Press Information

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**Philips Lighting simplifies the transition to LED technology for urban and high-bay environments**

***Unique LED replacement offering comes amid the latest stage of phase out of inefficient High Intensity Discharge (HID) lamps in EU countries and Turkey from April 13.***

**Eindhoven, The Netherlands –** Philips Lighting (Euronext Amsterdam ticker: LIGHT), a global leader in lighting, today announced Philips TrueForce LED, a unique range of innovative LED lamps. The new range includes [TrueForce LED Urban](http://www.lighting.philips.com/main/prof/led-lamps-and-systems/led-lamps/trueforce-led-public-urban-road-hpl-son/929001296502_EU/product), an LED lamp alternative for outdoor luminaires in public spaces and TrueForce LED Industrial and Retail, the first true plug-and- play LED lamp alternative for industrial, large-scale retail applications to replace traditional HID lamps.

Philips TrueForce LED range offers a simple replacement lamp, which enhances light quality without having to change fixtures or sacrifice light effects. The range combines energy savings of up to 75 percent compared to conventional lamps and a long lifetime of 50,000 hours, providing a payback period of less than two years. It comes with a five-year warranty.

Maikel Klomp, Global Product Manager for LED lamps at Philips Lighting said, “Philips TrueForce LED is a truly unique proposition. It enables our customers to benefit from quality light with reduced energy and maintenance costs by simply replacing their existing lamp. Its light effect and quality is assured by the use of the latest innovative LED technology and optical design. It has never been so easy to upgrade to LED and start saving energy and maintenance costs.”

**Philips TrueForce LED Urban – the high performance easy upgrade**

Philips Lighting also introduced the Philips TrueForce LED Urban. Philips TrueForce LED Urban allows cities to easily upgrade to high performance LEDs while preserving their legacy fixtures for applications using high pressure mercury (80W/125W) and sodium ovoid lamps (50W/70W) in public spaces like streets, residential roads, parks and public squares.

The LED lamp alternative is designed to fit perfectly with existing modern and traditional outdoor luminaires such as post top or bollards. It is available in two versions: a clear lens for applications where the lamp is not visible and a frosted lens for transparent luminaires to improve light output while maintaining an original look and feel. Philips TrueForce LED Urban has a lifetime of up to 50,000 hours and provides energy savings of up to 74 percent compared to traditional lamps. Philips TrueForce LED Urban is now available in Europe.

**Philips TrueForce LED Industrial and Retail – 90 percent reduced installation time**

Philips TrueForce LED is an industry first plug-and play LED replacement lamp that doesn’t require any rewiring or a change of ballasts thus reducing installation time by up to 90 percent compared to other LED alternatives. The range is designed for difficult to reach luminaires where replacement and installation is especially laborious, such as high warehouse ceilings.

It provides the same quality light effects as conventional lamps, such as light distribution and lux levels, that are of critical importance to industrial and retail environments. It provides light instantly, which is crucial for environments where safety and productivity are important. Philips TrueForce LED Industrial and Retail will be introduced in the second half of 2017.

**Energy Related Products (ErP) Directive**

To speed up the switch to energy efficient lighting, the third stage of the European Commission Regulation (EC) 245/2009 came into effect on April 13, 2017. The latest phase introduces stricter efficiency requirements for HID lamps and requires light sources not meeting the minimum energy efficiency requirements to be phased out.

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**About Philips Lighting**

Philips Lighting (Euronext Amsterdam ticker: LIGHT), a global leader in lighting products, systems and services, delivers innovations that unlock business value, providing rich user experiences that help improve lives. Serving professional and consumer markets, we lead the industry in leveraging the Internet of Things to transform homes, buildings and urban spaces. With 2016 sales of EUR 7.1 billion, we have approximately 34,000 employees in over 70 countries. News from Philips Lighting is located at <http://www.newsroom.lighting.philips.com>