



Press Information

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Philips teams with MSN™ to revolutionize film trailers with online Ambilight™ experience

ATLANTA – Movie trailers are one of the most popular forms of online video downloads, with film fans flocking to catch the first glimpse of new releases. Recognizing consumer demand for exceptional viewing experiences, Philips has collaborated with MSN's Branded Entertainment & Experiences Team to announce the first ever online movie trailer viewings in Ambilight on MSN Movies. The collaboration delivers a compelling new way to enjoy online video at the most cinematic level yet. Audiences in the United States can now stream High-Definition (HD) movie trailers with full Ambilight backlighting via <http://movies.msn.com/movies/movie-trailers/ambilight>, at MSN Movies.

Incorporating Philips' proprietary ambient backlighting technology, fans can experience forthcoming attractions in full Ambilight, with the captivating halo drawing viewers into scenes like no other online video player.

This first ever online Ambilight movie experience projects the complete range of color and intensity users would expect to realize on the big screen, with viewers able to stream movie trailers either in vivid HD or as standard definition, both with complete smoothness and quality. Movie fans can also share film trailer links via e-mail and even to post clips to Windows Live Spaces.

"Online trailers sites are among the most popular entertainment places on the Internet," said Scott Levitan, senior vice president of marketing and sales, Philips Consumer Electronics. "The Ambilight feature on MSN Movies offers a rich and immersive online trailer viewing, creating a unique mini-cinematic experience. Coupled with high-definition picture quality, this first ever offering of online movie trailers in Ambilight heightens the impact of the scenes, drawing viewers to films in a way that has never been seen before. We hope that as movie fans see the Ambilight effect on MSN Movies they will be encouraged to discover the full thrill of Ambilight on a real life FlatTV™."

"Teaming with Philips to create and deliver a unique experience that showcases Ambilight technology adds even more exciting flair to MSN Movies," said Rob Bennett, general manager of Entertainment and Video Services for MSN. "We're happy to deliver this innovative solution to our millions of movie enthusiasts on MSN."

Visitors to the Ambilight online experience on MSN Movies will see two to three new trailers added each week from major Hollywood studios such as 20th Century Fox™, Universal™, New Line Cinema™ and others. As part of a three-month trial in the United States the launch could, in future, be expanded internationally. Trailers are divided into the genres of action, romance and comedy with easy access to the content. Simply visit MSN Movies and choose from a broad range of trailers and film clips.

A leader in the consumer electronics industry, Philips created Ambilight backlighting technology using expertise from Philips Consumer Electronics, Lighting and Research divisions. Ambilight analyzes incoming signal to project matching light in real time onto the surface behind the set, enveloping the environment in rich tailor-made blends of color and light intensity, perfectly matching the content on screen to create an immersive viewing experience. The launch of the online Ambilight movie trailers coincides this week with the production of Philips' one millionth Ambilight television. Philips' satisfaction surveys show 85 percent of customers rate Ambilight as "very good" or "excellent".

For more information:

Philips Electronics

Lindsay C. Woods
Philips Consumer Electronics US
Tel: +1 (0)770-821-2392
Email: lindsay.woods@philips.com

MSN

Becky Emmett
Waggener Edstrom Worldwide
Tel: +1 (0)503-443-7000
Email: beckye@WaggenerEdstrom.com

About Royal Philips Electronics

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a global leader in healthcare, lifestyle and technology, delivering products, services and solutions through the brand promise of "sense and simplicity". Headquartered in the Netherlands, Philips employs approximately 126,000 employees in more than 60 countries worldwide. With sales of \$37.7 billion (EUR 30.4 billion) in 2005, the company is a market leader in medical diagnostic imaging and patient monitoring systems, energy efficient lighting solutions, personal care and home appliances, as well as consumer electronics. News from Philips is located at www.philips.com/newscenter.

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