



Pure hospitality

Innovative solutions for hotels

PHILIPS
sense and simplicity



Uniquely focused

We've always tried to make it as easy as possible for our customers to do business with us. Now we've taken things one step further:

We have created a dedicated global hospitality group that focuses purely on serving hotels like yours - that's why we refer to it as 'pure hospitality'. Our expertise in areas like TVs, lighting and amenities - together with other key supporting disciplines and resources - are together in one powerful team.

What are the benefits of this? For a start, you have a whole range of innovative -and sometimes unique - hospitality solutions from one single, reliable source. Everything from lamps and lighting installations to specially-designed hotel televisions, kettles, hair dryers and even defibrillators. A true 'one-stop shop' for ambience, infotainment and convenience. And naturally you can call on our global service organisation for local-based support and backup wherever you are situated.

You also have the reassurance of working with a partner who is extremely well-established in the market. For example, we have a very close working relationship with most of the major interactive system integrators and distributors for hotel TVs. Together we often operate a 'safe launch' concept whereby new developments are tested and approved beforehand to avoid any compatibility content issues.

As the only company with such a dedicated setup, we offer you that extra something to help build and boost your business. Without making sacrifices on sustainability. Read on to find out more.



Easy savings

There are fantastic opportunities for saving energy and reducing costs in virtually every hotel. With our 'green' solutions you can often manage this with remarkable ease.



Take lighting as an example. 42% of the electricity used in a hotel is typically for lighting. Yet an incredible 70% of the installed lighting in hotels is energy-inefficient, and could be replaced by better alternatives - which we already offer. Savings of €40 per room, every year, are not uncommon. And, in many cases, your initial investment pays for itself within three months! To simplify the issue, we will even provide you with a free energy scan (see page 32 for more details).

Your choice of TV is also crucial. Our hotel TVs have a feature whereby power consumption is reduced significantly through dimming the backlighting (this often gives a more pleasant viewing experience too). They also switch to standby automatically when not in use. Such simple measures can easily deliver the same magnitude of savings per TV per year as mentioned above for lighting.

We even have smart products in other areas. Our kettles for guest rooms - by the simple inclusion of an indicator showing how much water you need for one or two cups - can cut electricity consumption by an amazing 66%.

It's your energy that guests are using. Help them do so wisely.



Memorable experience

Of all the elements in a hotel, it is probably through lighting and TVs that you have the greatest potential for improving the guest experience.



With TVs it's no longer just about showing a few channels on a set somewhere in the room. More and more guests have large-screen and HD TVs at home, and are looking for the same in their hotel. They also want to playback digital content like photos and music on the TV. In addition, introducing a real 'wow' factor through unique light-enhanced TVs like Ambilight and Aurea communal areas like bars, restaurants and lobbies can make an impact that people don't forget in a hurry.

It's a similar story with lighting. Especially with LEDs, you can achieve astonishing results that really add to the ambience of your hotel. From highly-visible applications like the building facade to subtle details such as the underside of the counter at reception, we offer a vast choice.

And, of course, with LEDs you can change the ambience in general-purpose rooms remarkably easily, e.g. through the use of coloured lighting, to suit each new occasion.

Safety

Another experience your guests will definitely want to have is that of safety. We've thought of that too. For example, our special hotel TVs have flame-retardant casings. There is an auto-shut off feature in our kettles and other convenience products. We have a full range of HeartStart defibrillators to increase people's chances of surviving sudden cardiac arrest. And our lighting meets all the relevant safety standards.



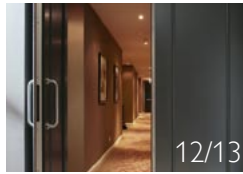
Adding value

Our hospitality products can add value in many different ways throughout your hotel. In guest rooms and public areas, indoors and outdoors. For entertainment, relaxation or information. A more functional way or through something really different and dynamic.

On the following pages you will find examples for ten typical areas of a hotel. The products shown are only a small selection of what is available for that particular application. For more information on the complete range available, please go to www.philips.com/hospitalitysolutions.



