

# Case Studies

## Growing success:

With our trusted network of dedicated healthcare integrators, we have successfully implemented Philips HealthcareTV solutions in over multiple healthcare facilities across a broad range of geographic regions in Europe. With a primary focus on hospitals and elderly homes we are always innovating and collaborating to create tailor-made solutions designed with customer requirements in mind.

## Growing healthcare network:

Austria

Italy

Sweden

Belgium

Luxembourg

Switzerland

Denmark

Netherlands

Turkey

Finland

Norway

UK

France

Poland

and many more...

Germany

Spain



# A true heart for healthcare...

...with Philips Healthcare TV

**PHILIPS**  
sense and simplicity

# Philips Introduction

Philips is a global leader in both healthcare and electronics, with a longstanding history of over 100 years. Trust, reassurance, and quality : these are some of the values that we represent.

Combining this expertise with a leading name in the hospitality TV market, we recognize that a “one size fits all” approach is not enough for all segments of the market, such as healthcare. This is why we have developed Philips Healthcare TV as a dedicated business that serves to provide leading TV solutions for healthcare facilities such as hospitals, care homes, and more.

With our dedicated product range and well developed partner network, we aim to enhance the patient experience by fostering a positive environment of entertainment and overall wellbeing.



# HEART

## A true heart for healthcare

At Philips Healthcare TV we care about creating a positive environment within healthcare facilities. Our commitment and dedication to this segment can be demonstrated through our “HEART” for healthcare.



- H** Designed for **Healthcare**
- E** **Environmentally** conscious
- A** **Aesthetic** design
- R** **Revenue** & savings
- T** A brand you can **Trust**

## H Healthcare



Multi-remote  
Nurse call compatibility  
Independent volume control  
IR In-Out  
Pillow speakers compatible

At the core of Philips Healthcare TV is a promise to provide all of our customers with healthcare-specific products and technologies. We are always on the lookout to create new solutions focused on improving patient experience and adding value to healthcare environments.

## E Environment

Energy savings  
Anti-inflammable  
High grade quality materials

Environmental awareness and sustainability has always been an important aspect of our business approach. As a result, we have developed several initiatives geared towards positive impact in this field, ranging from SmartPower functionality, development of a green button, reduced energy usage, flame-retardant housing, and a growing range of ecological accreditations. The long standing tradition of sustainability can be manifested by the fact that for second year in a row Philips has been named supersector leader in the 2012 Dow Jones Sustainability Index.



## A Aesthetics

White  
Multiple sizes  
Thin LED dimensions

We recognize that healthcare facilities can have unique space and design requirements. Because of this, we strive to develop our products with the customer in mind. With a future focused perspective, we are always listening to the market. Our approach is to create an interior sensitive design that blends into the environment rather than standing out as harsh technology. For the healthcare sector this means that softer corners and a choice for white TVs are key design elements.



## R Revenue & savings

Smart Install  
SmartTV apps  
MyChoice  
Instant Initial Cloning

With a low total cost of ownership and the opportunity to enhance revenue, buying a Philips Healthcare TV provides you with more than just an amazing screen solution. Through MyChoice you can expect to earn additional revenue while providing enhanced value to patients. Experience a variety of savings gained through energy reduction, reduced installation time, and more!



## T Trust



Trust is a key value within the healthcare environment. With a long history and proven leadership in healthcare and wellbeing, Philips Healthcare TV is the trusted brand for the healthcare market. By incorporating principles of safety, timeliness, transparency, and high quality within all of our products, we strive to create a strong association with trust. Combined with the knowledge of close partners we seek to provide unmatched value within the industry.

Strong brand in healthcare  
Key partners  
Extended warranty  
High quality  
Timeliness  
Transparency

# MyChoice.

The smart way to access premium content  
...now available for the healthcare market!



Not only for hotels, MyChoice gives your patients the freedom of viewing premium content while allowing you to generate revenue simply by selling scratch cards or PIN codes. With a proven track record of success in the hotel market (more than 20,000 hotel rooms), and rapidly growing interest in healthcare, MyChoice is a cost-effective solution and logical step for healthcare facilities looking for additional ways to provide patient value and comfort.

