

PRESS RELEASE

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PHILIPS AND NOVALED ANNOUNCE NEW RECORD FOR EFFICIENCY OF HIGH-BRIGHTNESS WHITE OLEDs

Eindhoven, The Netherlands, and Dresden, Germany - Royal Philips Electronics (AEX: PHI, NYSE: PHG) and Novaled announce that in a joint effort between Philips Lighting, Philips Research and Novaled, a new record for efficiency of high-brightness white OLEDs (Organic Light-Emitting Diodes) has been established. By combining Philips' results on both layer schemes that build up an OLED device and on materials selection with Novaled's proprietary doping technology, more than 20 lm/W power efficiency has been achieved in a white-emitting OLED at a brightness level of 1000 cd/m². In the future, thanks to OLEDs' diffuse emission character and slim/lightweight form, it will be easier for people to create an adaptable lighting environment and to feel comfortable in any mood. By combining color with shape, OLEDs will also create a new way of decorating and personalizing people's surroundings with light.

"This is an encouraging result that clearly demonstrates the potential of OLED technology for lighting applications," comments Klaas Vegter, Chief Technology Officer of the business group Lamps at Philips Lighting. "We are pleased that within a considerably short period of time it has been possible to push the limits further. We are confident that this is not the end of the development and that OLEDs will establish themselves as the second solid state lighting technology in the market."

OLEDs, unlike normal (inorganic) LEDs, incorporate organic materials in thin layers generating light emission when electrical power is applied. In contrast to LEDs, they are rather large-area sources with low brightness that emit diffuse light in any color. They can be easily structured to show patterns of color or homogeneous white light. Currently OLEDs are mainly applied in small display applications, e.g. mobile telephones, MP3 players or personal digital assistants (PDAs).

"Power efficiency is one of the crucial properties for light sources," states Gildas Sorin, CEO of Novaled, "and our proprietary doping technology is the key to increasing the efficiency through lower voltages."

OLEDs currently compare favorably in efficiency with incandescent sources like light bulbs, especially when colored. However, in the future, OLEDs offer the potential to become as efficient as energy-saving bulbs or even more so. Once efficient OLEDs are available at reasonable cost, they can be used for a multitude of applications in lighting. This is another example of successful collaboration between leading OLED R&D centers in Europe.

About Royal Philips Electronics

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is one of the world's biggest electronics companies and Europe's largest, with sales of EUR 30.3 billion in 2004. With activities in the three interlocking domains of healthcare, lifestyle and technology and 161,500 employees in more than 60 countries, it has market leadership positions in medical diagnostic imaging and patient monitoring, color television sets, electric shavers, lighting and silicon system solutions. News from Philips is located at www.philips.com/newscenter.

About Novald

Novald GmbH is engaged in the research, development and commercialization of organic light-emitting diode (OLED) technologies. The company is a spin-off of the Institute of Applied Photo Physics (IAPP) at the Dresden University and of the Fraunhofer Society's Institute for Photonic Microsystems (IPMS). Main investors are Technostart (Germany) and Techfund (France). Operative since March 2003, the company has developed to a world-class technology provider. Novald is the world leader in power efficiency. Novald markets its advanced OLED technology to display makers and lighting companies preparing their entry into this promising new world. The company has a strong IP position.
www.novald.com

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