

Philips and Novalled announce new records for lifetime and efficiency of high-brightness white OLEDs

Eindhoven, The Netherlands, and Dresden, Germany, 7th June 2006. Royal Philips Electronics (AEX: PHI, NYSE: PHG) and Novalled announce that in a joint research effort between Philips Lighting, Philips Research and Novalled, an unsurpassed record combination for efficiency and lifetime of high-brightness white OLEDs (Organic Light-Emitting Diodes) has been established.

Philips and Novalled reached a new record for the power efficiency of a white OLED, obtaining 32 lm/W with colour coordinates of 0,47/0,45 and a CRI of 88 at a brightness of 1000 cd/m². That same device structure thereby simultaneously shows a lifetime of more than 20000 hours which is a major achievement for a future commercialization of the OLED technology for lighting applications. The efficiency of the device was measured using an integrating sphere using only the forward emission cone of the OLED device without attaching any lens or any other volume type luminaire to the OLED device. This is the only method to reliably predict power efficiency values for large area lighting tiles.

"This is an important step forward, as it consistently proves the potential of the OLED technology for lighting applications and shows continuous strong advancements in the technical development," comments Dr. Dietrich Bertram, manager of the OLED development at Philips Lighting.

Dr. Jan Blochwitz-Nimoth, CTO of the Novalled AG adds:"This result combines for the first time ultra-high power efficiency and high operational stability and can pave the way to a bright future of OLED lighting. We expect to be able to increase this efficiency to values above 50lm/W in the near future."

The joint research effort is another example of successful collaboration between leading OLED R&D centres in Europe. The result will be used in future developments, ongoing projects and the recently started European project OLLA (Organic LEDs for Lighting Applications), in which both parties are involved (see also: www.olla-project.org).

About OLEDs

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 colour. They can be easily structured to show patterns of colour or homogeneous white light. Currently OLEDs are mainly applied in small display applications, e.g. mobile telephones, MP3 players or personal digital assistants (PDAs). 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 colour with shape, organic LEDs will also create a new way of decorating and personalizing people's surroundings with

light. OLEDs offer the potential to become even more efficient as energy-saving bulbs. Once efficient OLEDs are available at mass production costs, they can be used for a multitude of applications in lighting.

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 are located at www.philips.com/newscenter .

About Noval:

Noval AG is engaged in the research, development and commercialization of organic light-emitting diode (OLED) technologies and proprietary materials. The Company is a spin-off of the Dresden University and the Fraunhofer-Gesellschaft. Main investors are Crédit Agricole Private Equity, TechnoStart, TechFund Capital Europe and CDC Entreprises Innovation.

Founded in 2001, Noval experienced a rapid growth maturing into a world-class company. Noval commercializes its Noval PIN OLED™ technology along with its proprietary OLED materials to display makers and lighting companies. The company has a strong IP position in OLED technology based on more than 160 patents granted or pending. www.noval.com

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