- > Generate additional revenue
- > Give your patients access to premium content
- > Simple and with a proven track record of success

## How does it work



Premium" content



Philips TV



Patients simply buy scratch cards to watch "premium" content.

# Special Features & Services



## Anti-bacterial Healthcare Multi-remote\*

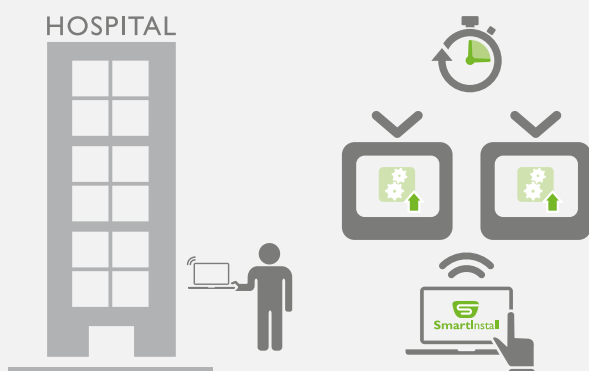
Specially designed anti-microbial clean remote control that enables patients to select individually and prevents interference with other systems within the same vicinity.

\*Coming soon



## Nurse-call system compatibility

Makes Philips Healthcare TVs a highly integrated tool that provides not only entertainment options for the user/patient but also gives convenient access to help in medical emergencies.



## SmartInstall

Saves effort and money by enabling remote set-up and update, making hospitals more efficient in installing and controlling Healthcare TV systems.

# EasySuite+

Earning power with reliability and style



With a choice of white or black cabinets, these cost-efficient sets are ideal for hospitals as well as hotels. In addition, because they incorporate MyChoice, they provide excellent opportunities for increased revenues as well as enhanced in-room entertainment.

## Highlights:

- > Smart technology: LED backlighting (not conventional CCFL) in all sets
- > Services: Healthcare and prison mode
- > Simplicity: MyChoice for enhanced in-room entertainment and increased revenue
- > Simplicity: ThemeTV Lite for easy navigation
- > Instant Initial Cloning to save valuable man hours
- > SmartInstall for remote cloning
- > Services: Improved RentalTV and Extended Warranty

## Connectivity Panel

- > Stylish & slim design
- > Best-in-class picture performance
- > Sustainability: lowest energy consumption
- > Segmentation: Prison Mode & Healthcare Mode
- > Incredible Surround Sound
- > Screen sizes: 19" 22", 26", 32" & 42" \*
- > DVB-T/C MPEG 2/4



With a best-in-class picture performance and lowest energy consumption you can give all your patients a touch of luxury while saving and making money at the same time.



# PrimeSuite

Combining versatility with Smart performance



All of the sets in this year's PrimeSuite TV range include SmartTV and the MyChoice recurring revenue feature. So your patients will enjoy fabulous online content and you can enjoy increased revenue.

## Highlights:

- > Smart technology: SmartTV and LED in all sets
- > Services: RentalTV & Extended Warranty
- > Integrated Clock
- > Simplicity: MyChoice, ThemeTV, Green Button, Hotel Scenea welcome screen, Instant Initial Cloning and Integrated Connectivity Panel
- > Security: VSecure content protection
- > Bathroom speaker connectivity
- > Best-in-class picture performance
- > Sustainability: lowest energy consumption
- > Segmentation: Prison Mode & Healthcare Mode
- > Incredible Surround Sound
- > Screen sizes: 22", 26", 32", 42"
- > DVB-T2/T/C MPEG 2/4



Energy Label

PrimeSuite sets also offer compatibility with the system of your choice, protection of HD premium content through VSecure digital encryption, and easier browsing of the available channels. PrimeSuite TVs are available in sizes from 22" to 42", all of which include LED backlit technology to ensure superb picture quality with high contrast and lowest possible power consumption.

With an integrated clock, bathroom speaker connectivity and best-in-class picture performance, these TVs are ideal for feature-rich standalone use. Plus they are also fully compatible with your interactive system, making them a very versatile and practical choice for medium to high-end hotels.



# Additional Ranges

In addition to EasySuite+ and PrimeSuite, we also have three additional ranges that provide a variety of benefits depending on your unique healthcare facility needs.

