

PHILIPS

InnoHub

Machine to machine interfaces creating meaningful innovations

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CEO Philips Singapore
November 2006

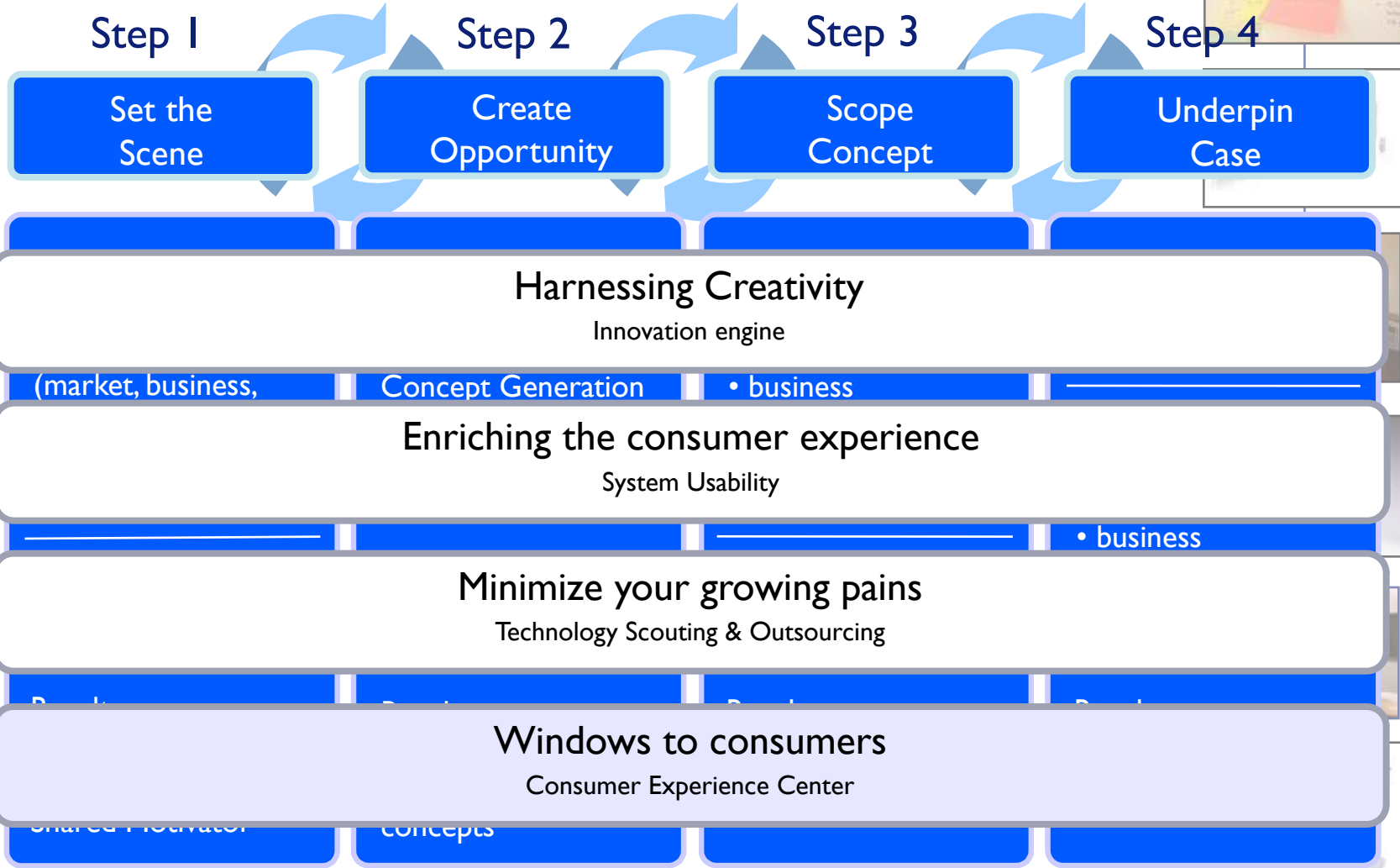
InnoHub provides & believes in

- The transformation of ideas all the way through from idea to business, shortcutting traditional ways of Innovation
- Integration of user, business, market, and technology aspects of Innovation, not re-inventing what exists already
- Building, real life testing, demonstrations, and experiencing competition
- Customer involvement direct from the start: customers can enrich, nullify, create, buy-in or sell your ideas
- Innovation that does not stop where sales start
- Crossing borders of the different BGs/PDs (incl. Research) leveraging on the technology richness of Philips and suppliers

