



Press Release
Doha, October 19 2008

Techno Q announces its official partnership with Philips Lighting

- Techno Q – as the authorized lighting dealer in Qatar – will be representing Philips brand in both the retail and projects market segments. It will be marketing the indoor, outdoor and retail Philips Lighting products.
- Techno Q and Philips will jointly promote the Green Lighting concept in the country: a new generation of energy efficient lighting to save money, energy and reduce environment footprint.

Philips Lighting is the leader in the global lighting market, a position maintained through pioneering innovation and systematic new markets approach. Techno Q team will be promoting the entire Philips Lighting Products: the full range of incandescent and halogen lamps, compact and normal fluorescent lamps, high-intensity gas-discharge and special lamps, fixtures, ballasts and lighting electronics.

The official announcement follows the award of several Philips lighting projects managed by Techno Q such as: Ali Bin Ali Tower indoor and outdoor lighting, school complexes and several retail and private luxurious projects. The retail market segment will be approached by the end of the year to satisfy the growing local demand for quality and long-life products. In the next few weeks the latest Philips energy saving products will reach the shelves of retail and wholesales in Doha.

Mr DP Smedema, General Manager Philips Lighting Middle East, adds “We are involved in many prominent ongoing projects in the region and we have set have ambitious goals for the Middle East. Qatar will significantly contribute to this growth; therefore we carefully selected our local partner. Techno Q long experience in projects development is a winning factor and we will support their team closely. We believe that there are great unexplored opportunities in the Architectural lighting, green lighting and major outdoor development projects.”

“We are now officially entering the Lighting market and we are proud of doing it with the global market leader ” comments Mr Zeyad Al Jaidah -Techno Q Managing Director. And he continues, “This is a strategic decision which position us at the high-end of the market. We are committed to offering the most innovative lighting solutions to our clients. And at the same time we have, as a local company, the responsibility to promote environment-friendly solutions. We believe that lighting can have a big impact on a greener Qatar”.

About Techno Q

Techno Q is the leading System Integrator in Qatar committed to offering integrated low current systems. It is specialized in Audiovisual, Security, Control, Fire, Lighting, IT, Broadcast and Hospitality Management Systems. It has developed more than two hundred projects over its thirteen-year history for government institutions, education and health care organizations, corporate, hotels, retail clients and international developers. Techno Q has selected and trained a team of one hundred professionals – managers, engineers, and designers - to provide comprehensive and customized project leadership. Our team of experts has accumulated over a century of experience working together with the leading companies in the different industries to specify, design, install, test, operate and maintain the top-notch technology solutions. The engineering consultants design customized solutions to provide cost efficient, advanced technology combined with an easy-to-use human interface. Techno Q combines knowledge, experience and passion to ensure that the project is delivered on quality and on time. An agile and responsive team of experts committed to guarantee timely and personalized customer service. Our clients come first.

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About Royal Philips Electronics

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a global leader in healthcare, lighting and consumer lifestyle, delivering people-centric, innovative products, services and solutions through the brand promise of “sense and simplicity”. Headquartered in the Netherlands, Philips employs approximately 134,200 employees in more than 60 countries worldwide. With sales of EUR 27 billion in 2007, the company is a market leader in medical diagnostic imaging and patient monitoring systems, energy efficient lighting solutions, as well as lifestyle solutions for personal wellbeing. News from Philips is located at www.philips.com/newscenter

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