

## Press Information

July 4, 2011

### **Philips Announces Partnership with Kvadrat Soft Cells to Bring Spaces Alive with luminous textile**

**Eindhoven, Netherlands** – Philips today announced that it will partner with Kvadrat Soft Cells, to bring an innovative luminous textile to the market. This partnership, which combines Philips' leadership in ambient lighting with Kvadrat Soft Cells' expertise in controlling sound absorption, means interior spaces can now be enhanced through both light and texture. With Philips' addressable LEDs integrated into the Kvadrat Soft Cells acoustic panels, this is the first solution of its kind, and gives architects, interior designers and lighting specialists freedom to further enhance a space with ambient light.

Luminous textile is a truly flexible way of creating the right atmosphere for a specific space, whatever its function, thanks to the wide range of Kvadrat textiles and broad spectrum of colors in Philips' LED range. Through integrated LED lights, coupled with the texture of the panels, sound is not only absorbed to create a comfortable working environment but the retail and hospitality experience can also be enhanced through the display of dynamic visual content. It allows for a space to be completely transformed and enables a brand's identity to really shine through.

The partnership brings together best-in-class technology and true insight into people's needs, both in terms of lighting and acoustics, enabling the creation of environments that attract, motivate and inspire people.

Leon van de Pas, General Manager, Large Luminous Surfaces, said: "Philips is delighted to announce this partnership which will bring ambiance creation to a whole new level. We are devoted to developing lighting solutions that offer the user a limitless number of effects, moods and atmospheres. Together with Kvadrat Soft Cells, we will now be able to ensure that the ambiance created by light is further enhanced by acoustic control.

Henrik Holm, Managing Director Kvadrat Soft Cells: "Philips is a natural partner for our business as we are both dedicated to encouraging well-being and developing solutions that positively impact peoples' moods. Through this partnership, we have developed decorative lower cases that truly bring spaces to life. Philips' LED lighting integrated in the Kvadrat Soft Cells panels grants lighting designers and architects full flexibility in achieving a desired ambiance, by allowing them to create content and diagrammatic forms."

Philips understands the pivotal role that lighting plays in creating a desired atmosphere and has developed a wide range of solutions that can be tailored to reflect an ever-changing palette of ambiances for any given moment. With Kvadrat Soft Cells panels, which can be fitted to any architectural design, auditory senses can now be soothed thanks to the textile which dampens noise and softens echoes. The durable Soft Cells are based on an innovative and patented

aluminium frame, with a concealed tensioning mechanism which keeps the surface of the fabric perfectly stretched.

As a provider of bespoke acoustic solutions to the contract market, Kvadrat Soft Cells helps to create an environment that promotes productivity and well-being in the workplace. The expertise in sound absorption provided by Kvadrat Soft Cells perfectly complements the atmospheres that can be achieved with Philips LED light, to truly enhance a space.

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### **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 about 117,000 employees with sales and services in more than 100 countries worldwide. With sales of EUR 22.3 billion in 2010, 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 male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at [www.philips.com/newscenter](http://www.philips.com/newscenter).  
[www.philips.com/luminous-textile](http://www.philips.com/luminous-textile)

### **About Kvadrat Soft Cells**

Kvadrat Soft Cells are patented panels that control sound absorption. Available in three durable versions, Soft Cells combine sustainable design with a unique aesthetic and excellent functional performance.

Suitable as both a building component or as a post-fitted solution, Soft Cells have been chosen as the preferred acoustic solution by global companies such as: BP, Cisco Systems, Diesel, Foster + Partners, HBOS, Hilton Hotels & Resorts and Microsoft.

Soft Cells are a product of Kvadrat's commitment to pushing the boundaries of textile design. The company has a history, which continues to this day, of working with the world's leading designers, developing premium-quality textiles and textile-related products for public spaces and the home.

[www.softcells.com](http://www.softcells.com)