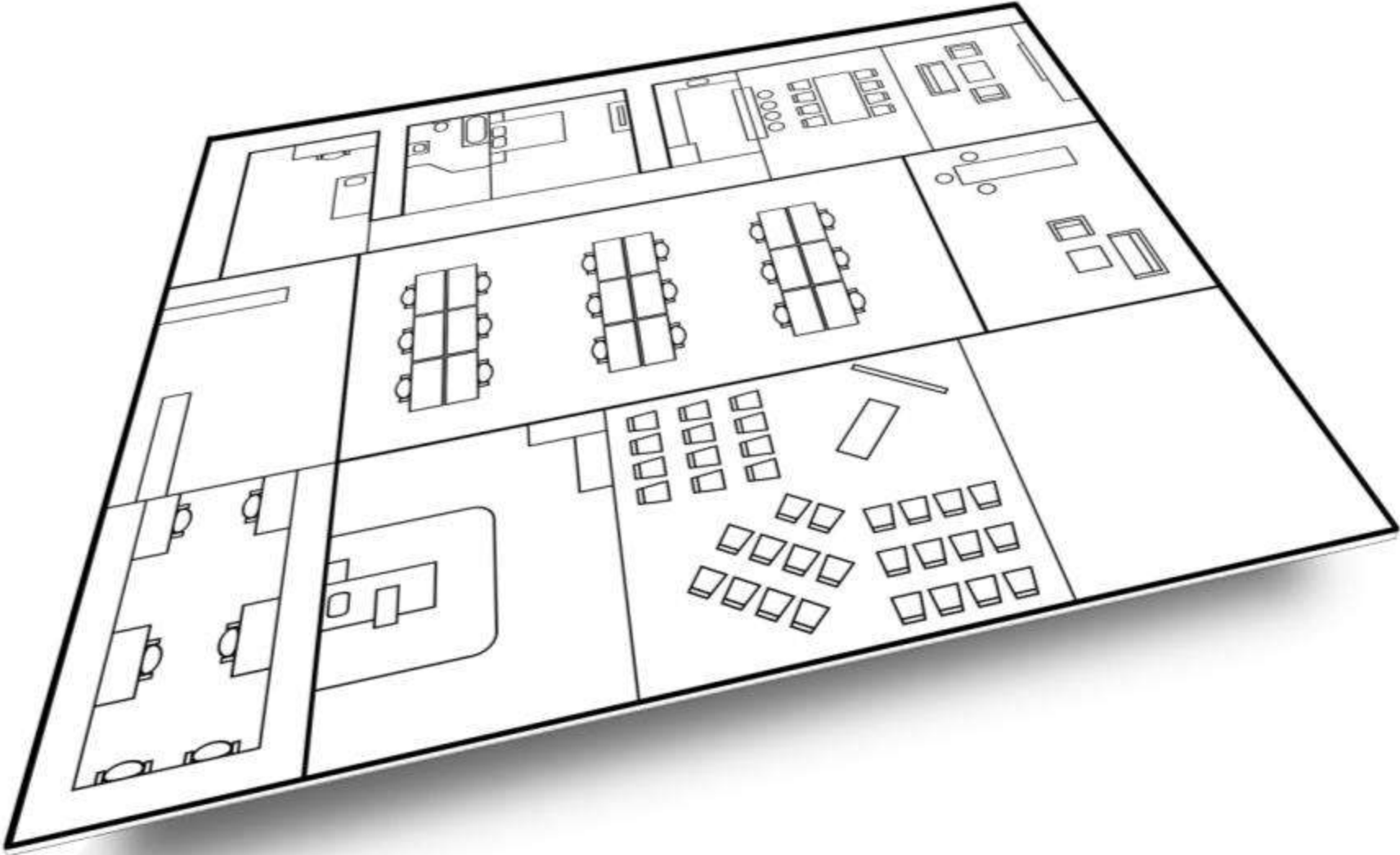


InnoHub's role

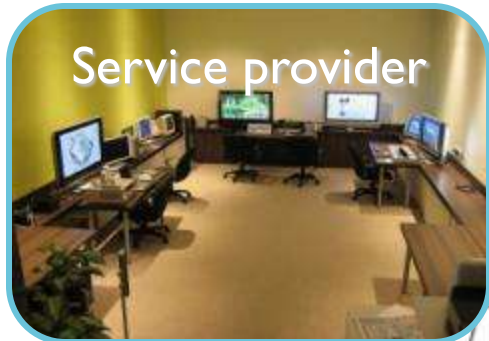
Typical Roles



InnoHub's world



InnoHub's world



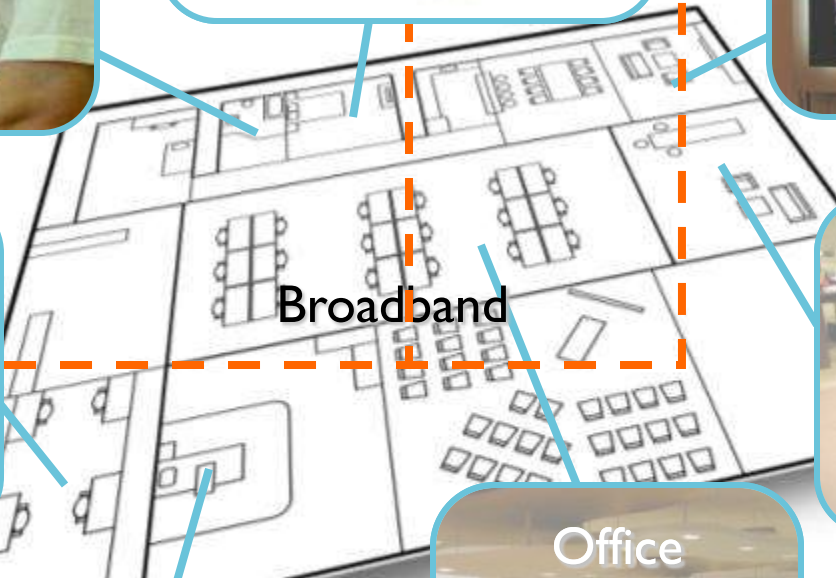
Entertainment



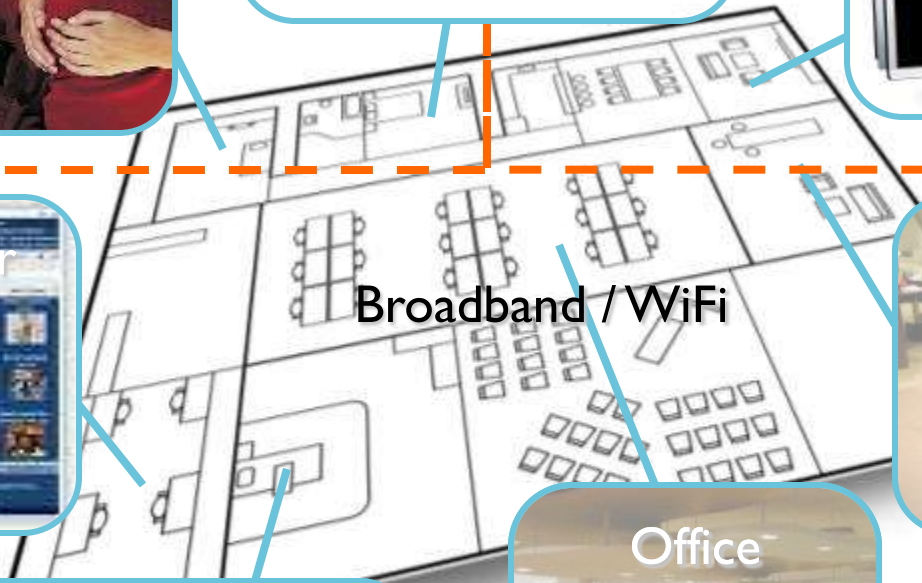
Service provider



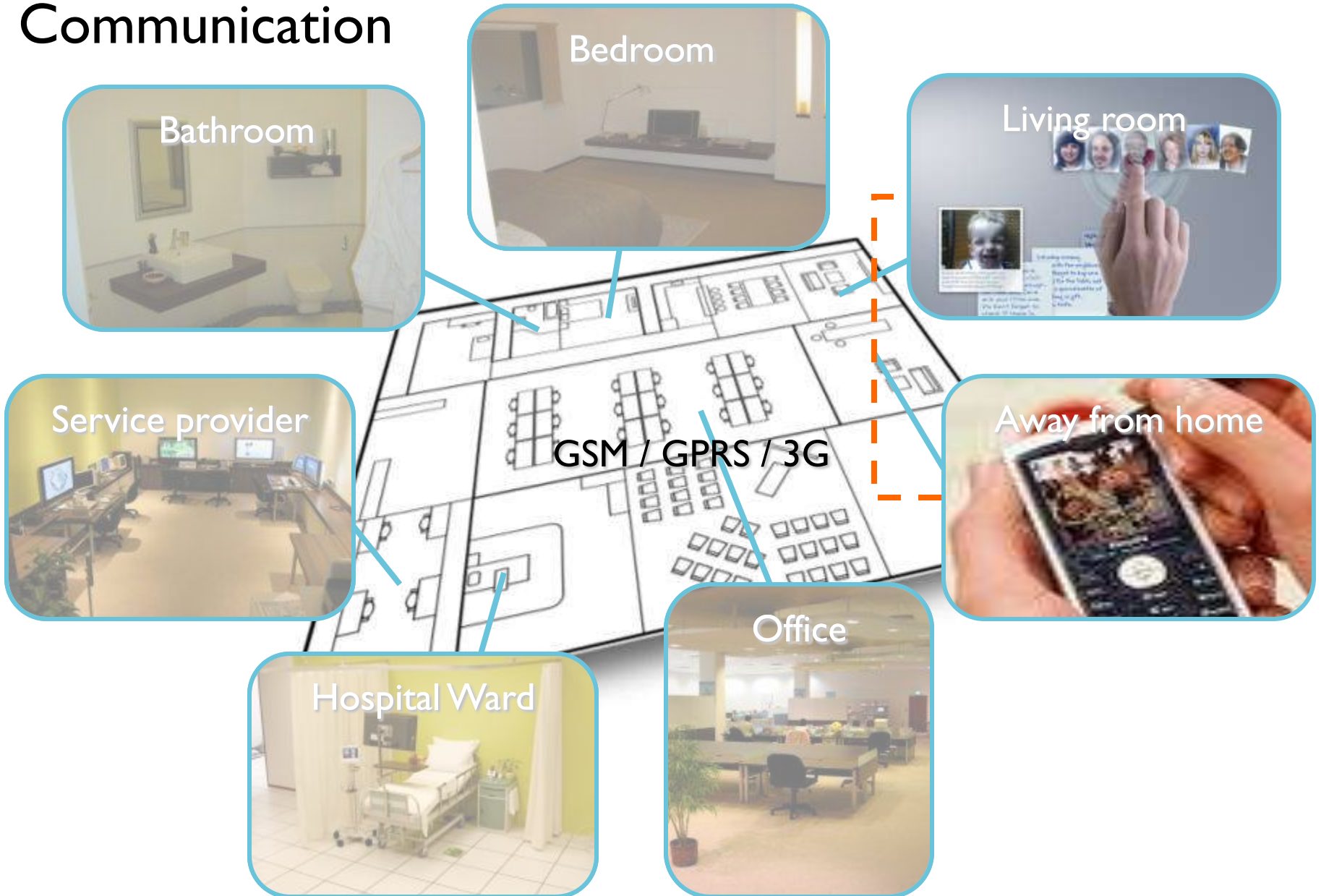
SingTel Your PC



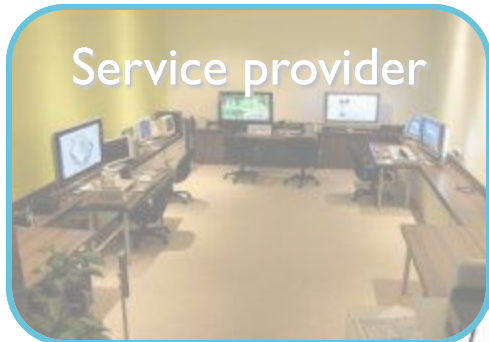
Entertainment



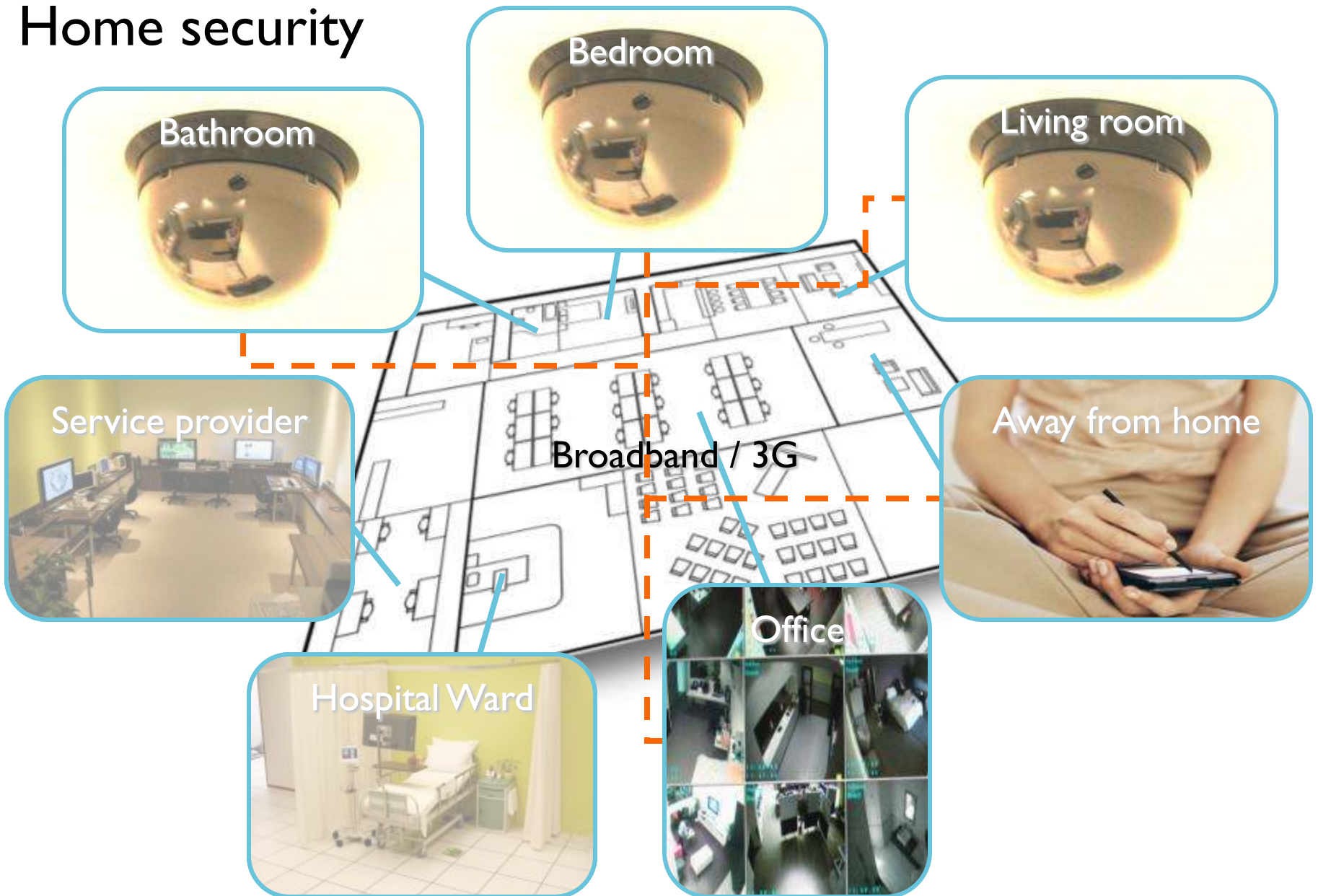
Communication



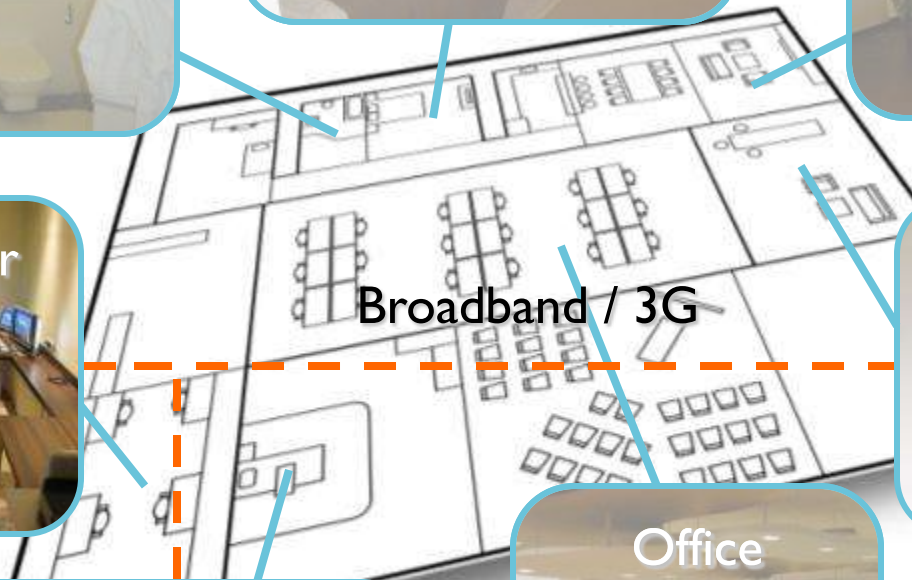
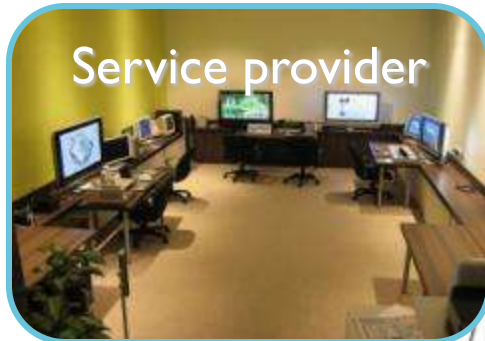
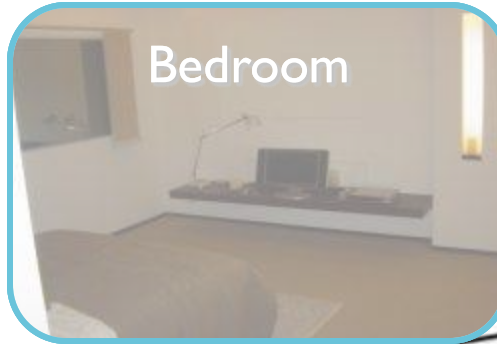
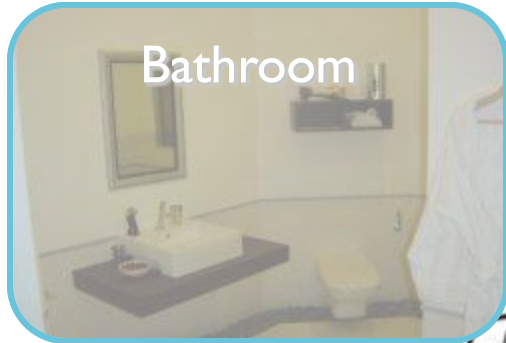
Home control



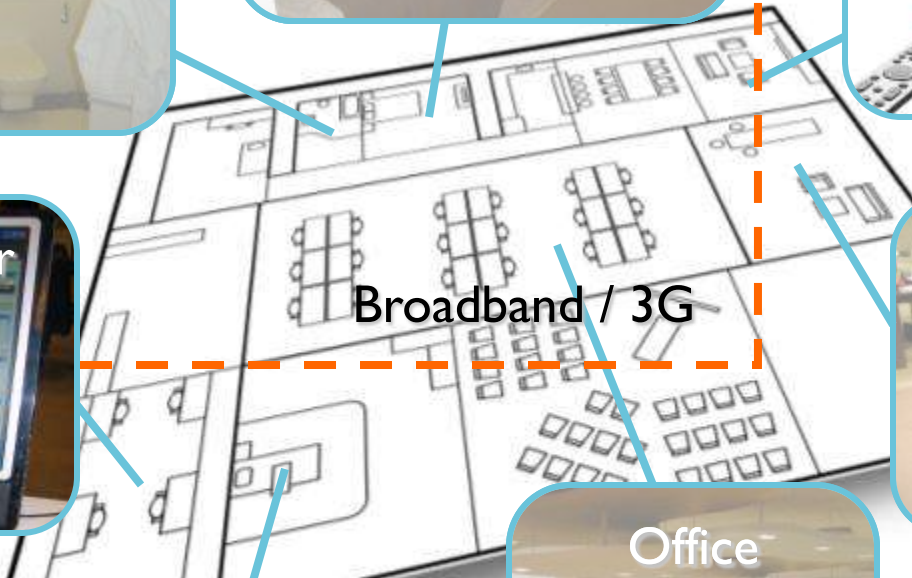
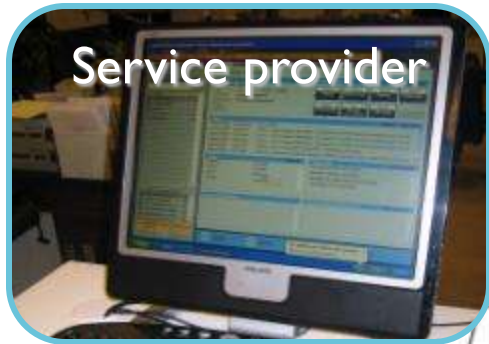
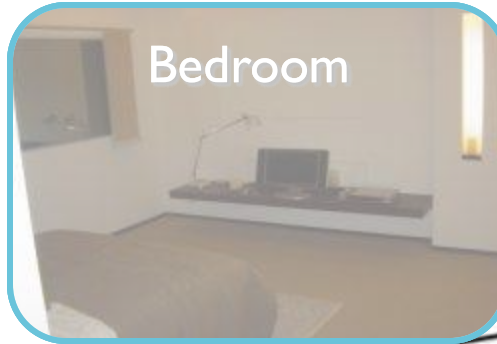
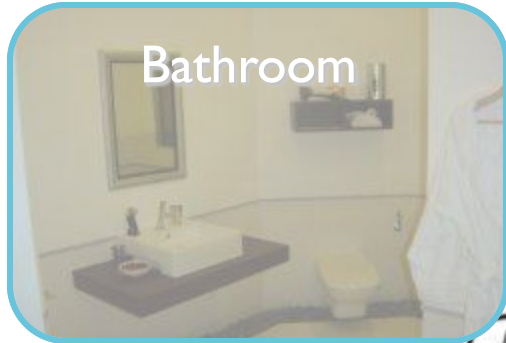
Home security



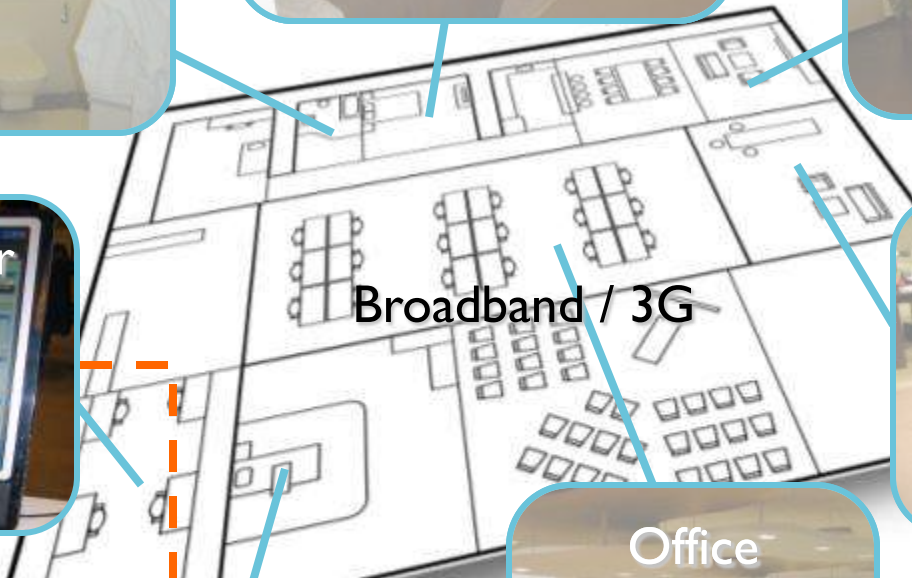
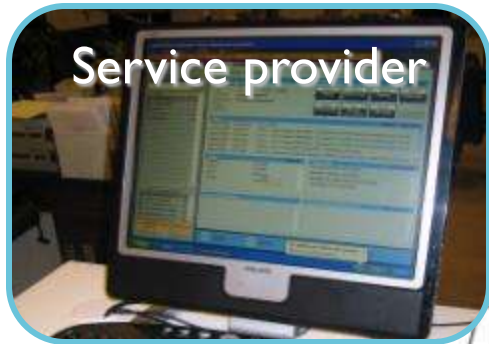
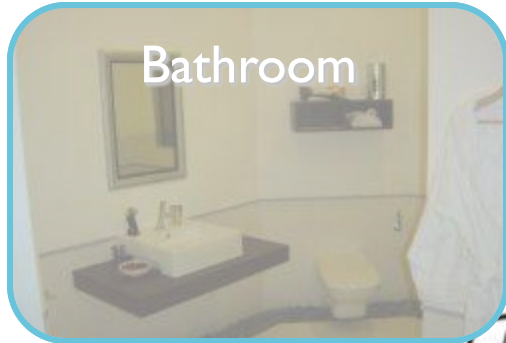
Mobile physician



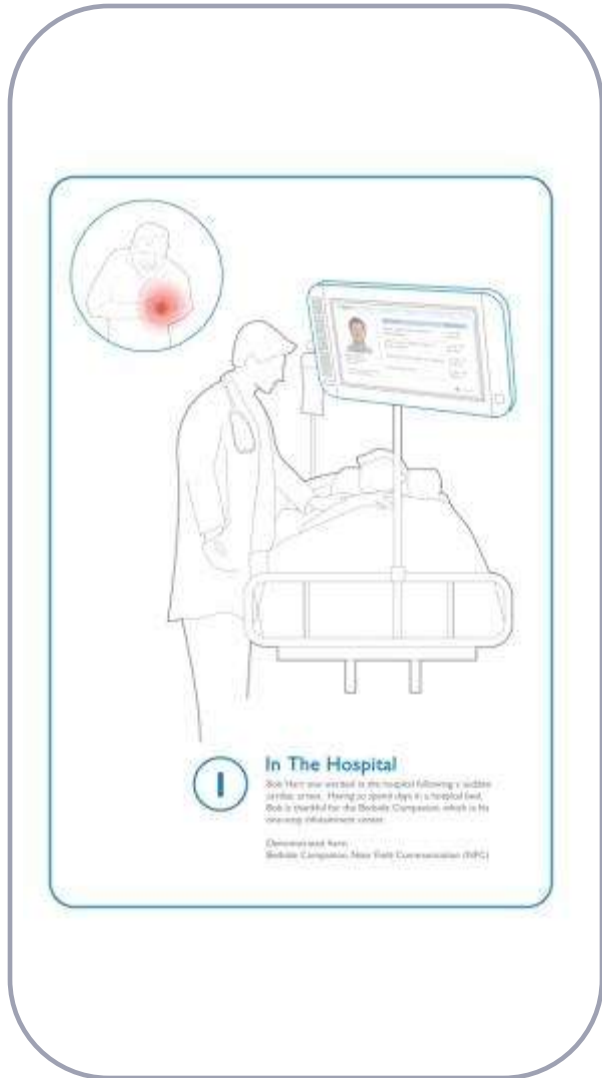
Patient monitoring



Patient records



Healthcare Anywhere



‘Staying in contact with your doctor, anywhere, anytime’

- Bedside companion
- Mobile physician
- Heartstart
- Motiva
- Patient monitoring





The results

Digital photo frame



‘Always remembering your dearest moments’

InnoHub’s role

- Test products from a usability perspective
- Review preferred frame designs



The results

Wardrobe Care



‘Your personal drycleaner’

InnoHub’s role

- The innovation engine, bringing all pieces together
- Project manage concept creation



The results

Moodlight & party-light



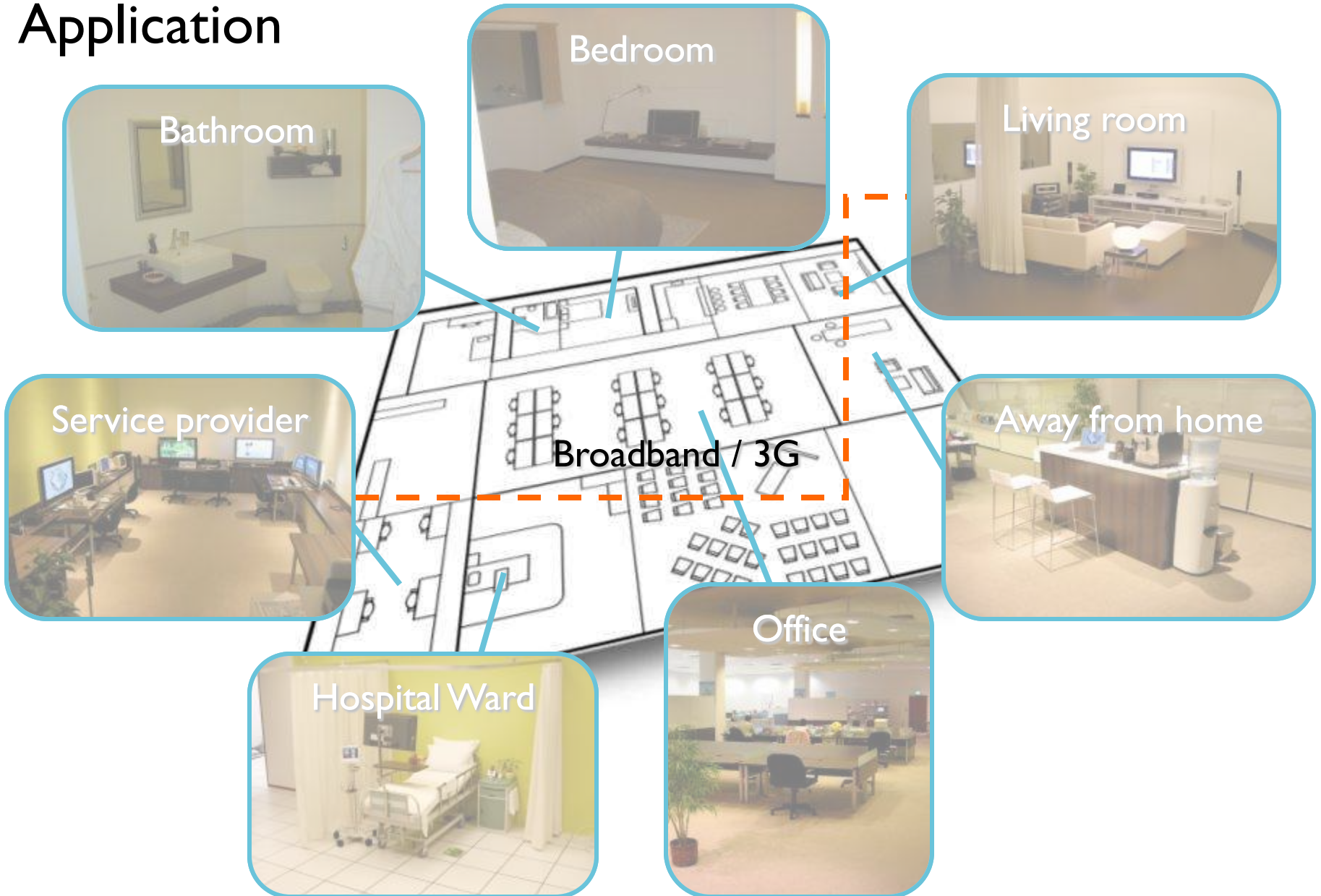
‘Your favorite atmosphere accompanying all activities’

Our role

- Local consumer testing



Application



Our team



Pierre Kil

- Harnessing Creativity
- Enriching the Consumer Experience
- Project management

