



# Bringing new product ideas to life

Philips Applied Technologies

**PHILIPS**

sense and simplicity



# Philips Applied Technologies and New Product Introduction Services

Philips Applied Technologies' New Product Introduction (NPI) Services bridges the gap between product development and mass production – by contributing knowledge to product design and development that ensures a smooth migration from concept to production. It is our ambition to smoothing this route from prototype to production for our customers as much as possible. With a track record and extensive experience in quality & reliability management, industrialization & manufacturing and integral packaging management, we are able to solve many of our customers' challenges.

# Combining time-to-market with time-to-volume

Coming up with new product concepts requires imagination. Achieving a short time-to-market requires knowledge. However, the manufacturing excellence needed for fast time-to-volume requires real know-how.



## Leveraging windows of opportunity

In the fast-moving world of technological innovation, windows of opportunity for introducing new products are often measured in months rather than years. As a result, new products need to be designed in a way that combines time-to-market with time-to-volume. In many cases, it is the very success of achieving time-to-market that creates the demand for a fast ramp-up to high-volume manufacturing. There is no time to rework designs, which means that manufacturability and cost optimization must be built into the product from the start. A few dollar cents of component cost or minor manufacturing bottlenecks during a production run of a thousand units won't adversely affect your bottom line. On a production run of millions, they will!

At Philips Applied Technologies we believe that designing manufacturing excellence into a product from the outset is the only way to maintain your margins, especially in fast-moving markets where price erosion is steep. That's why we prefer to get involved up-front during product design and development, at least to the point where we can highlight potential manufacturing issues and get them designed out before they start to cause problems. That doesn't mean you'll need to compromise on functionality, performance or aesthetics. We'll simply combine them in a way that smoothes the route to mass production.

# Competences

## Quality & reliability

To that end, we're experts in areas such as Design-for-Testability (DfT), reliability testing and standards conformance – those things that allow you to maintain or improve product quality whatever the volume and wherever your products are manufactured. We have a world-class EMC test laboratory and we're fully equipped for CE and FDA compliance testing.

## Industrialization & manufacturing

We're equally expert in achieving manufacturing excellence through advanced process and technology engineering and state-of-the-art Design-for-Manufacturability (DfM) tools. We also have the in-house facilities needed to undertake rapid prototyping and pilot run production – a proving ground for ideas and a bridgehead for our customers between prototyping and manufacturing.

We can equally take care of the organization side of high-volume production – from supply chain and production quality management to overseeing the entire manufacturing operation for you. We have excellent links into the world of contract manufacturing and in-depth knowledge of individual companies' strengths in particular areas.

For low-volume high-value applications, we can even supply turnkey product solutions, such as our image analysis plug-ins for computer vision systems.

## Integral packaging

It's not just the product we take care of. We can also take care of the packaging, not just as a tail-end exercise but as an integral part of product design. Why? Because relatively small changes in the product can have a big impact on your packaging, transport and logistics costs.

In everything we do, we apply Design-for-Six-Sigma design rules – ensuring that we understand the needs of our customers and their businesses so that we can drive those needs into the product manufacturing solutions we create for them.



## What we offer

### Integral solutions

Executing projects in every phase of the product lifecycle: from concept, design and engineering towards 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.

### 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.

### 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.

# Our application markets

Our customers typically exist of various businesses in a broad range of market segments. Depending on their needs, we provide experienced quality & reliability management, industrialization & manufacturing and also integral packaging management. An integral approach by combining these competences is our strength.

We offer our competences to national and international customers, which are active in markets like:

- Semiconductor
- Industrial equipment
- Industrial electronics
- Healthcare & Life sciences
- Consumer products
- Electronics





# NPI at a glance

## Quality & reliability

- Product engineering
- Design-for-X (DfT, DfM ...)
- Test development
- Verification
- Validation
- Consultancy

## Industrialization & manufacturing

- Process and technology engineering
- Manufacturing services (prototyping, small series manufacturing)
- Industrial project management
- Supply chain management
- Production quality management
- Turn key product solutions

## Integral packaging

- Design and development
- Prototyping and manufacturing
- Product and packaging
- Testing
- Outsourcing
- Consultancy

## 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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