

Press Information

September 10, 2008

Philips shows 3D over existing infrastructures with 3D IPTV, 3D VoD and 3D on Blu-ray demos at IBC 2008

Amsterdam, The Netherlands – Philips will demonstrate 3D IPTV, 3D VoD (Video-on-Demand) and 3D on Blu-ray at IBC 2008 (September 12 – September 16). Each of the three demos will show how the company's 2D-plus-Depth content format can be distributed easily over existing content distribution infrastructures and play-out devices, enabling a great 3D movie viewing experience on a variety of 3D displays in the home.

First off, Philips will show a technology demonstration of 3D on Blu-ray Disc, where its content format is applied to Blu-ray to bring high quality 3D content to the home (as shown at the IFA in Berlin).

Secondly, in cooperation with the leading telecommunications operator Telefónica, the 3D IPTV technology demonstration will show 3D Video on Demand over an IP infrastructure. Imagenio is the TV platform which Telefónica uses to deliver TV by IP and ADSL in Spain, Czech Republic, Chile and Brazil, providing straightforward TV channels, VoD, and interactive services to 700000 subscribed users. Raúl Ortega del Río, Director of Telefónica Research & Development: "The Imagenio 3D IPTV VoD demonstration is the first worldwide experience that provides 3D TV, without the need for viewing glasses, integrated in a standard IPTV solution, and supported by a standard network. A key novelty is that the solution devised only takes up 15 percent more bandwidth. Unlike other systems which utilize 100 percent more bandwidth." Obviously, 3D displays are needed to experience the 3D effects.

Thirdly, Philips will show 3D VoD using the eventIS metadata system on the booth (4.C50) of this leading Dutch metadata management software solution company.

Philips 3D Solutions provides end-to-end 3D system solutions ranging from 3D displays for professional use, 3D content creation and conversion tools to technology licensing. Jos Swillens, CEO of Philips 3D Solutions: "Easy distribution of 3D content over existing infrastructures will be the key factor for the success of 3DTV. Our demos at IBC 2008 prove the flexibility and efficiency of our 2D-plus-Depth content format that will eventually enable 3D viewing in people's homes."

Alongside these demos, Philips 3D Solutions will be showing four 3D display products for professional use, the 52", the 42", the 22" and the 8". The impressive 132" 3D WOWzone will also be on show again at IBC 2008 (special booth 10F.60). The Philips booth is located in the Europe Hall 1, booth 1.A81 of the RAI in Amsterdam, The Netherlands.

More information: www.philips.com/3dsolutions or www.wowvx.com



Philips shows 3D over existing infrastructures with 3D IPTV, 3D VoD and 3D on Blu-ray demos at IBC 2008

---END---

Media inquiries please contact:

Philips 3D Solutions
Bjorn Teuwsen
Tel.: +31 40 2742109
Mobile: +31 6 130 789 75
E-mail: bjorn.teuwsen@philips.com

About Royal Philips Electronics

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a diversified Health and Well-being company, focused on improving people's lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of "sense and simplicity". Headquartered in the Netherlands, Philips employs approximately 133,000 employees in more than 60 countries worldwide. With sales of EUR 27 billion in 2007, the company is a market leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as lifestyle products for personal well-being and pleasure with strong leadership positions in flat TV, male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at www.philips.com/newscenter.