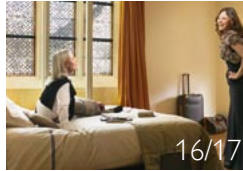
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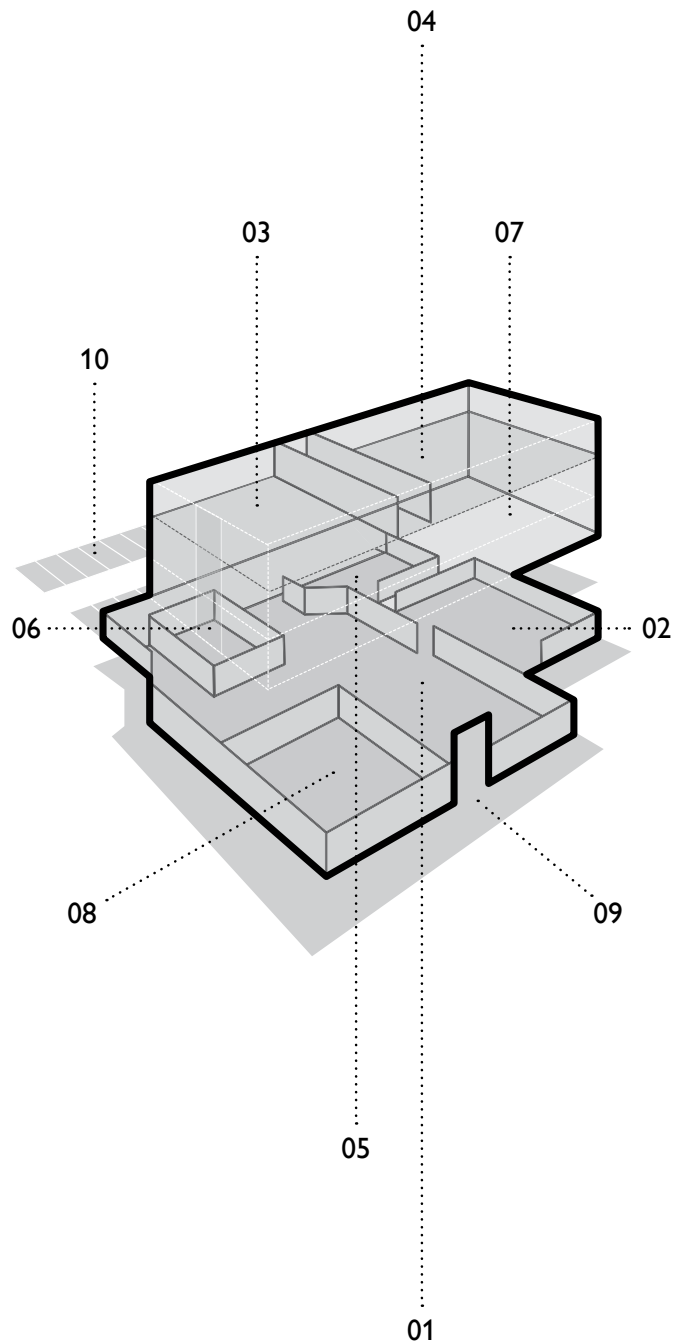
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Receptions and lobbies

You know what they say about never having a second chance to make a first impression. So don't miss the opportunity to create a welcoming ambience - fused with a hint of excitement and an air of professionalism - at the entrance point to your hotel. This is a dynamic and often busy area where people come together and interact at all hours of the day. The lighting, as well as the information and entertainment possibilities, should reflect this.



Decorative luminaires

A complete portfolio of decorative lighting fixtures that help you personalise the public spaces in your hotel by adding a touch of class to the ceiling, wall - or even to the floor. Meanwhile special efficiency-oriented features let you realise considerable energy savings.



HeartStart Onsite Defibrillator

So easy to use that virtually anyone can save the life of a guest or employee suffering sudden cardiac arrest by administering carefully-dosed electric stimulation. Clear, natural voice instructions guide you through each step.



