

Philips calls for technology industry to step up pace in realizing simplicity

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Philips is to use the forthcoming launch of High Definition TV (HDTV) services in Europe as a rallying call for the technology industry to increase its application of simplicity in product creation.

In a keynote speech tomorrow (Saturday 3 September) at the 2005 Internationale Funkausstellung (IFA), Rudy Provoost, CEO of Philips Consumer Electronics, will tell an audience of industry insiders that manufacturers must make as much effort as possible to 'Realizing Simplicity Today' within the industry.

Building upon the Sense & Simplicity campaign Philips launched one year ago, Mr Provoost will underline the need for manufacturers to put the consumer first when introducing new technologies and technology-enabled products, such as HDTV.

In his speech, Mr Provoost will state that the launch of HDTV requires a concerted effort by all stakeholders to clearly communicate the format's benefits to consumers: "HDTV is forcing realignment in the whole consumer electronics value chain, bringing added benefits to consumers and forcing us to rethink what we do and why we're here". And he will add that Mr Provoost, who is also president of the European Association for Information Systems, Communication Technologies and Consumer Electronics (EICTA), will also argue that a 'digital ecosystem' needs to be created in Europe, whereby new standards, systems and formats like HDTV can be introduced with the full, harmonized co-operation of industry bodies, regulatory authorities and governments (including the

EU).

"To capture the essence of 'simplicity'," Mr Provoost will argue, "there is a need for ALL stakeholders, not only the industry itself, but also policymakers, regulators, legislators, to be of the same mindset and to be focused on a common framework."

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