

PHILIPS Lighting

Press Release

March 8, 2018

Step out of the shade with the new giant filament LED bulbs that look too good to be covered up

Philips Lighting launches new range of statement LED bulbs: the Philips deco LED collection

Eindhoven, the Netherlands – Philips Lighting (Euronext: LIGHT), the world leader in lighting, today announced the launch of its new statement bulb collection. The **Philips deco LED** collection adds a new contemporary twist to the industrial-style lighting trend and features highly-stylized, giant filament LED bulbs that are designed to be seen.

From a striking centerpiece, to a distinctive standing lamp or even as part of a series of suspended ceiling lamps, these decorative giant LED bulbs fit into every space in the home and add an industrial chic or rustic style. The new **Philips deco LED giant modern** range has a unique, sleek design, perfect for any home with an industrial-chic feel. The smoky gray giant LED bulb, with thin single vertical filament, creates a crisp and clean ambiance. The **Philips deco LED giant vintage** range combines a giant LED bulb with an intricate, swirling filament for a cozy and warm ambiance.

Fine Tune the Ambiance

With beautiful dimming, the collection creates an ambiance for any mood, whether it's an intimate dinner party or a family gathering. From the shape of the filament, to the finish and coating and the accompanying suspension cord, the two ranges have been designed with two different looks in mind: **The vintage range** for a traditional ambiance; and **the modern range** for a minimalistic and contemporary impression. Both ranges have been submitted for Red Dot Design Awards.

"Inspired by the large light bulbs we used to create for lighthouses many years ago, our decorative giant LED collection taps into the paired back trend for lighting whereby the bulb does the talking, removing the need for lampshades. In the collection, we've fused and updated a classic industrial look with a bold and simplistic design to create a beautiful and striking silhouette to transform the home." said Rowena Lee, Senior Vice President, Business Group LED.

The new LED bulbs will be available in a number of unique shapes including: 'Globe', 'Teardrop' and the bold 'Tubular' design. The collection's cord sockets have been designed to match the look of each range and with an adjustable 2-meter cord, they can be mounted alone or hung in groups for that added visual impact.

The modern range delivers a color temperature of 4000 Kelvin in an E27 fitting and 270 lumens while the vintage range delivers 2000 Kelvin in an E27 fitting and 470 lumens. The bulbs in both ranges have a 13-year life span, equivalent to 15,000 hours with dimming suitable for relaxing and enjoying the home in style.

The Philips deco LED giant vintage range will be available across Europe, from May 2018, starting from RRP EUR 49.99. The Philips deco LED giant modern range will be available across Europe, from July 2018, starting from RRP EUR 39.99.

Philips Lighting will be showcasing its new LED lamps at Light+Building 2018, at the Philips Lighting booth in Hall 0: Forum. Media and bloggers are invited to join the Philips Lighting press conference,

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on Monday, March 19, at 1.00pm at the Philips Lighting booth. You can also watch the press conference webcast live [Click here](#).

For further information, please contact:

Philips Lighting Global Communications

Bengi Silan Genc

Tel: +31 6 25 44 17 98

Email: bengi.genc@philips.com

About Philips Lighting

Philips Lighting (Euronext: LIGHT), the world 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 2017 sales of EUR 7.0 billion, we have approximately 32,000 employees in over 70 countries. News from Philips Lighting is located at the [Newsroom](#), [Twitter](#) and [LinkedIn](#). Information for investors can be found on the [Investor Relations](#) page.