



The physical experience InnoHub facilities

At InnoHub, we believe that the work environment should not just be functional, it should be an integrated part of our life experience. With the myriad of InnoHub activities in mind, we have modeled our work 'playground' to reflect the creative spirit that we embrace. Indeed, it is befitting to say that InnoHub recreates life experiences.

Home Simulator

If you want to truly experience how a consumer interacts with a product, you have to immerse the interaction process in a 'real' environment which the consumer is familiar with. The Home Simulator is a physical environment built on such exacting realism and serves a multitude of needs.

As a test bed for new products and concepts, development teams can demonstrate and test these products in an actual 'home' environment; this frequently uncovers unknown and often surprising outcomes. Ideation workshops can be conducted in our Home Simulator. Interacting with participants in such an environment boosts the brainstorming process and allows concepts to be more effectively evaluated. The Home Simulator also complements the Consumer Experience Center in circumstances when alternative or additional testing facilities are required.

Consumer Experience Center

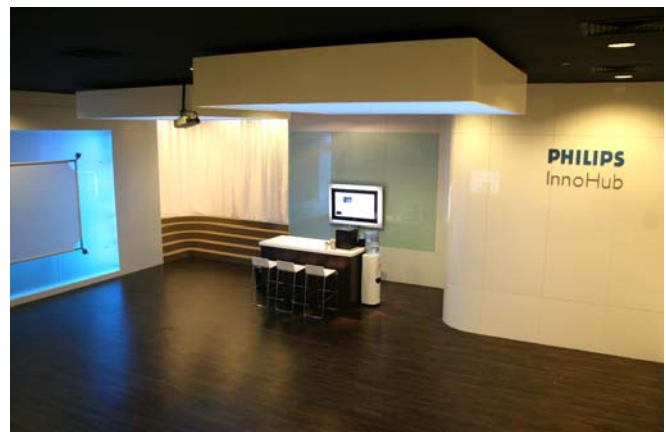
The Consumer Experience Center allows us to do in-house testing of new concepts with real consumers to derive deeper insight of their needs and expectations. Additionally, out-of-box testing provides valuable feedback of existing products that eventually serves to become input for future enhancements of the product.



Like the Home Simulator, the Consumer Experience Center is equipped with observation facilities to allow product teams to observe consumers interacting with products on a first-hand basis.

Retail Simulator

As you hurry down the snow-strewn streets of a downtown shopping area on a cold winter's day, you are drawn into a gently-lit clothing store. With fingers tingling from the relentless cold, refuge is all you seek. Voila! Upon entering the shop, you seem to warm up almost instantly.



Retailers constantly seek new means to draw customers into their stores. Necessity shopping is passé with shoppers moving beyond purchasing a product to buying into an entire experience. Just as our scenario painted, controlling in-store ambience has the effect of sub-consciously drawing people into a store, in this example, for the perceived warmth within the store.

Within our Retail Simulator, we can recreate different lighting concepts to deliver different shopper experiences. Beyond traditional lighting, energy-saving lamps are also demonstrated as viable alternatives. By coupling our energy-saving focus with our dynamic lighting concepts, we are able to create compelling solutions which both excite customers and save retailers money.

Healthcare Simulator

With an increasing focus on healthcare and medical developments, we have established a holistic Healthcare Simulator to further augment our range of facilities. It comprises of a hospital bed networked with the latest healthcare devices and gadgets, a nurse station, a monitoring center for patient care, all of which are fully complemented with and built upon an extensive IT infrastructure.

The Healthcare Simulator serves as a test bed to demonstrate how Philips can deliver Sense and Simplicity in medical solutions which concerns the most basic of human needs, that of 'life' itself.



Open Office

The Open Office concept has been conceptualized to allow synergistic efforts from cross-functional teams to thrive. By allowing people to move beyond the traditional confines of their own office space and work in close proximity, this concept has herein been an indispensable tool for innovation to flourish.

Our long-running partners who are located in our facility bear testimony to the benefits of enabling innovation to flourish when all elements are located near each other. The InnoHub continues to encourage new partners to take up temporary or long-term residence within the Open Office area.



Usability Lab

The Usability Lab allows our consultants and fellow colleagues from the development and quality divisions a physical space to conduct usability tests by connecting products from both Philips and non-Philips offerings into systems and replicating how consumers interact with these products. Interoperability of devices and media management are key features which are evaluated in this facility.

By congregating a wide selection of competitor products in one centralized location, benchmarking against competing offerings can be conducted to ensure that Philips continues to position its products to meet the market's needs.

Lobby / Workshop Area / Coffee Corner

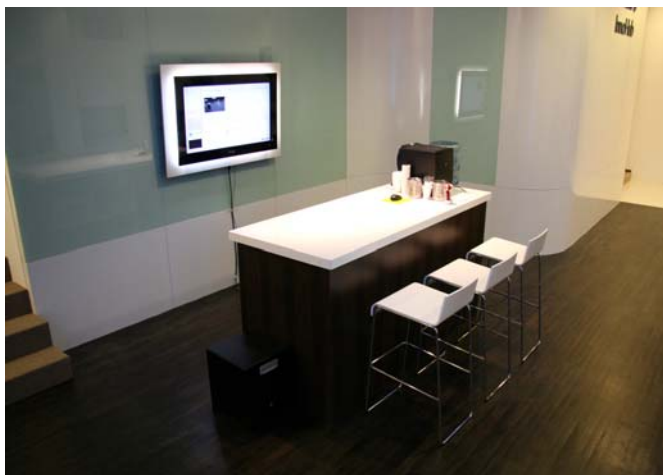
To complement our style of working, we have built a modular workspace that blends with our flexible style of working. What looks like a spacious lobby transforms into an ideal venue for a



media event one day and into an interactive workshop space the next. Even the lighting of our open space is dynamic and changes to reflect the mood we want to create.

Many successful business ideas have evolved from casual conversations over a simple coffee brew. At our Coffee Corner, meet up with our global partners through our Windows Of InnoHub which allows you to have a 'face-to-face' conversation with friends and colleagues who are likewise indulging in one of life's simplest pleasures, enjoying a cup of coffee.

With our strong roots in Dutch heritage, we pride ourselves as a team that uncovers true value from simplicity, and ingenuity from life's little encounters. At the heart of the matter, we embrace simplicity as a goal of technology. It certainly is the goal at Philips. It just makes sense.



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