



Philips Hospitality and UpdateLogic, Inc. announce partnership to bring software update technology and application development to Philips hospitality televisions.

Orlando, FL – June 22, 2010 – Philips Electronics and UpdateLogic®, Inc., the pioneer in device management solutions for connected consumer electronic devices, today announced a partnership to apply UpdateLogic's remote management and software update services to Philips hospitality TVs. UpdateLogic and Philips will also jointly develop and deliver TV applications, including an interactive program guide, optimized for the Philips line of hospitality TVs.

UpdateLogic and Philips Hospitality will work together to integrate UpdateLogic's mature software update and remote management solution into the next generation of Philips hospitality TVs. "Gone are the days when a technician will have to walk from room to room to update TV configuration files and firmware. With the integration of UpdateLogic's technology into the next generation of hospitality TVs, units can be updated, configured, serviced, and managed securely from anywhere in the world," said Mike Brooks, Senior Director, Philips Hospitality.

"We are excited about this partnership," said Kurt Thielen, CEO, UpdateLogic. "Millions of consumers TVs are in the field with our proprietary technology. Now we can leverage our global network, technology, and experience to bring this exciting technology to the hospitality industry. Philips next generation hospitality TVs will allow hoteliers to enjoy our entire portfolio of remote management and update technology."

In addition to the device management solutions, Philips Hospitality and UpdateLogic will jointly develop digital TV applications optimized for the hospitality industry for Philip TVs, including an interactive program guide application allowing hoteliers to offer and dynamically manage a customizable interface and unique guest experience.

"By partnering with UpdateLogic and integrating their technology into our next generation of TVs, we will have the infrastructure necessary to provide an interactive program guide for our customers as well as an entire portfolio of future applications," said Tom Parham, General Manager, Philips Hospitality.

"The next generation of Philips hospitality TVs will be connected to UpdateLogic's global network, providing hoteliers with a connected platform for future application innovation," said Kurt Thielen. "With the integration of UpdateLogic's remote management technology in Philips TVs, hoteliers will be able to select from a portfolio of applications and update TVs on demand to include the latest applications available at the time of purchase and in the future."

About UpdateLogic

UpdateLogic provides comprehensive device management solutions for consumer electronics including services which secure streaming media content, perform remote device support,

and deliver software updates worldwide. UpdateLogic's premier technology, called SecureTV™, enhances device security for steaming media enabled devices and provides the ability to add new streaming content services post-ship, providing new revenue streams for device manufactures. UpdateLogic's SupportTV™ provides a best in class solution to remotely diagnose and troubleshoot Internet-enabled TVs and CE devices, reducing cost and improving overall customer satisfaction. UpdateLogic's UpdateTV™ solution provides manufacturers the most secure and robust software update capability in the industry. For more information, visit www.updatelogic.com.

About Philips Hospitality

With more than 30 years of expertise in the hospitality industry, Philips is committed to providing sustainable and advanced product solutions. Our energy efficient televisions are a part of the world class product portfolio only Philips can provide, including cutting edge lamps and LED lighting solutions and automated external defibrillators (AEDs). Through our family of products, Philips delivers reliable innovations to help make your property greener and more operationally efficient, resulting in a better guest experience.

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 116,000 employees in more than 60 countries worldwide. With sales of EUR 23 billion in 2009, 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.

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