

Philips announces EUR 40 million investment in innovative LCD backlighting technology

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Royal Philips Electronics today announced to invest EUR 40 million in LCD backlighting technology that is used to improve LCD picture quality of widescreen televisions while at the same time energy consumption will be lower.

Especially, the Philips Lighting factory in Roosendaal, the Netherlands, will benefit from this investment as it will positively impact high-skilled employment. The lighting factory in Roosendaal is the global competence centre for high-end fluorescent lighting products and technologies from Philips.

Theo van Deursen, CEO of Philips Lighting: "This investment shows our continuous ambition to set the pace in the lighting industry combined with a systematic approach to seeking out new and fast growing market opportunities. Our Aptura LCD backlighting technology is a major innovation in picture quality that fully meets the needs and desires of the consumer."

Philips is number one in the global lighting market, a position supported by leadership in innovation. Philips' lighting products are found all around the world: not only everywhere in the home, but also in a multitude of professional applications such as offices, airports, hospitals, cars and major stadiums.

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