

MORGAN REES

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The media response...

"... futuristic and very cool."

San Francisco Chronicle

"Where techno buzz meets cozy casa ..."

Washington Post, Design Section

"... celebrate the new millennium in a very unique and sophisticated way."

*Christina Johnson of Saks Fifth Avenue,
as quoted in the Star-Ledger*

"... pacesetting ..."

House Beautiful

*"The Networked Smart Home" Exhibit
also enjoyed media coverage in:*

The London Times

House & Garden

The Tampa Tribune

The Columbus Dispatch

Computer Dealer News

Newsday

The Philadelphia Inquirer

New York Magazine

The New York Times

*Television coverage has included reports
on WCBS, Channel 2 News in New York,
along with an upcoming piece on NBC's
"Dateline," to air November 25,
Thanksgiving evening.*



SAKS FIFTH AVENUE & PHILIPS ELECTRONICS

Partner for Perfection.

The Networked Smart Home

A virtual look at home life in the not-to-distant future recently brought Philips Electronics and Saks Fifth Avenue to partners. An innovative collection of over 50 Philips consumer product prototypes were recently showcased at this year's International Furniture Fair in Milan. Through a series of domestic vignettes entitled "La Casa Prossima Futura: The Networked Smart Home," Philips hoped to create a buzz in the global design culture with the introduction of futuristic objects and concepts to international buyers and manufacturers. It did. Now Philips had decided to expand the exhibit and bring it to the consumer.

While in Milan, Morgan Rees, Vice President of Global Brand Management for Philips Electronics met with three Saks Fifth Avenue Vice Presidents to discuss the vision of partnership. The first venue for the Philips' "The Networked Smart Home" showcase was the newly renovated ninth floor of Saks Fifth Avenue in Manhattan. The Saks representatives felt the collection would provide a perfect exhibit opportunity for their store. According to Saks Vice Chairman and Chief Operating Officer Christina Johnson, "Our customers strongly identify with the cutting edge in fashion ... this event gives them a chance to experience the cutting edge in technology."

The challenge: transform Saks Ninth Floor - an approximate 5000 square-foot space normally used for the store's annual holiday displays - into a series of home environments, creating both cozy and futuristic room settings that would anticipate the future home philosophy while effectively displaying the Philips prototypes in real-life settings.

A visual flair throughout this exhibit - rooms that flow easily one into another, with window views room to room that present additional opportunities for imaginative display - was agilely achieved with the added bonus that 85% of the exhibit's properties are recyclable.

Concurrently with the 9th floor initiative Philips also occupied 11 windows on 5th Ave and Broadway where over two million people per-day viewed Philips products and messaging.

Media response to the exhibit has been overwhelming. According to Morgan Rees, "The exhibit drew enormous national and international attention, with more than 80 million impressions in the US alone." (See sidebar for a selection.) This partnership with Philips and the Saks Fifth Avenue brought fantastic attention to the entire presentation enabling us to develop an impactful and fascinating exhibit. Effective marketing penetrates the consumer psyche by creating a context in which the product, service or brand exists and establishes the relevancy to individual lifestyles that, ultimately, evolves into a powerful bond".

The next stop for these properties - walls, decking, etc. - will be at Philips Electronics' 21,000 square-foot booth at CES, in Las Vegas.

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