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Philips on the forefront with first remote control solutions designed for ZigBee RF4CE

Amsterdam, the Netherlands – Philips Home Control is today emphasizing its role as a technology pioneer in the remote control market with the first remote control solution designed for ZigBee RF4CE.

Philips Home Control has a long history of innovation when it comes to communication and control technologies and protocols. Besides successful infrared standards such as RC6 and RCMM, Philips developed different RF based solutions, including RCRF8. Building on that past, Philips has been using the 802.15.4 radio technology in different products since 2007. The radio technology has for example been applied in LCD remote controls such as the SRM7500 and TSU9200 to control music libraries residing in a PC or in an iPod – buy using a dedicated iPod docking station SJM3151.

The deep market and application knowledge combined with the technology experience were the elements Philips brought into the RF4CE consortium as one of its founding members, together with Panasonic, Samsung and Sony. The technology was developed in conjunction with contributors Freescale, OKI and Texas Instruments.

RF4CE is the first open RF remote control standard for audio video consumer electronics, based on 802.15.4 technology. The standard enables low cost bi-directional RF remote control applications, low power consumption and increased design flexibility for your products. In March 2009 the RF4CE Consortium agreed to work with the ZigBee Alliance to jointly deliver this standardized specification for radio frequency based (RF) remote controls. The standard is now called 'ZigBeeRF4CE'. It is designed for a wide range of products, including home entertainment devices, garage door openers, keyless entry systems and many more. Products like HDTV, home theater equipment, set-top boxes and other audio video equipment will benefit from the advanced functionality offered.

Today, Philips is proud to announce the first remote control solutions designed for ZigBeeRF4CE. These solutions include remote control reference designs and receiver modules helping OEMs to design-in ZigBeeRF4CE in their product.

RF remotes are faster, more reliable and provide more freedom to operate devices from greater distances removing the line-of-sight barrier of today's infrared (IR) remote controls. As more devices add Internet connectivity and the ability for two-way communication and greater interactivity grows, RF remotes offer the prospect of better communication with devices: they can sense the status of the devices they

control, for example, and report that back to the user. Users can also input information through more evolved interfaces. According to ABI research, the growth curve for these products is just beginning, but is forecast to show a 55 percent compound annual growth rate (CAGR) through 2014.

“While RF solutions have been available for years, the lack of an industry standard has proven to be a real barrier for adoption in mainstream RC applications”, says Rudy Musschebroeck, Marketing Manager for Philips Home Control. “ZigBeeRF4CE proves to be the answer. We experience a lot of traction in the market and expect to see multiple design-ins in the near future.”

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 121,000 employees in more than 60 countries worldwide. With sales of EUR 26 billion in 2008, 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.

About Philips Home Control

Philips Home Control, a global leader in remote control technology, manufactures remotes for OEMs. Philips has developed many of the industry’s standard protocols (IR or RF) and offers an extensive portfolio of patents that improve the performance, ease-of-use and functionality of remote controls. Offering complete innovative solutions for all possible applications & segments, ranging from IPTV to cable & satellite, consumer electronics, home automation and pc-based applications, Philips prides itself with the broadest worldwide customer base. Whether choosing a standard solution or a customized remote that matches your product or brand identity, Philips is the right partner.

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ZigBee: Control your world

ZigBee is the global wireless language connecting dramatically different devices to work together and enhance everyday life. The ZigBee Alliance is a non-profit association of more than 300 member companies driving development of ZigBee wireless technology. The Alliance promotes world-wide adoption of ZigBee as the leading wirelessly networked, sensing and control standard for use in consumer electronics, energy, home, commercial and industrial areas.

For more information, visit: www.zigbee.org.