## EasySuite



### Highlights:

- > Smart technology: LED in 22" and 26"
- > Services: Rentaltv & Extended Warranty
- > Simplicity: MyChoice, Instant Initial Cloning, Green Button, ThemeTV Lite, Hotel Scenea welcome screen & Integrated Connectivity Panel

### Connectivity Panel

- > Stylish & slim design
- > Best-in-class picture performance
- > Sustainability: lowest energy consumption
- > Segmentation: Prison Mode & Healthcare Mode
- > Incredible Surround Sound
- > Screen sizes: 19" 22", 26", 32" & 42"
- > DVB-T/C MPEG 2/4

## MediaSuite



### Highlights:

- > Smart technology: full HD LED range from 32" to 47" & System compatibility
- > SmartTV & IPTV
- > Services: Rentaltv & Extended Warranty
- > Simplicity: Hotel Scenea welcome screen, Green Button, Instant Initial Cloning & integrated Connectivity Panel

### Connectivity Panel

- > Security: VSecure content protection over RF and IP
- > Best-in-class picture performance
- > Sustainability: lowest energy consumption
- > Clear Sound & Ambi-wOOx
- > Screen sizes: 32", 40", 46", 47"
- > DVBT2/T/C MPEG 2/4

## Signature



### Highlights:

- > Smart Technology: Full HD LED in all sizes and Ambilight
- > Services: Rentaltv & Extended Warranty
- > Simplicity: Green Button & Integrated Connectivity Panel
- > New stylish slim design
- > Best-in-class picture performance

- > Sustainability: lowest energy consumption
- > Serial Express Lite
- > Incredible Surround sound
- > Screen sizes: 42" and 47"
- > DVB-T2/T/C MPEG 2/4

# Save and make money

## with Philips Hospitality TV

It's very easy to say that you will save money switching to Philips Hospitality TVs. But for us, it's also very easy to show that it's true! We've made a calculation\* to show you how much money you can save and make with our dedicated hospitality TVs:

\*Calculation based upon 130 TVs and average usage.

### Savings on installation and maintenance

With SmartInstall you can save a lot of time installing and maintaining TVs. The comparison below shows how much time and of course how much money you will save using SmartInstall:

Installation	With SmartInstall	Without SmartInstall
Initial TV channel installation time	30 min	30 min
Initial TV configuration time	15 min	90 min
Time to clone each TV	0 min	5 min
Total time for 130 TVs	45 min	770 min
<b>Savings on installation with SmartInstall: 725 min (à € 60,- per hour) = € 725,-</b>		

Channel maintenance	With SmartInstall	Without SmartInstall
Initial TV channel installation and sorting time	5 min	30 min
Time to clone each TV	0 min	5 min
Total time for 130 TVs	5 min	680 min
<b>Saving on maintenance with SmartInstall: 675 min (à € 60,- per hour) = € 675,-*</b>		

\*Maintenance is usually done 4 times a year

Software upgrade	With SmartInstall	Without SmartInstall
Time to upgrade all TVs	30 min	-
Time to upgrade each TV	-	15 min
Total	30 min	1950 min
<b>Saving on upgrades with SmartInstall: 1920 min (à € 60,- per hour) = € 1.920,-**</b>		

\*\*Upgrade is done before shipping so not required

If you look at what this will mean in 1, 5 or 7 years\*, you will see that you will save a lot of money:

- In 1 year: - € 3.425
- In 5 years: - € 17.125
- In 7 years: - € 23.975

\*based upon 1 x installation and 4 x maintenance per year

Power saving	Philips HC LED TV	Typical LCD TV	Conventional CRT
Power Consumption (Watts)	28	50	80
Standby Consumption (Watts)	0,24	0,3	1
Daily usage (Hrs)	3	3	3
Energy cost (per kWh)	€ 0,16	€ 0,16	€ 0,16
Energy cost over 7 year cycle for 130 units	€ 4.068	€ 7.117	€ 13.871
<b>Savings toward typical competitor: € 3.049,-</b>			
<b>Savings towards conventional CRT: € 9.803,-</b>			

### MyChoice – Value creation through premium content

Thanks to our unique solution called MyChoice, you can turn your TVs into real revenue generators. With an average occupancy rate of 85% and 30% of the customers using MyChoice (à € 2,50 per card\*) the revenue will be:

	10%	20%	30%
1st year	€ 10,083	€ 20,166	€ 30,249
5 years	€ 50,416	€ 100,831	€ 151,247
7 years	€ 70,582	€ 141,164	€ 211,746

\* subject to change

Please note that this is an example calculation. Actual savings will depend on specific TV models, number of TVs in facility, costs of labour, costs of energy a.o.