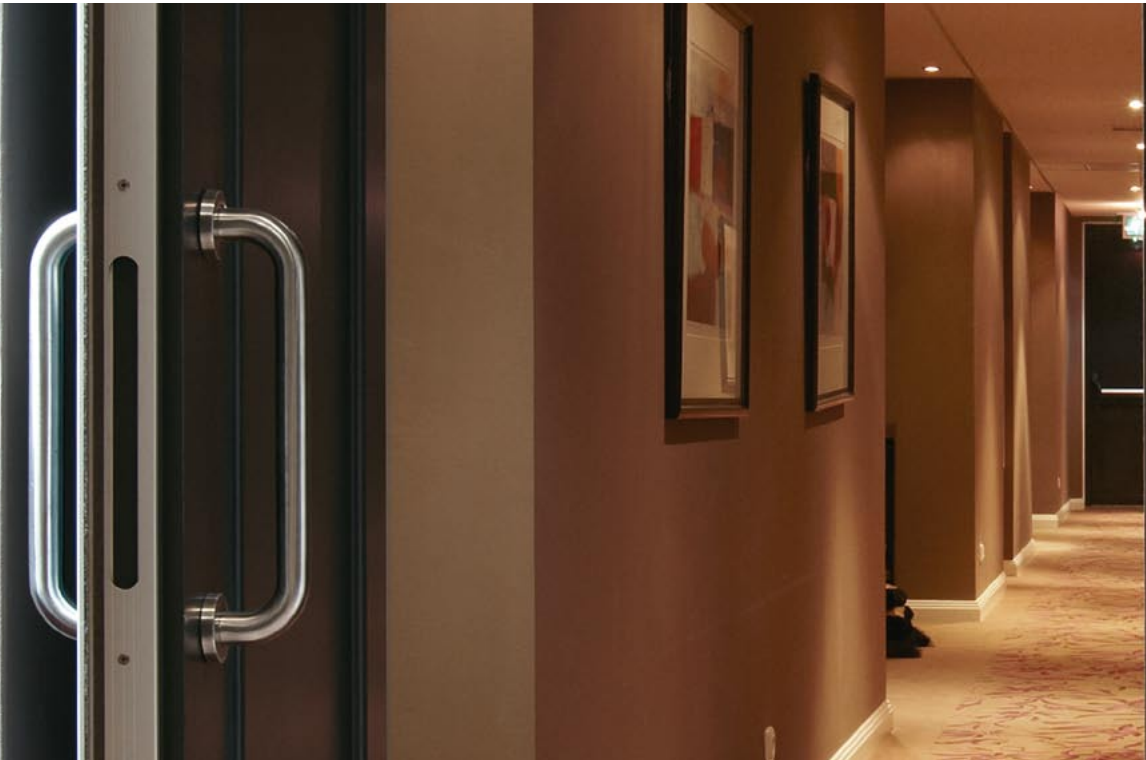
Ambilight/Aurea TVs

For entertainment and guest communication in communal areas like the lobby, there's nothing quite like our unique Ambilight and Aurea TVs. These elegant sets harness the power of light to create a dynamic and mesmerising ambience.



SpotLED

A stylish family of LED downlight luminaires which always add a touch of sparkle. SpotLEDs deliver a warm- or neutral-white light in a choice of beam widths and designs. An outstanding alternative to halogen; up to 80% energy savings are possible.



Corridors and other transition areas

Corridors and other areas of transition often lack natural daylight. But that doesn't mean they have to lack appeal. We have a variety of lighting and infotainment solutions for brightening the mood and showing the way. And although such areas have to be illuminated whenever someone is present, the lights don't have to be on 24 hours a day. Our intelligent sensing solutions can save an amazing amount of energy by only providing lighting when it is required.



Ultimate HD Hotel TVs

Incredible picture quality (full HD and image-enhancing features like Pixel Plus HD) which really makes an impact at this screen size. There is a tamper-proof SmartCard slot for interactive systems.



HeartStart Onsite Defibrillator

So easy to use that virtually anyone can save the life of a guest or employee suffering sudden cardiac arrest by administering carefully-dosed electric stimulation. Clear, natural voice instructions guide you through each step.



OccuSwitch

Stand-alone movement detector that automatically switches lights off when the immediate vicinity is deserted - then switches them back on again whenever someone is around. Energy savings of 30% or more are typical.



MASTER LEDspot GU10 Perfect Fit

Ultra-efficient, fully dimmable perfect fit 4W LED lamps with built-in reflector for direct replacement of conventional halogen (35 W) lamps. Realise up to 80% energy savings without compromising on lighting quality or effect.



LuxSpace

This flush-mounted LED general downlighting source achieves up to 50% energy saving compared to traditional CFL downlighting while maintaining light quality. Very easy to install, and a long lifetime of 50,000 hours makes it truly 'fit and forget'.



Guest rooms

A hotel room is somewhere guests can call their own, even if it's only for one night. It is therefore important they feel comfortable and at ease. Central to this is the TV, which offers entertainment, information and is the ideal medium for relaxation and enjoyment.

Personalisation is often a priority as well; some may want to work in their rooms while others are just looking to chill out and rest. Lighting is a fantastically effective and simple way of achieving this, with its ability to create specific effects and influence moods. We also have plenty of other options to make a guest visit that bit more special.



Pro Hotel TVs

Advanced hotel TVs that offer outstanding value. Give your guests digital TV or HD TV from a very energy-efficient set. They also have the convenience of quick installation plus a combined list for both analogue and digital channels. In-built volume limitation to minimise potential disturbance to those in adjoining rooms.



