



Press Information

September 1, 2016

Philips introduces a wide range of connected personal health innovations at IFA 2016

New consumer offerings enable healthy lifestyles

Berlin, Germany – At this year’s Internationale Funkausstellung ([IFA](#)) in Berlin, Germany, [Royal Philips](#) (NYSE: PHG, AEX: PHIA) today announced a range of new products that empower consumers to stay healthy, live well and enjoy life.

As a technology company that cares about people, with unique insights and expertise in both the consumer and professional healthcare domains, Philips is well positioned to deliver meaningful innovations throughout the health continuum– from healthy living and prevention to diagnosis, treatment and home care. The company’s wide portfolio of connected consumer health products leverages Philips HealthSuite – a cloud-enabled connected health ecosystem of devices, apps and digital tools that empowers personalized health and continuous care.

“Philips is at the forefront of digital health with a range of personalized connected health programs in areas such as oral care, sleep and heart health,” said [Pieter Nota](#), CEO Personal Health Businesses and Chief Marketing Officer, Royal Philips. “The products we are introducing at IFA today further highlight our strategy to empower consumers to become ever-more engaged in their health, using a secure platform that allows them to connect and share data with healthcare professionals.”

Key product innovations being showcased at IFA 2016 that support Philips’ commitment to helping consumers stay healthy, live well and enjoy life include:

Philips Sonicare FlexCare Platinum Connected toothbrush

Reflecting the fact that good oral hygiene is an essential part of a healthy lifestyle, Philips has introduced the [Philips Sonicare FlexCare Platinum Connected](#) toothbrush. With unique smart sensor technology inside the toothbrush - connecting to Philips’ Sonicare smartphone app via Bluetooth - users receive personalized step-by-step coaching, real-time feedback and post-brush analysis with a visual 3D mouth map to help improve brushing technique. Via the Philips HealthSuite, the app allows sharing data with dental practices, so hygienists can markup areas that need special attention.

Philips Dream Family

As a global leader in sleep therapy solutions, Philips has a long history of innovation in both devices and informatics solutions to help patients sleep better. The [Dream Family](#), comprised of the [DreamWear](#) mask, [DreamStation](#) CPAP (Continuous Positive Airway Pressure) device, and [DreamMapper](#) patient engagement app, is designed to engage sleep apnea patients with one of the



most comfortable and effective therapies available. With the most comprehensive suite of connectivity options among all CPAP therapy systems, Dream Family works as a connected solution to keep patients engaged in their therapy and linked to their care teams.

Philips heart health program

[Philips heart health](#) is a new app-based program aimed at reducing lifestyle-induced risk factors for cardiovascular disease. It provides users with a personalized plan based on medical guidelines and their health profile. Its comprehensive approach addresses not only individual factors (activity, nutrition, sleep, stress) but also their interconnectivity to better support lifestyle change. Clinically validated measurements from an ecosystem of medical grade connected health devices, such as the Philips health watch, help users in their everyday decision making. Psychology-based guidance keeps them motivated and committed to their heart health journey.

Philips uGrow* parenting platform

To help parents give their children the best start in life, the [Philips uGrow](#) parenting platform captures data from connected devices, such as Philips' smart baby monitor and smart thermometer, combines it with information such as feeding and sleeping patterns, and provides personalized feedback, advice on what to expect, and assurance that development is on track. Recognizing that every baby is unique, uGrow creates a highly personalized supportive environment around babies and their parents. It also connects via the Philips HealthSuite to family doctors and pediatricians to help with informed decision making.

Philips OneBlade

[OneBlade](#) is a new hybrid styler that can trim, shave and create clean lines and edges. It is specially designed for the increasing number of millennials who regard personally styled facial hair as an essential part of their persona. For the first time, they can shave any length of hair with one stroke.

In addition to those highlighted above, other products being showcased by Philips at this year's IFA include new domestic appliances, coffee makers, personal care and home monitoring solutions.

Philips at IFA

The Philips Press Conference takes place on September 1 at 12.15pm in Hall 22, Messe Berlin. The live stream of the event can be seen at www.ifa.philips.com. Pieter Nota, CEO Personal Health Businesses and Chief Marketing Officer at Royal Philips, will be joined on stage by Chris Worp, Head of Business Group Home from Philips Lighting and Kostas Vouzas, Senior Director Business EMEA at TP Vision.

For further information on the latest Philips innovations at IFA 2016 please visit www.ifa.philips.com, follow Philips at IFA on twitter @PhilipsLiveFrom, or visit our additional social media channels on YouTube and LinkedIn.

*The uGrow app is registered as a medical device in the European Union countries under the European Union Regulation Council Directive 93/42/EEC.



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About Royal Philips

Royal Philips (NYSE: PHG, AEX: PHIA) is a leading health technology company focused on improving people's health and enabling better outcomes across the health continuum from healthy living and prevention, to diagnosis, treatment and home care. Philips leverages advanced technology and deep clinical and consumer insights to deliver integrated solutions. The company, headquartered in the Netherlands, is a leader in diagnostic imaging, image-guided therapy, patient monitoring and health informatics, as well as in consumer health and home care. Philips' health technology portfolio generated 2015 sales of EUR 16.8 billion and employs approximately 69,000 employees with sales and services in more than 100 countries. News about Philips can be found at www.philips.com/newscenter.

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