

Philips TV & Sound focus on European design officially recognised by the 2020 iF Design Awards

Amsterdam, Feb 12, 2020 – TP Vision has enjoyed much success by ensuring that European design and craftsmanship remains one of the central pillars of the company's product activity for Philips TV and audio products. Not only are consumers enthusiastic about the results of this approach, the design experts are too, giving four Philips products official recognition in the 2020 iF Awards.

The winners in 2020 include Philips new OLED855 hi-end TV and the 'audiophile' grade Fidelio X3 headphones that share the same understated design with a focus on premium quality materials including metal, bespoke fabrics and leather. The other winners included the Philips 279C9 4K Monitor and the TAV8805 smart monitor. All four products were created by the dedicated European Design team, based in Amsterdam.

The iF Awards have been recognising the very best in product design for over 67 years and are given in recognition of outstanding design achievement. As one of the premier global design awards the competition attracts over 6000 submissions, from companies large and small, from nearly 70 countries each year. The awards criterion includes consideration for: innovation, formal quality, functionality and ecological compatibility.

Commenting on the new awards, Rod White, Chief Design Officer for TP Vision said: *"The best of European Design is a key unique differentiator for our products. We feel the way customers interact with our products and the pride-of-ownership created are equally as important as their class leading performance. Having a dedicated design team based in Europe is a key factor in creating that overall experience"*.



Philips OLED855

Philips has consistently set the standard for TV picture and sound quality and the latest OLED855TV is designed to communicate that ultimate picture quality through a unique, bold & minimal stand architecture. The OLED855 uses premium materials & finishing to deliver convincing quality and a sense of exclusivity whilst being clearly designed to fit into modern homes.

The 2020 Philips OLED855 offers a fully immersive cinematic experience through unique 3-sided Ambilight technology whilst its distinctive design underpins the brand's promise of innovation through the visualization of European design quality.



Philips Fidelio X3

The 2020 Philips Fidelio X3 is designed to communicate the ultimate, no-compromise, stereo experience on headphones.

The X3 is unique both in terms of performance and design, introducing a new standout yet minimal archetype that reinterprets and progresses the design legacy of the Fidelio high performance headphones.

The use of a lightweight steel frame, bespoke Kradvat acoustic fabric and responsibly sourced Muirhead leather underpin the Philips European Design language whilst conveying convincing Fidelio high performance quality.



About TP Vision

TP Vision is a consumer electronics key player in the world of audio visual digital entertainment. TP Vision concentrates on developing, manufacturing and marketing Philips branded TV sets (Europe, Russia, Middle East, South America, India and selected countries in Asia-Pacific) and Philips audio products (all around the Globe). We do this by combining the innovative Philips brand heritage with our design expertise, operational excellence, flexibility and speed of TPV Technology. With these combined strengths, we bring high-quality TV sets to the market: smart and easy to use with sophisticated styling. We believe in creating products that offer a superior audio and visual experience for consumers. With Philips TVs, TP Vision is a global leader in the hospitality market. TP Vision is the exclusive brand licensee of Philips TVs for the above listed countries and, on the global stage for the Philips audio products. TP Vision employs close to 2,000 people in several locations around the globe and is 100% owned by TPV, one of the world's leading monitor and LCD TV manufacturers, selling and marketing Philips branded TVs in China. TPV has been able to drive its growth over the years by leveraging its economies of scale and core competencies in R&D, manufacturing, logistic efficiency and quality.

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