Pro+ System Hotel TVs

Increase guest comfort and convenience. Compatibility with our special connectivity panel makes it possible to connect portable digital devices directly to the TV. The build-in alarm clock with its automatic synchronisation gives your guest always the right time. Also suitable for connectivity with set-top boxes.



Connectivity panel

Make things easier and more convenient for the growing number of travelers with portable digital devices by giving them true plug & play convenience. With this panel, iPod/MP3, video and laptop content can be enjoyed on the TV with the minimum of fuss.



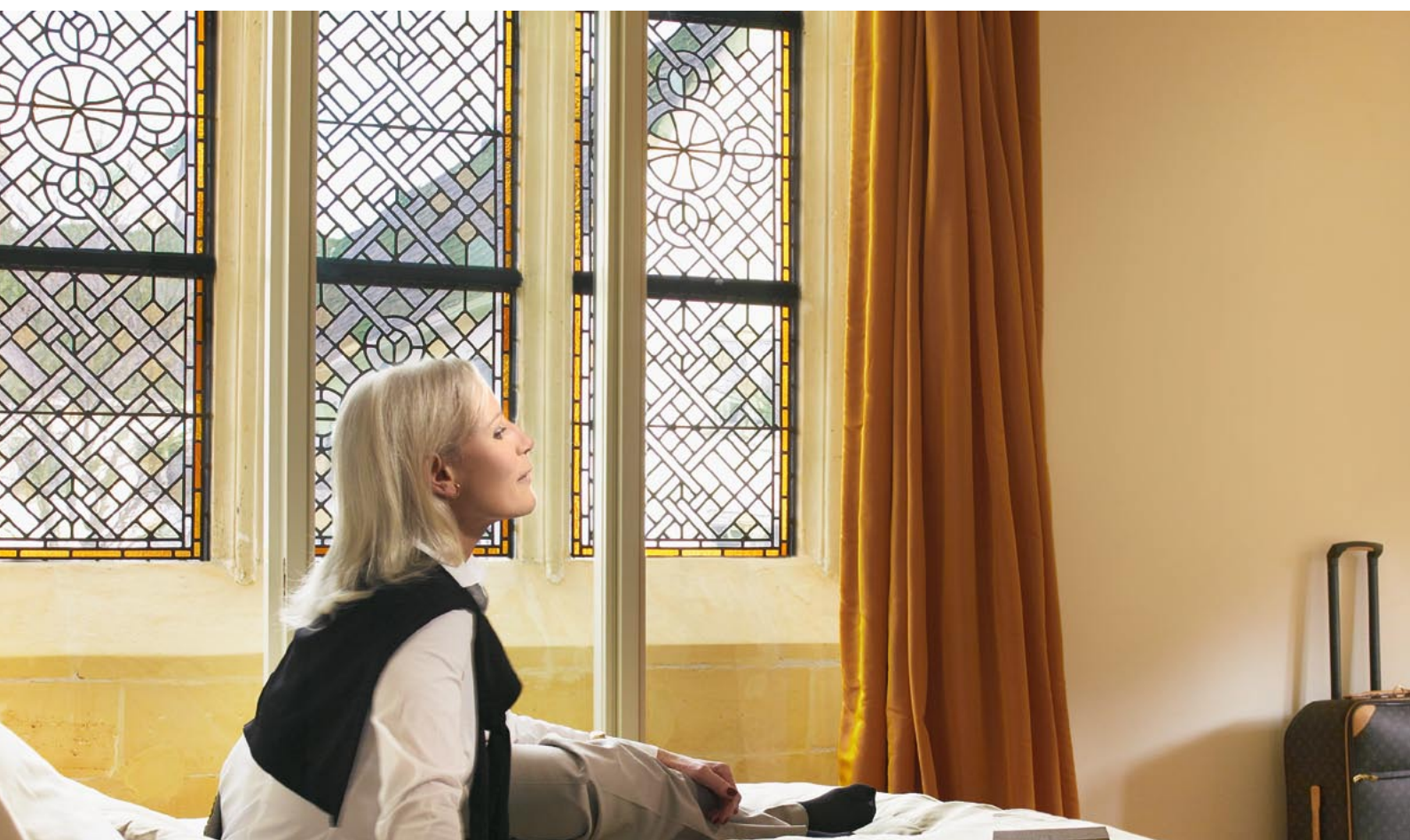
Energy-efficient kettles

Radically reduce energy consumption by letting your guests only boil the water they require. The One Cup water-level indicator can cut the kettle's energy use by up to 66%.



