Philips presents OLED-based interactive lighting concepts

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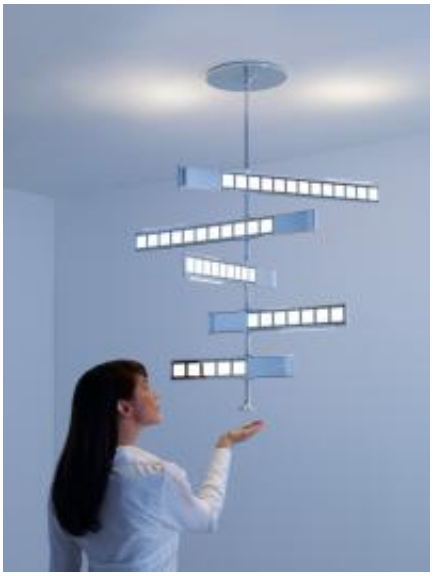

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Royal Philips Electronics today premiered the world's first OLED (Organic Light-Emitting Diodes) -based interactive lighting concepts, created for both consumer as well as professional use, during the Euroluce International Lighting Fair in Milan. The concepts are intuitive and interactive in use, boast ultra flat shapes, soft light-effects and design possibilities never before seen in lighting products. The result is lighting that goes beyond mere illumination -- it becomes an experience in itself.

The concepts are the culmination of years of research that have placed Philips at the cutting edge of solid-state lighting. “In addition to our expertise in LEDs, we are now unlocking the great potential of flat, energy-efficient OLEDs,” says Rudy Provoost, CEO of Philips Lighting. Our concepts demonstrate a new light ambiance, novel design possibilities and unique interactivity of light and human gesture.”

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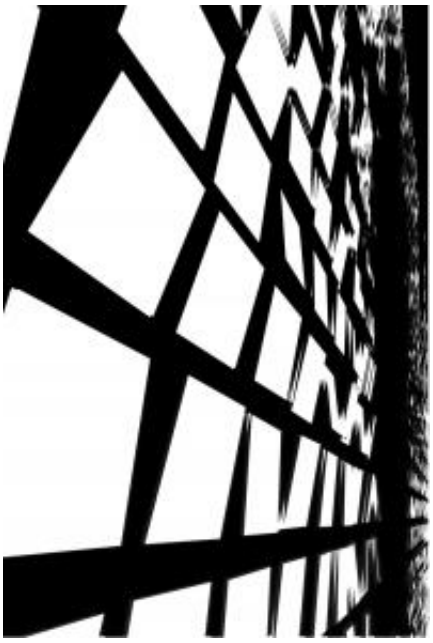

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Philips is also unveiling an OLED installation for professional segments in large spaces, such as reception areas. As in the case of the consumer concepts, this installation is both functional and highly experiential, featuring a luminescent wall that reacts directly to passers-by, creating mirrored reflections of their 'shadows' amid the light. Philips invites to "play" with this new technology and experience it as much more than a light only: a softly glowing mirror, an interactive tool, a very aesthetic light source and an inspiration for further products and applications.

Source: Philips