

## Press Release

March 19, 2018

### **Light that's easy on the eyes? Look no further!**

Philips Lighting rolls out "EyeComfort" trademark

**Eindhoven, the Netherlands** – Philips Lighting (Euronext: LIGHT), the world leader in lighting, announced today the new "EyeComfort" parameters in its portfolio of consumer LED lamps and integrated luminaires\*. As part of this roll out, an **EyeComfort** trademark will appear on packaging, starting in 2018.

Philips Lighting invests 4.8% of sales in research and development<sup>1</sup> and the new "EyeComfort" parameters represent a milestone in its development of LED lighting. It also supports Philips Lighting's vision and commitment to delivering high quality and comfortable LED lamps and luminaires.

The "EyeComfort" parameters include flicker, strobe, glare and dimming effects. Currently, there is no common global standard that defines comfort of the eyes, making it the first of its kind within the lighting industry.

### **Time to take the comfort of eyes seriously**

The comfort of eyes is a global concern with people spending more time indoors and in front of computer screens and smart devices. The World Health Organization predicts that one in two people will be short sighted by 2050<sup>2</sup>. Despite people's reliance on their eyes for everyday living, research<sup>3</sup> reveals that eye care takes a backseat compared to fitness and weight loss.

Rowena Lee, Business Leader, LED Lamps at Philips Lighting, said: "People find light quality very important however they have difficulty choosing lights that are comfortable for their eyes. This is especially the case, as factors such as flicker and strobe can be difficult to notice. As the global market leader, we're committed to delivering lighting that is designed to be comfortable for the eyes and we'll continue to innovate in this area, expanding our research on "EyeComfort".

*\*For further information about Philips LED lamps and luminaires with the "EyeComfort" trademark, please visit [www.philips.com/eyecomfort](http://www.philips.com/eyecomfort)*

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<sup>1</sup> Philips Lighting Annual Report 2017 <http://www.lighting.philips.com/static/2017/philips-lighting-annual-report-2017.pdf>

<sup>2</sup> The impact of myopia and high myopia, March 2015 – World Health Organization

<sup>3</sup> Research undertaken by ResearchNow in Poland, Czech Republic, Sweden, China, Germany, Spain, France, Indonesia, Thailand, Turkey and the USA on behalf of Philips Lighting, July 2017

# PHILIPS Lighting

## **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.