Energy-efficient hair dryers

Our hair dryers let people apply the finishing touch to their looks in an efficient way, providing superfast drying without generating additional heat. It consumes no energy in its stand-by mode.



Luxury rooms and suites

Guests treating themselves to a few days of luxury or executives on a business trip deserve and expect a 5-star treatment. We can help you give them exactly that... and more! No expense has been spared in developing our state-of-the-art audio-visual solutions to offer your guests a profoundly enjoyable entertainment experience. And our cutting-edge lighting solutions provide added visual comfort, creating that special ambience for a truly memorable stay.



Decorative luminaires

A complete portfolio of decorative lighting fixtures that help you personalise the hotel room by adding a touch of class to the ceiling, wall - or even to the floor. Meanwhile special efficiency-oriented features let you realise considerable energy savings.



Ultimate HD Hotel TVs

Unique combination of HD TV and integrated set-top-box technology for simple and rapid installation. VSecure gives HD content protection while VTrack provides HD forensic watermarking to counter illegal copying. The only way of showing HD channels and movies in the European hospitality market.



Ambilight/Aurea TVs

For something completely out of the ordinary. By harnessing the power of light to create an unforgettable viewing experience, they also provide the perfect platform for extra services (e.g. viewing on demand).



Sound bars

Give your guests an authentic cinematic sound experience from a single, elegant source. These award-winning sound bars create the impression of surround sound without the need for separate rear speakers. Perfect for enhancing enjoyment of both TV and music.



Bars, restaurants and lounges

The right ambience is crucial. These are places where people go to unwind, socialise and enjoy themselves, but also to meet and entertain business associates. Through the strategic use of creative lighting you can make things stimulating and refreshing during the day and more intimate and laid back at night. Or the other way round! On top of that, uniquely appealing and premium-quality infotainment displays can act as a real magnet for guests.



eW Downlight Powercore

Low-profile, surface-mounted LED source for general downlighting with minimal visual impact. Incredible energy and maintenance savings compared to compact fluorescent and halogen-based alternatives.



Ambilight/Aurea TVs

Truly dynamic, eye-catching and different. The ideal focal point for entertainment and information. The Aurea in particular is unforgettable; the picture is completely surrounded by a soft, soothing halo of light.



Novallure candle & lustre

Sparkling candle or lustre-shaped LED lamps that add an atmospheric accent to the room while consuming an absolutely minimal amount of energy. These glare-free lamps typically replace incandescent lamps in chandeliers.



iColor Cove

Dynamic lighting effects for alcoves, accent areas and other tight spaces. These compact LED-based units allow you to create continuous streams of different-coloured light in straight lines, graceful curves or more complex geometries.



Decorative luminaires

A complete portfolio of decorative lighting fixtures that help you personalise the public spaces in your hotel by adding a touch of class to the ceiling, wall - or even to the floor. Meanwhile special efficiency-oriented features let you realise considerable energy savings.



Wellness areas

Wellness areas have become indispensable in hotels of all sizes. Gyms, saunas, swimming pools and massage rooms, as well as beauty salons, hairdressers and even tanning centres, are becoming evermore standard features. Whether you want to set the right ambience, ensure adequate levels of safety and security or provide some entertaining distraction for those trying to knock themselves into shape, we have plenty to offer.



Underwater LEDs

The perfect finishing touch for swimming pools and other wet/humid environments. This family of LED micro spotlights can create amazing effects in many different colors. Can be used at depths of up to 10 m underwater!



Pro+ System hotel TV

Ideal for providing information and/or entertainment in areas where people are working out. Settings can be 'copied and pasted' from set to set for quick installation. Suitable for HD content as well as digital (DVB-T) channels. Certain models also have DVB-C and HD MPEG 4



HeartStart FRx Defibrillator

Clear, natural voice instructions mean virtually anyone can use the FRx to save the life of a guest or employee suffering sudden cardiac arrest by administering carefully-dosed electric stimulation. Special setting for children. Water-resistant.



MASTER LEDspot PAR38

These 16W LED lamps essentially do the same job as conventional 75W equivalents for indoor and outdoor floodlighting with IP44 rating. You save an enormous amount of energy every day - while benefiting from a lifetime averaging an incredible 45,000 hours.



Conference and meeting areas

When guests are using your hotel for business, issues like functionality, efficiency and flexibility are paramount. We help you all the way. For example, through dynamic lighting you can subtly introduce an extra dimension to meetings and conferences. Our energy-efficient light sources and luminaires make it much easier for you to provide the required illumination at lower cost. And we widen connectivity options as well...



