



Bringing ideas to life

Philips Applied Technologies
Lifestyle

PHILIPS
sense and simplicity

Philips Applied Technologies and Lifestyle

Global trends in today's society emerge faster than ever before. New concepts are brought to us in seconds through the latest communication technologies. To maintain their competitive advantage, companies with successful products will need to be consumer focused while using new enabling technologies. They develop products and solutions relevant in the mind of consumers, wherever they live.

Interwoven in our daily life

The term "lifestyle" is intensively interwoven with our daily life. Philips Applied Technologies has a long history contributing to products affecting our lifestyle. We execute projects for a wide variety of customers in the personal care, wellbeing, automotive, entertainment and building environment. Specific contributions have been made to a wide variety of consumer products such as shavers, coffee makers, lighting devices, telephones, remote controls, vacuum cleaners, televisions, sound machines and more.

Personalization

We want to distinguish ourselves as individuals. Some people would like their USB sticks to have diamonds while others would like to create a personalized environment at home. We work with companies to develop and integrate new and existing products to simplify personalization.

Meaningful products

There is an increasing demand for meaningful products. For instance, the worry about what is happening with global warming will definitely influence the quality of life. Our open innovation services insure that our customers will generate products and solutions that are more meaningful in our daily life.

Healthier lifestyle

Consumers increasingly focus on their health and ability to control their lifestyle. People look for products supporting them at home or during working hours. The wellness industry is growing and wellness products are integrated in people's life. Our depth of competences in combination with ideation and industrialization has proven to be valuable.

Lifestyle technology and innovation

At Philips Applied Technologies we understand how important lifestyle is for our customers and their end users. Lifestyle is reflected in people's outward appearance, sense of self, feeling of well being and peace of mind. We understand the lasting impact products and services have on people's lives. The core of our success is helping our customers to bring their lifestyle ideas to life. These ideas range from standalone products to (connected) multi-sensor 'ambient environments' that immerse people in entertainment and lifestyle experiences.





A rapid evolving market place means that today's new experiences are tomorrow's everyday occurrences. As a result, bringing lifestyle products and services successfully to the market is one of the greatest challenges in modern business. Thanks to its long history and natural affinity with lifestyle markets, Philips Applied Technologies has a unique understanding of the technologies and rapid innovation processes needed to help you achieve product introductions coupled with consumer appeal – essential ingredients for the long-term profitability of your business.

Partnering first-of-a-kind development

Philips Applied Technologies has over 40 years of innovative product development and production process experience. The breadth of our competences includes technology, application and product know-how in applied science, manufacturing processes and consultancy services. By integrating multiple technologies we create working products ready for mass production. As a result, our designs migrate smoothly from prototype to volume production.

Our practical customer-oriented approach makes cooperation highly productive and satisfying. Our project managers steer the process, keeping communication lines short, helping you identify your needs and ensure utilizing the appropriate expertise. Interactive teamwork and partnership optimize the use of resources – both yours and ours.

Leading-edge technology know-how integral solutions, industrialization, innovation and flexibility – our contribution to helping you hit short time-to-market windows of opportunity in high demanding lifestyle markets.

What we offer

Integral solutions

Executing projects in every phase of the product lifecycle: from initial concept, through design and engineering, to industrialization of small series ready for mass production. We have a track record in managing large and complex multi-technology projects in a wide variety of industries.

Specialist services

We transform first-of-a-kind technology concepts and prototypes into reliable and high quality products ready for pre-production and manufacturing transfer. We offer quality & reliability engineering and industrialization & manufacturing through advanced technologies.

Consultancy

Our consultants and interim managers deliver practical support and functional expertise for industrial engineering, product innovation and business engineering around road map development, quality, cost effectiveness, sustainability, time-to-market, reliability of product designs and architectures.

Our application markets

Automotive

Philips Applied Technologies is a know-how and technology integrator. Translating and creating concepts into first-of-a-kind products is our specialty. Focus areas are multi-media, interior experience and audio-video systems projects. Additionally a wide range of know-how is at your disposal addressing that specific challenge.

Home & building automation

We help OEMs and ODMs with their product development to incorporate existing and new emerging technologies. Combining technologies such as RFID, video and audio processing, lighting and near field communication is playing a key role in this industry creating the desired ambient experience.

Entertainment

The combination of hardware & software and precision motion systems are the basis for many different applications. By integrating multimedia and connectivity technology we contribute to creating a lasting end-user experience. Our advanced interaction technologies enable entertainment applications that create immersive and exciting experiences. Robotics, with human-like behavior, is finding its way into the daily life of people.

Personal care & wellbeing

More people are seeking an active, healthier and balanced lifestyle. Integrating technologies and systems solutions will guide and coach people to achieve their desired appearance and physical & mental shape. Enabling electronic and physical technologies are integrated into many products. Our experience and know-how in sensors, signal processing, activity classification, user interaction, skin comfort and actuators create innovative concepts.





Lifestyle proof points

Philips Applied Technologies has a proven track record of product development and process engineering for advanced lifestyle solutions. Here are a few examples:

Immersive Experience

- 5-channel surround-sound via MPEG Surround
- mood-creating coordination of sound, light and vision
- Blu-ray development

Enhanced Appearance

- flex and pivot action triple-track shaving heads for a perfectly close shave
- technology and high-fashion combined to irresistible effect

Healthy Body

- lamps that wake you up with natural light
- personalized health and lifestyle advice delivered via home TV

Active Mind

- personalization of products and services
- access to information, education and entertainment – anytime, anywhere

Philips Applied Technologies profile

Philips Applied Technologies is a contract R&D organization that supports the development of products, applications and technical solutions. Our customers are market leaders, fast growing companies and start-ups. We offer contract R&D for integral solutions, as well as consultancy and specialist services for every phase of the innovation process. With over 1000 in-house experts, we can draw on a wide range of competences.

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