

## Press Information

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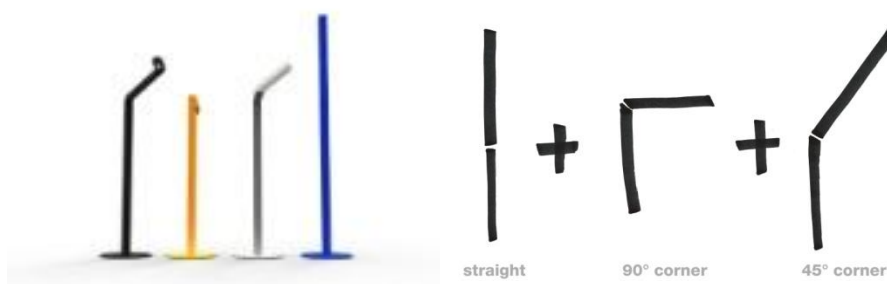
### **Philips introduces Nick-Knack, an innovative designed luminaire line for the home.**

*Direct light in any direction you want with Nick-Knacks LED based design*

**Frankfurt, Germany** – Luminaires can do more than just light up the space around you: they can have a striking impact on your home décor – and cast light in more diverse ways than you may imagine. Philips has designed a new range of luminaires as part of the Lirio by Philips range: the **Nick-Knack floor light**. From a simple, single form, Nick-Knack offers surprising and versatile possibilities for lighting and styling your space. The product has been enabled by Philips' expertise in LEDs, and the design inspired by the Italian animation 'La Linea' philosophy, which draws characters using one single line.

#### **Maximum effect, minimum design**

Starting from one straight line, the two hinges allow you to move it any direction you like creating a multitude of different shapes. By doing so you can create direct or indirect light: position Nick-Knack straight for a sleek, vertical design that casts light upwards for a relaxing ambiance, or position it at a 45 or 90 degree for different functions, such as reading a book on your sofa, having dinner or working from home. Philips Nick-Knack's minimalist shape gives you maximum options for achieving the look and light you want.



#### **Form follows function**

Lieven Verdin, Senior Product Designer for Philips Consumer Luminaires, says: "The Nick-Knack is a prime example of how graphics have inspired design. It is an upright line but has hinges to allow you to angle it over 45 degrees, giving an angular and graphical impression. It allows you to direct the light where you want. Simply by adjusting the hinges you can change its form and adapt it to light up what you need."

#### **Inspired by art and dance**

As well as being multitasking in its form and lighting effect, the Lirio by Philips Nick-Knack makes a modern design statement in your home. Inspired by the Dutch artist Mondrian, who famously combined lines and vivid colors, Nick-Knack is available in bright colors for your home including black, white, yellow, red and blue.

With Philips Nick-Knack, you can add a touch of modern art-inspired style to your space which is innovative both in light innovation and design, bringing all the benefits of LED light into your home. **Nick-Knack, the first line of a great story!**

#### Key Features

- Powered by 2 high power LED strings (700 lumen)
- Directable and dimmable light
- High quality strong, warm white LED light (colour temperature 2700K)
- Base material: aluminium
- Soft touch finish
- Up to 80% energy saving
- Lifespan of 20,000 hours / 20 years
- Can provide direct and indirect lighting for multiple home functions

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#### **About Royal Philips Electronics**

*Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a diversified health and well-being company, focused on improving people's lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of "sense and simplicity." Headquartered in the Netherlands, Philips employs approximately 122,000 employees with sales and services in more than 100 countries worldwide. With sales of EUR 22.6 billion in 2011, the company is a market leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as lifestyle products for personal well-being and pleasure with strong leadership positions in male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at [www.philips.com/newscenter](http://www.philips.com/newscenter).*