DayWave



iW Cove Powercore

An LED-based luminaire that brings the natural rhythm of light indoors. With subtle variations and nuances of light level tone, it creates natural shifts in the ambience in order to enhance well-being and performance.

Adjustable white lighting effects for alcoves, accent areas and other tight spaces. These compact LED-based units allow you to create continuous streams of light in straight lines, graceful curves or more complex geometries.



Ultimate HD 37- and 42-inch Hotel TVs

Incredible picture quality (full HD with 1080 pixels) together with VGA connectivity makes it possible to easily show presentations, as well as other content, to a wider audience with amazing clarity.



Connectivity panel

True plug & play convenience with this special connectivity panel for hooking up laptops and other digital sources to the TV. Compatibility with, and automatic recognition of, most standard formats.



MASTER LEDbulb A55

This ultra-efficient lamp combines the familiar form factor of the incandescent bulb with the energy-saving characteristics of LED. Typically last for 45,000 hours while knocking more than 80% off the electricity bill!



Staff areas

It goes without saying that it's not only your guests who deserve optimum conditions. Your personnel have specific requirements as well. Behind the scenes, the right combination of lighting and lighting controls can make a valuable contribution to keeping your staff alert and focused on the needs of your guests, while conserving significant amount of energy. Strategically placed screens can also offer instant information or the opportunity to relax when off duty.



OccuPlus

Simple solutions for demanding installations OccuPlus is a sensor/controller and with its occupancy and daylight controls save up to an average of 55% on energy costs. And because it's so versatile, it fits in with a wide variety of applications.



TL-5 Eco fluorescent lighting

Achieve energy savings in excess of 10% with these reliable and long-lasting lamps while maintaining light levels and quality. Realistic colour reproduction helps create an ambience conducive to efficient working. Dimmable.



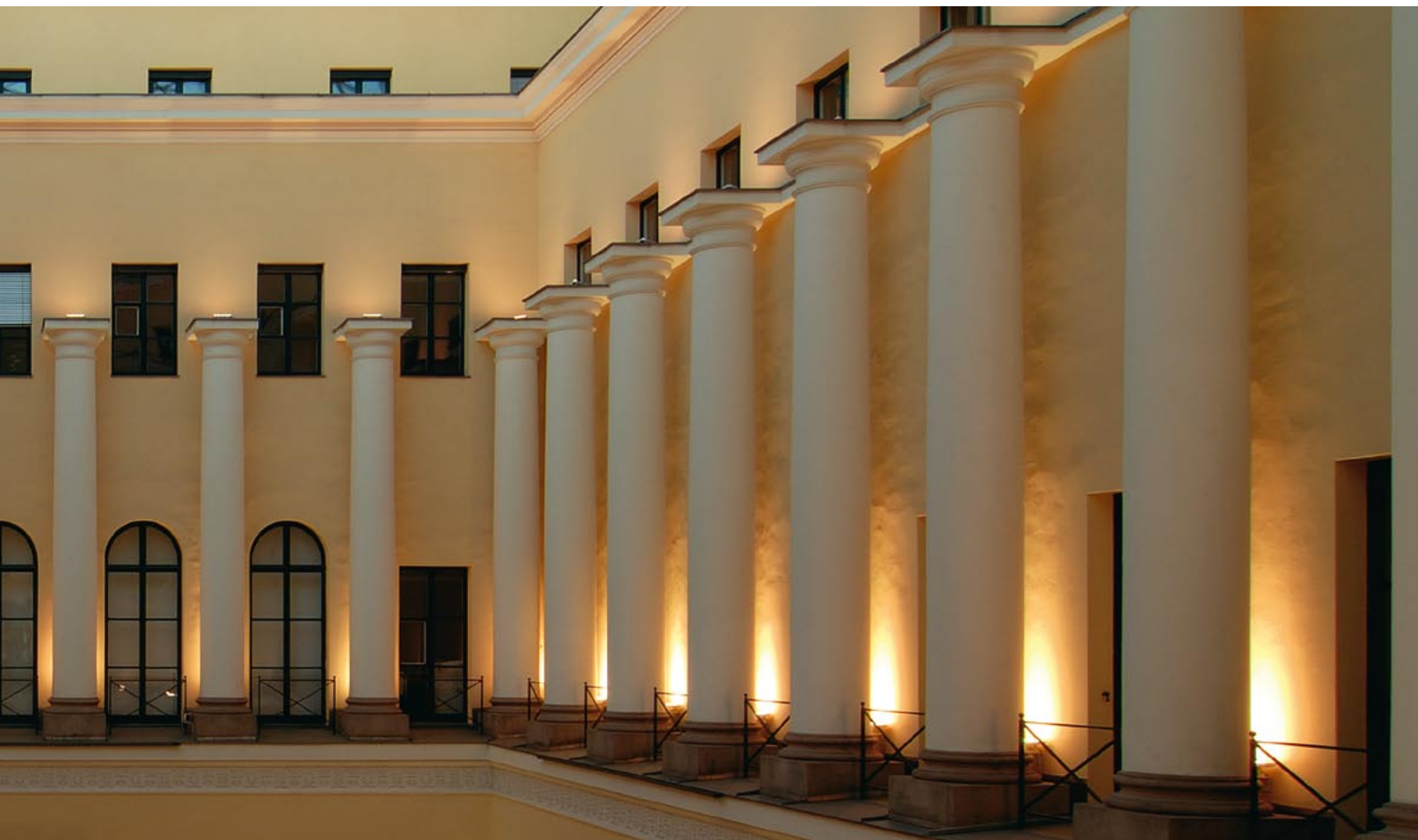
Pro Hotel TVs

Great viewing on future-proof (HD-ready) widescreen TVs which also include digital reception (DVB-T/TNT). Some models offer DVB-C MPEG 4 format programs, and there's also the possibility of a VGA input so the set can double as an information display.



Facades

The facade is one of the most potent calling cards of your hotel. Create an exterior that is distinctive, memorable and eye-catching and you can generate a significant amount of extra revenue while making sure you really stand out from the crowd. LEDs in particular, with their ability to produce millions of colour combinations and sequence in an endless variety of patterns, are ideal for generating attention and reinforcing the projection of your brand.



ColorReach Powercore

The first LED unit powerful enough to brilliantly and dynamically illuminate large-scale façades and structures. Many colour changing possibilities and unprecedented light projection over distances up to 150 m.



LEDline2

High-performance linear light sources which create seamless curtains of light to adorn the exterior of your hotel. For emphasising architectural details or general illumination. Available in white, various single-colour and multi-colour light versions.



LEDflood

A distinctive outdoor white or colour floodlight for illuminating and enhancing structures over longer distances. The beam can be continually varied between 3° and 15° for extra flexibility. Suitable for mounting on walls or even poles (on request).



Car parks and outdoor areas

The car park is often the first place where guests experience your hotel close up. It should therefore feel welcoming and safe, without pockets of shadow. Especially in indoor car parks, where lights invariably burn 24 hours a day, switching to energy-efficient alternatives can make a serious dent in your energy bills. For other outdoor areas like gardens and courtyards, lighting can also be used to create decorative and original effects.



TL-D Eco fluorescent lighting

Achieve energy savings in excess of 10% with these reliable, high-quality lamps. Characterised by uniform illumination and a long lifespan which means less frequent replacement.



Iridium with CosmoPolis

With this lamp/luminaire combination for outdoor areas or larger car parks you get low cost of ownership and reduced CO2 emissions together with excellent visibility and a long service life - all in an elegant, gently-rounded housing.



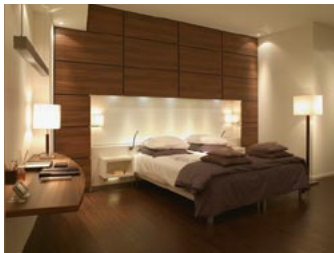
Pacific luminaire

A tough, dust- and spray-resistant fitting for fluorescent TL-D and TL5 lamps. The robust housing also offers protection against impact and other forms of vandalism. The innovative cover has special tamper-proof fixings.



Unrivalled dedication

Not only are we the only TV manufacturer with a dedicated organisation for the hospitality market, we have three facilities for helping develop specific product solutions and knowledge for lighting in hotels as well.



Philips Lighting Application Centre

The Philips Lighting Application Centre in Eindhoven showcases the myriad possibilities of (LED) lighting in hotels and other application areas. More than 10,000 professionals visit the centre each year to see with their own eyes just what can be achieved through the appropriate and creative application of our established and emerging lighting technology.



