

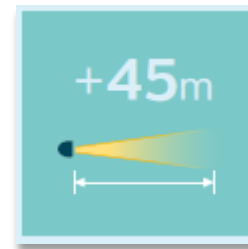
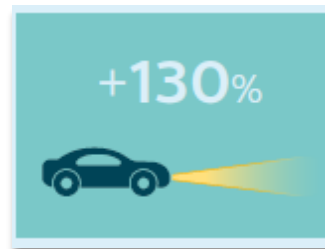
Philips Upgrade Halogen

October 12, 2015

X-tremeVision Plus

Feel Safe, Drive Safe

- See further, react faster: up to 130% brighter light* on the road



Note: Range completion H11, HB4 by early 2016
*compared to standard Halogen bulbs

Philips NEW package design

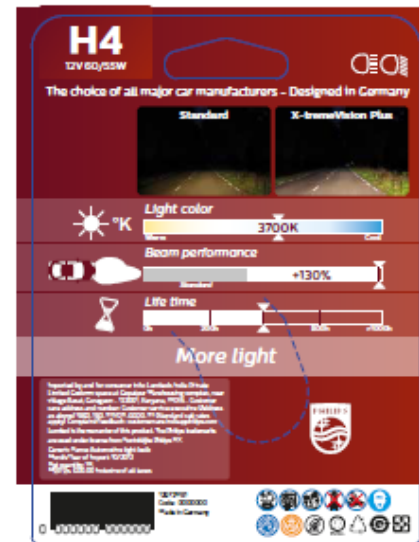
Based on NEW brand guideline and company establishment

Additional benefit highlight to capture attention

Great visibility
Lamp type

Main benefit communication

Great brand visibility



Blister (single bulb)



Special (twin bulbs)

PHILIPS

Philips DiamondVision moto for style upgrade

- Ultimate white motorcycle headlight for rider to enhance their style on the road from Philips.
 - 5000K white light on the road thanks to the blue coating specially designed to deliver this performance
- High quality UV-coated quartz glass is highly resistant against humidity and protects headlights from harmful ultraviolet radiation.



Simply compare
Standard
halogen lamp

DiamondVision

5000K Ultimate white light on the road for a stylish upgrade

- Standard black top
- No coating, white light
- Hard glass



- Stylish blue coated top for matching appearance
- Homogeneous blue coating to product 5000K white light
- UV block quartz glass

Performance on the road



Philips LED Solutions

October 12, 2015



More bright light on the road, without glare

Upgrade your car style with Philips intense bright LED headlights, bringing a sophisticated & modern light appearance, and a perfect match with LED Fog and LED position lamps.

With +150% more light on the road than standard H4 halogen lamp, Philips LED headlights bring you the best night driving experience, with improved eyes comfort and driving safety, while making sure you do not glare other road users.

Easily installed in your luminaires, Philips LED headlamp will light the road ahead as long and far as your car will run.

Philips

X-treme Ultinon LED

LED Headlight

H4 replacement

High & low beam



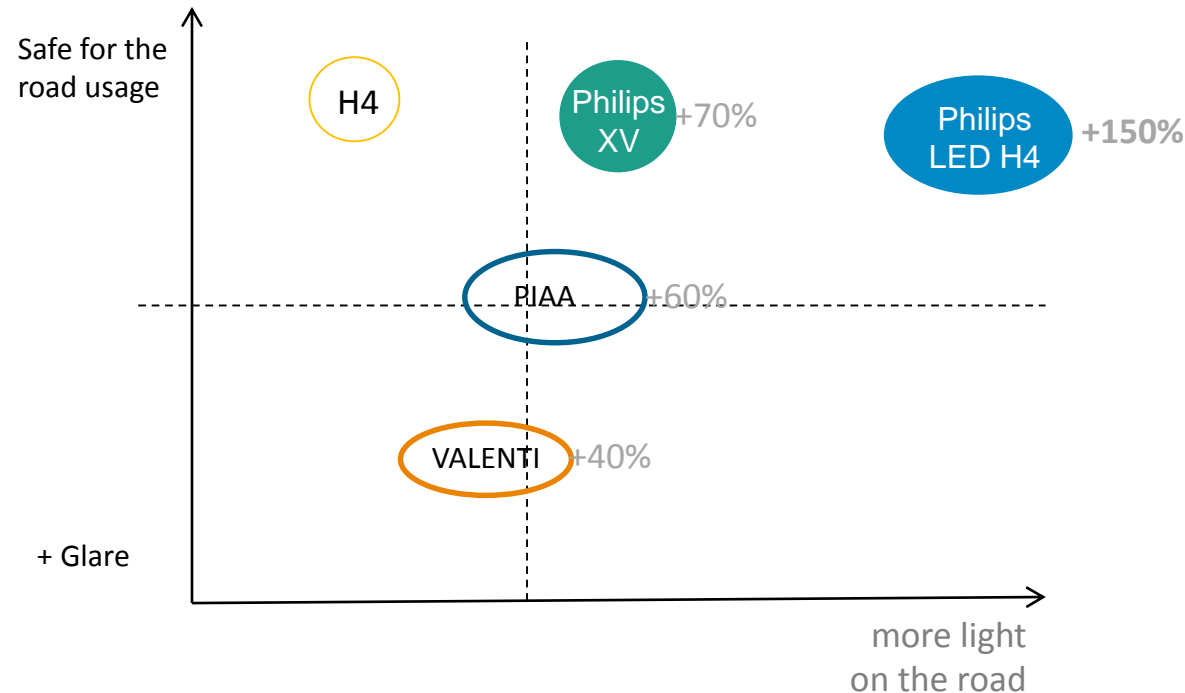
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- **+150 %* more light on the road**, for increased driving comfort and safety
- **Intense bright headlights**, for a sophisticated and modern light appearance
- **No glare to the other road users**
- **Long service life**, thanks to Airflux optimal thermal management
- **3 year limited warranty**
- **Easy installation**

*than original standard halogen H4 lamp

X-treme Ultinon LED Headlights

Addressing passionates to upgrade their car headlights



"I enjoy my car. I like working on it and I want it to perform to the max. I'm willing to invest in the latest lighting technologies. I want ultimate brightness"

Philips Vision LED Signaling Light bulbs in Consumer Blister



Stop/Tail Lamp bulbs (P21/5W & W21/5W)



T10 (W5W)



Festoon 30mm

Long lasting safe LED light solution to fit and forget

- 12 years lifetime
- Pass car inspection*
- Similar ECE beam pattern as filament (no glare)

* Passing of car inspection depends on local regulation. Vision LED has similar beam pattern as the conventional bulb it replaces

Converting users from filament to LED



Benefits & Key Features		PHILIPS Vision LED Range	Incandescent W21/5
Longer Lifetime	Reason to believe 1: <ul style="list-style-type: none"> • Lifetime (<u>12+ years</u>) 	Good thermal design makes life time very long ★ ★ ★	Short lifetime
	Reason to believe 2: Robustness <ul style="list-style-type: none"> • Vibration • Mechanical shock • Water proof 	Extremely robust, “run-a-car-over-it, tough”! ★ ★ ★	Weak vibration resistance and short life time
Safety	<ul style="list-style-type: none"> • Response time (time to light up) 	Instant response time ★ ★ ★	Filament with slow response
	Reason to believe 1: <ul style="list-style-type: none"> • Legal beam pattern conform to legislation • Pass car inspection • Do not glare road users 	1. Pattern close to filament bulb & meet ECE & SAE regulation 2. Stable lumen output ★ ★ ★	1. Right filament position 2. Excellent beam pattern output ★ ★ ★

