



Press Release  
Doha, February 25th 2008

## The light spot is opening

Wednesday, 25<sup>th</sup> February, 2009 at 6 pm, Salwa Road, Qatar Decoration Roundabout

- The first Philips Lighting showroom now in Doha. Offers extensive choice of decorative indoor and outdoor lighting
- The opening cocktail for the press and selected guests will be on Wednesday, 25<sup>th</sup> February, 2009 at 6 pm. Followed by the public opening at 8 pm.

Philips is the global leader in lighting market, a position maintained through pioneering innovation and systematic new markets approach. Techno Q, the authorized lighting dealer in Qatar – is extensively working to raise the awareness of Philips lighting solutions and products, both in the projects and retail segments. The Philips lighting showroom is part of this strategy to reinforce the brand presence and significantly support the growth in the country.

The showroom will present, exclusively in town, indoor and outdoor decorative lighting along with a wide range of Home Lighting Accessories, such as: LivingColors based on LED technology, the Imageo Candle Lights and the Imageo Aqua Lights. Lighting plays an important role in setting the scene and the mood in any space, from retail spaces, hospitality areas, offices and homes. The most sophisticated LED technologies allow flexibility, compact design, and wide colours choice combined with energy efficiency. Lighting is nowadays integrated in our homes' designs, that enhance lifestyle, create entertainment and great ways to set the scene and fit in a wide variation of interior décor.

“Philips lighting showroom is one of its kind, a new concept store which will provide the latest Philips decorative lighting solutions for indoor and outdoor application. Interior designers and architects will experience lighting solutions with personal support of our lighting consultants.” comments Mr Zeyad Al Jaidah -Techno Q Managing Director. And he continues, “The lighting showroom will also present the full range of green lighting solutions, for residential and office environments. We want to be on the front line of energy saving and light quality. Philips Lighting solutions are the most advanced solution in the market”. Mr DP Smedema, General Manager Philips Lighting Middle East, adds “Qatar is a key market for Philips Lighting Middle East and we are proud of seeing a “flagship” store opening up. It is a new concept, which will support our brand growth and the educational process we are developing locally. We believe we can emphasis more on unexplored opportunities in the Architectural lighting and green lighting.”

### About Techno Q

Techno Q is the leading System Integrator in Qatar committed to offering integrated low current systems. It is specialized in Audiovisual, Security, Control, Fire, Lighting, IT, Broadcast and Hospitality Management Systems. It has developed more than two hundred projects over its thirteen-year history for government institutions, education and health care organizations, corporate, hotels, retail clients and international developers. Techno Q has selected and trained a team of one hundred professionals – managers, engineers, and designers - to provide comprehensive and customized project leadership. Our team of experts has accumulated over a century of experience working together with the leading companies in the different industries to specify, design, install, test, operate and maintain the top-notch technology solutions. The engineering consultants design customized solutions to provide cost efficient, advanced technology combined with an easy-to-use human interface. Techno Q combines knowledge, experience and passion to ensure that the project is delivered on quality and on time. An agile and responsive team of experts committed to guarantee timely and personalized customer service. Our clients come first.

### Press Contact

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### About Royal Philips Electronics

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a global leader in healthcare, lighting and consumer lifestyle, delivering people-centric, innovative products, services and solutions through the brand promise of “sense and simplicity”. Headquartered in the Netherlands, Philips employs approximately 134,200 employees in more than 60 countries worldwide. With sales of EUR 27 billion in 2007, the company is a market leader in medical diagnostic imaging and patient monitoring systems, energy efficient lighting solutions, as well as lifestyle solutions for personal wellbeing. News from Philips is located at [www.philips.com/newscenter](http://www.philips.com/newscenter)

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