

# Philips demonstrates Aurea television at IFA 2007

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Philips is to redefine the home entertainment experience with the launch at IFA 2007 as the centerpiece of Philips' 2007 consumer electronics lineup, a totally unique television – Aurea.

The Aurea experience is like stepping through a window into a different world, as scenes radiate an aura of light and color beyond the frame. The result creates an immersive, ambient viewing experience.

Aurea represents the next generation of Philips Ambilight FlatTV. It applies the latest advances in Philips TV technology – including a new, LED-based Ambilight system, discreet speakers and the Perfect Pixel

HD Engine picture quality platform – into an ultra-modern, minimalist design.

Aurea, which goes on sale in Europe next month, will be supported by an innovative marketing campaign, under the theme Seduction By Light. The campaign will feature exclusive images taken by top Vogue fashion photographer Vincent Peters, and the dresses used in the Aurea imagery are designed by Alber Elbaz of Lanvin.

A key milestone moment in the campaign will be the world premiere at IFA of “There is only one Sun”, a short film made exclusively for Philips by acclaimed director Wong Kar Wei, the jury president of the 2006 Cannes Film Festival. Inspired by the concept of seduction by light, the short film will be shown exclusively on Aurea televisions where light and color will be brought to life in an unparalleled, highly visual and immersive fashion.

Starring Amélie Daure, an up-and-coming French actress who has starred in various French films including Les Tremblements Lointains, the film is about love, seduction, light and color; it follows the story of a secret agent, who has been given the mission to find a man, mysteriously known as ‘Light’. Her search for this elusive ‘Light’ ends up with her falling in love with him. In fact she falls in love the first moment she sets eyes on him on the Aurea screen. His probable betrayal forces her to eliminate him, but his memory lives on for her, glowing forever on the Aurea.

“The launch of Aurea here at IFA today represents a major step forward in consumer electronics,” says Rudy Provoost, Executive Vice-President, Royal Philips Electronics and Chief Executive Officer, Philips Consumer Electronics. “Product launches at past IFAs have been about simply presenting the next new technology. With Aurea, we are introducing a new consumer experience – one which brings together

emotion, desire, technology, unique design and a profound application of consumer lifestyle thinking.”

Source: Philips

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