter.