

MORGAN REES

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The media response...

- Jim Goldman...High Tech Business Editor for KRON-TV, Channel 4 broadcasts from Philips exhibit stand.



Television coverage included reports on:

ABC
CBS
CNN
NBC
Silicon Valley Report
KRON

GENERAL COMDEX INFORMATION Philips Surpassed Competition.

What is COMDEX? COMDEX is the world's largest and most influential information technology event for resellers, corporate decision-makers and industry influencers. Recognized as the industry barometer, COMDEX events cover the technology spectrum, from the desktop to the server to Internet-enabled computing and communications technologies.

Comdex celebrated its' 20th year. This year's show and conference forum provided information from e-commerce to networking and communications, from information appliances to software platforms, covering all the hot topics important to you and your customers. The show was held at the Las Vegas Convention Center and Sands Hotel November 15-19.



Steve Forbes stated, "Philips was the only booth with a soul, message and a philosophy".

According to Morgan Rees, Vice President of Philips Global Brand Management, "Over recent years we have had much success with our "Infotainment" style of messaging. Our themes have included the "Philips Digital Revolution" and "Philips Connects the World". During the developmental process this year I worked closely with Philips Consumer & Marketing Intelligence on how to articulate consumer trends: **"Consumers want an interconnected home which simplifies and enhances quality of life and address their**

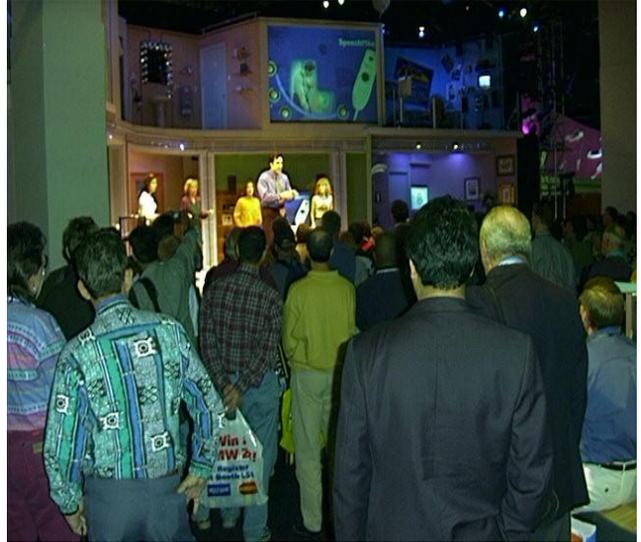


As Morgan noted, "Philips presented "Philips pla.NET". This positioning supported Philips as a global company and is a continuation of last years theme, "Philips Connects the World" story. Philips solutions can outfit every room in the home and/or office. At the same time addressing their **concerns of being isolated from the outside world.**"

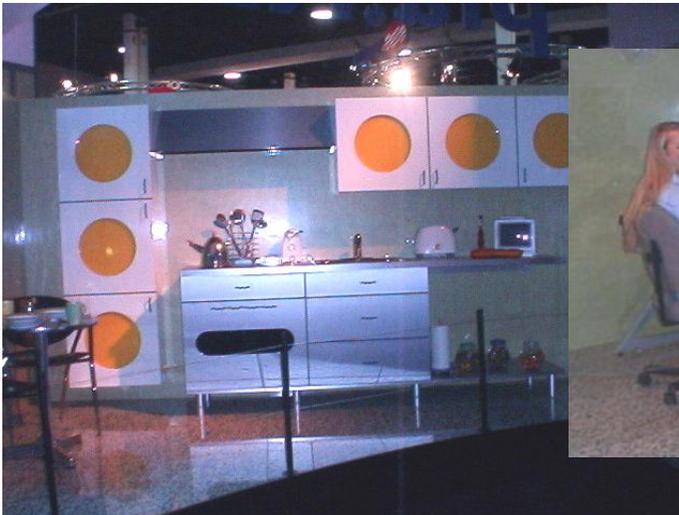
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To address consumers desire for an interconnected home which simplifies and enhances quality of life I had built a two story home illustrating all of the attributes of a networked home. To communicate this message in an infotainment format five Broadway actors were utilized.



The booth was very organic, comprehensive and warm feeling. I wanted to dramatize Philips – as who we are, as a company and displayed the latest Philips’ “cool” technologies by way of a walk-through lifestyle representation of a “Day-in-the-life-of-Philips”.



The [Philips@home](#) display was outfitted with today's consumer and computer-related products).

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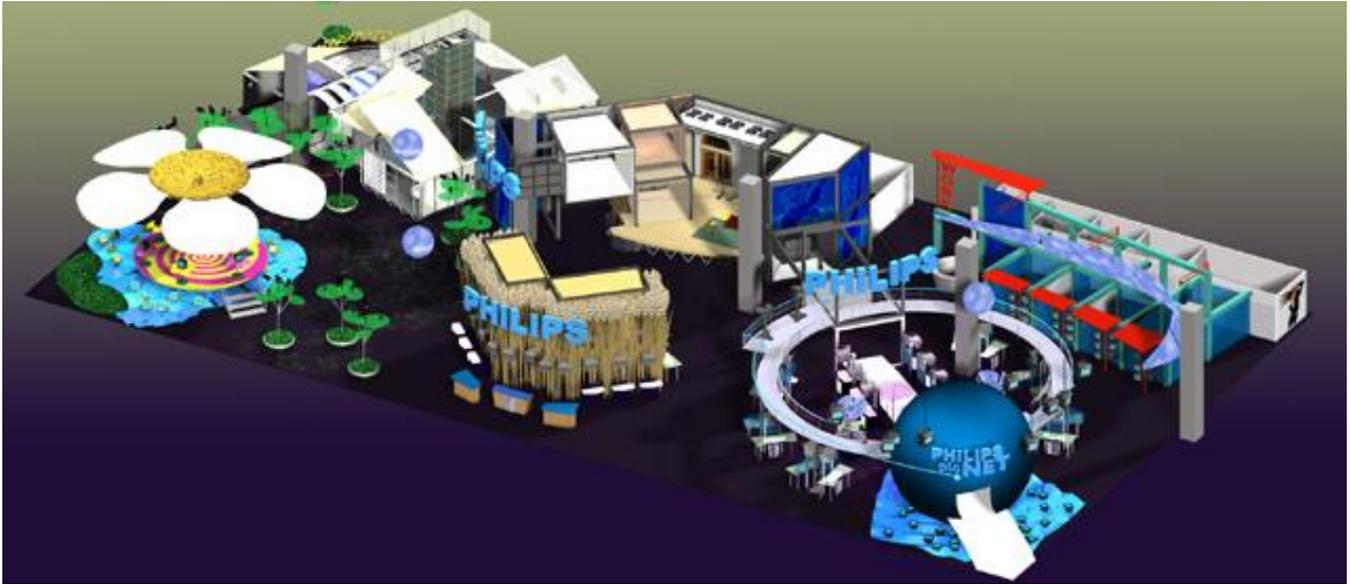


Exhibit space consisted of one booth 198' x 107' (21,000 square feet) in the main convention hall. Booth # L4832. Neighbors were Microsoft and Sony.

The Philips booth targeted Customers and members of the Media needs with the following features:

- VIP Customer Check-in Desk (isle)
- VIP Customer Check-in Desk (rear)
- VIP Customer Courtyard (40'x40')
- Media Relations Check-in Desk (isle)
- Media Relations Check-in Desk (rear)
- Media Relations VIP Courtyard (30'x30')
- Product Information Desk
- Merchandising Pedestal
- Numerous Selling Suites (face-to-face)
- Numerous Private Product Demonstration Suites (face-to-face)
- Flat Display Systems, "Office-of-the-Near-Future".
- Motivational Gift Products Pedestals
- Network Home Presentations
- Six Lifestyle Vignettes
- Product Demonstration Units (face-to-face)
- Philips@home lifestyle walk-through area
- Philips Speech Recognition Live Presentation Shows
- And much more

Philips demonstrated, informed, educated and infotained guests with a memorial experience.