



Media Release

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SINGAPORE'S FIRST "AMBIENT EXPERIENCE" CARDIAC CATHETERISATION LABORATORY OPENS AT THE NATIONAL HEART CENTRE SINGAPORE

- Philips Healthcare CEO, Steve Rusckowski, officially opens Singapore's first "Ambient Experience" suite designed to reduce patient anxiety and improve physicians' workflow.
- The "Ambient Experience" from Philips combines design and technology – dynamic lighting, sound and projection to neutralise the intimidating atmosphere of hospitals

Singapore — The National Heart Centre Singapore (NHCS) and Philips today inaugurated the first Ambient Experience cardiac catheterisation laboratory in Singapore. Philips' Ambient Experience concept aims to reduce the anxiety of heart patients undergoing interventional or cardiac electrophysiology procedures and also improves the workflow of physicians.

The Ambient Experience cardiac catheterisation laboratory solution from Philips has been designed around the interventional catheterisation and cardiac electrophysiology (EP) procedures to support medical staff and soothe patients during preparation, examination, treatment and post procedure. The range of procedures includes cardiac catheterisation, coronary angioplasty, electrophysiological study and catheter ablation. The "Ambient Experience" solution combines design and technology – dynamic lighting, sound and projection to neutralise the intimidating atmosphere of conventional hospitals.

According to Associate Professor Koh Tian Hai, Medical Director of National Heart Centre Singapore, "Undergoing a heart procedure can be intimidating for some patients. By allowing them to create their choice of therapeutic environment, patients can lie back and relax while having their heart problems fixed. As a leading centre for cardiovascular care, we are constantly evaluating new innovations and technologies to offer our patients the best experience."

Steve Rusckowski, CEO of Philips Healthcare, said "In the increasingly competitive environment today, hospitals need to differentiate themselves. Philips can help hospitals achieve exactly that, combining insight into the needs of both patients and healthcare professionals with our unique technological expertise. We are very proud of our Ambient Experience as it is leading a change in the way patients receive care by creating hospital environments that are reassuring for patients and comfortable for professionals."

The opening of the Ambient Experience cardiac catheterisation laboratory seals both National Heart Centre and Philips' commitment of providing Singaporeans with world-class diagnostic technology combined with a unique patient-focused design to improve patient comfort.

Benefits for patients

Since its introduction Philips' Ambient Experience has become a clear demonstration of Philips' insights of what hospitals need. Today, more than 125 hospitals globally have installed the Philips Ambient Experience in a range of clinical environments, with 3 installations in Asia Pacific. The Ambient Experience suite allows patients to instantaneously personalise the lighting, projected images and other elements of the examination room, giving them a greater sense of comfort and control over their experience.

The Ambient Experience from Philips enables patients to choose a room 'theme' using a wireless TouchScreen prior to the procedure. When the selected theme is activated, the room is transformed into a multi-sensorial experience through dynamic lighting, sound and projections. Walls appear to fade away, calming sounds and accompanying images (on the ceiling) wrap the

patient in a relaxing ambience. This creates a comforting atmosphere for the patient and reduces anxiety.

Benefits for care givers

The Ambient Experience cardiac catheterisation laboratory also has special procedural lighting for the clinical staff that improves the physician's workflow. This special lighting provides a uniformly illuminated table surface with virtually no monitor reflection, reducing eyestrain for the doctor and improving the details of fine vessels during procedures.

The Philips Ambient Experience cardiac catheterisation laboratory solution at the National Heart Centre Singapore is the first such system in Asia Pacific.

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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 more than 118,000 employees in more than 60 countries worldwide. With sales of EUR 26 billion in 2008, 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 flat TV, male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at www.philips.com/newscenter.

About the National Heart Centre Singapore

The National Heart Centre Singapore (新加坡国家心脏中心) is a 185-bed national and regional referral centre for cardiovascular diseases. A one-stop facility with the largest heart specialists group in Singapore, NHCS treats complex cases and sees the highest volume of heart patients locally. Each year, the centre handles over 90,000 outpatient consultations, 6,000 interventional and surgical procedures and 9,000 inpatients. Its outcomes for heart attack treatment, balloon angioplasty with stenting and coronary bypass surgery have been shown to be equivalent to international standards.

NHCS is the first heart centre outside USA and in Asia to receive the prestigious Joint Commission International (JCI) since 2005, which is an assurance for safe and quality patient care for the patients.