

Research Grant

Philips Consumer Lifestyle is offering a research grant (or grants up to) \$100,000.00 to further the understanding of the effects of light on well being. Although all applications will be considered, particular attention will be directed towards areas related to sleep, circadian regulation, alertness, learning and cognition.

Applications will be accepted under the following categories:

1. Fundamental studies

- a. Studies which further understanding of photobiology, photo transduction, circadian regulation, etc.
- b. Studies which explore novel concepts or applications of light and light therapy.

2. Application studies

- a. Studies using existing light devices to demonstrate effects on e.g. sleep, circadian regulation, alertness, learning and cognition.

Proposal Requirements

Where applicable, Philips light therapy devices will be used. Applications need not be longer than 10 pages in length, and should include the following:

- Summary explanation of the need for the study, including a brief review of current scientific understanding, what is unknown, and the potential scientific and societal benefit to be gained from the resulting evidence.
- Study objective and proposed research methodology
- Ability of the applicant to achieve a successful outcome
 - Facility, equipment and resources available
 - Potential support from other sources
 - Whether the proposed study is conjunct to existing research, and what additional evidence is hoped to be gained from this study.
 - Personnel involved, including curriculum vitae
 - List of publications
- Cost breakdown
- Timeline
- List of all intellectual property rights in the name of the Applicant either granted or applied for and relevant for the subject of the Study.

Application Deadline:

All applications must be received by August 13th, 2010. They should be sent to

sltbr@philips.com.

Awardees will be announced at the 20th Congress of the ESRS meeting in September 2010 in Lisbon, Portugal.

Conditions of the call:

Applicants may not be affiliated with competitors of Philips. Philips will require a midterm and final technical report. Study shall not exceed one year in length, unless previously approved by Philips' Grant Review Board.

Philips shall have access to all data generated as a result of the study. Philips will acquire exclusive rights under all new intellectual property rights generated as a result of the study, either in the form of a royalty-free exclusive license right thereunder or in the form of the exclusive right to apply for such intellectual property rights in its own name in case the Applicant does not wish to apply for such intellectual property rights.

Philips will have no influence on publication. In case the Applicant does not wish to apply for intellectual property rights, before such publication Applicant will allow Philips reasonable time to apply for the intellectual property rights.

Successful applicants will be offered a contract to be signed within a reasonable period of time to be determined by Philips.

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 116,000 employees in more than 60 countries worldwide. With sales of EUR 23 billion in 2009, 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.

Koninklijke Philips Electronics N.V.