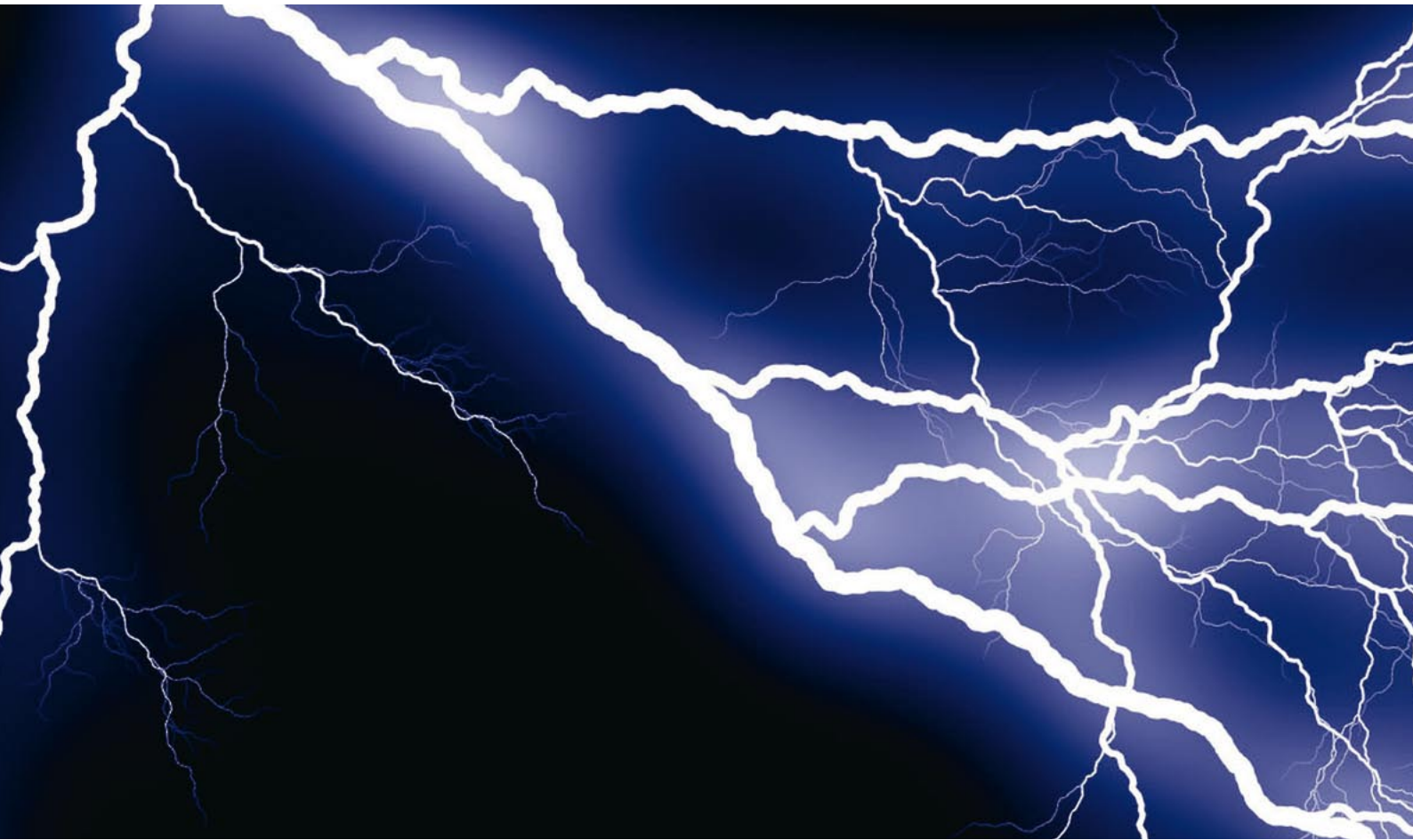
Hospitality lab

For even more groundbreaking developments we have the hospitality lab, a dedicated research facility where new innovations are tested and refined. This could be anything from carpets with direction arrows that illuminate to smart interactive tables which allow people sitting at different parts of the lobby to play games with each other.



Philips Lighting Academy

The lighting industry is in a constant state of change through new regulations, innovations and market demands. Under the motto 'lighting is an art, knowledge is key', the Philips Lighting Academy offers lighting professionals specific courses and training so they can better address the new challenges and opportunities in areas like hospitality.



Energy Scan

It's a very common scenario; hotels very willing to implement energy-saving measures, but not sure about the best way of going about it. It's hardly surprising; there is so much information to take in and numerous different factors to consider:



We've decided to make it crystal clear for you. We offer you an 'energy scan' that gives you a complete overview of the energy used by lighting installations, TVs and other amenities in your hotel. Room by room, floor by floor, we will analyse exactly how much electricity each is using.

What's more, we will then show you the kind of saving you can realise, for instance by installing more energy-efficient lamps or by adding motion sensors that dim or turn off lights when there is no one around. We even offer you an extensive range of solutions to turn these theoretical savings into reality. It couldn't be easier.



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