	Signature	MediaSuite	PrimeSuite	EasySuite+	EasySuite
Ambilight					
Type number	42HFL7007D 47HFL7007D	32HFL5007D/N 42HFL5007D 47HFL5007D 55HFL5007D N: stand not included	22HFL4007D/N 26HFL4007D/N 32HFL4007D/N 42HFL4007D N: stand not included	22HFL3017D / 22HFL3017W 26HFL3017D / 26HFL3017W 32HFL3017D 42HFL3017D	19HFL3007D 22HFL3007D 26HFL3007D 32HFL3007D 42HFL3007D
General	Ambilight	MediaSuite with NetTV			
TV system reception	DVB-T2/T/C (MPEG2/4), PAL, SECAM	DVB-T2/T/C (MPEG2/4), PAL, SECAM	DVB-T2/T/C (MPEG2/4), PAL, SECAM	DVB-T/C (MPEG2/4), PAL, SECAM	DVB-T/C (MPEG2/4), PAL, SECAM
Set Dimension WxHxD in mm (set with stand HxD)	42": 957x579x35.3 (630x196) 47": 1066x640x35.3 (691x196)	32": 744.2x457.6x42.9 (497.3x205) 42": 977.2x589x42.9 (628.7x240) 47": 1088x650.6x42.9 (690.3x260) 55": 1260.6x750x35 (792.8x290)	22": 514x323x45 (361x147) 26": 637x411x49.6 (447x138) 32": 744.2x457.6x42.9 (497.3x205) 42": 977.2x589x42.9 (628.7x240)	22": 514x323x45 (361x147) 26": 628.2x392.3x46.9 (440x159.7) 32": 776.8x477.7x79.4 (25.3x221.4) 42": 1008x601.4x81.4 (650.7x220)	19": 447x285x45 (323x132) 22": 519.8x340.3x38.3 (380.3x144.5) 26": 632.6x406.1x40.4 (452.4x164.3) 32": 745.2x462.7x58 (505.7x188.9) 42": 978.2x594.1x58 (637.1x230.9)
Set weight, excl. stand (kg)	42": 12 47": 15	32": 8.04 42": 12.8 47": 14.97 55": 19.8	22": 3.8 26": 6 32": 8 42": 12.8	22": 3.8 26": 4.3 32": 8.3 42": 12.52	19": 2.75 22": 3.07 26": 4.66 32": 7.75 42": 13.2
Interactive system prepared					
Vsecure content protection	yes	yes	yes	–	–
SmartCard Xpress Expansion Box compatible	–	–	yes	–	–
SerialXpress interface (SXP)	yes	yes	yes	–	–
InternetXpress interface (IXP)	yes	yes	yes	–	–
IPTV - MultiCast and UniCast*	–	yes	yes	–	–
Infrared Loop thru for RC	yes	yes	yes	yes	–
Fast Infrared Loop thru for wireless keyboard	yes	yes	yes	yes	–
Software upgrading of total TV software via USB and DVB	yes	yes	yes	yes	yes (19" USB only)
Power On Scart	yes	yes	yes	yes	yes (except 19")
Viewing Experience & Sound					
LED TV	yes	yes	yes	yes	yes
3D TV	yes	–	–	–	–
Ambilight	yes	–	–	–	–
NetTV	yes	yes	yes	–	–
HbbTV	yes	yes	yes	–	–
HD Ready / Full HD	Full HD	Full HD	22" / 32" / 42" Full HD	22" / 32" / 42" Full HD	22" & 42": Full HD
Resolution (HxV)	1920 x 1080p	1920 x 1080p	22" / 32" / 42": 1920 x 1080p 26": 1366 x 768p	22" / 32" / 42": 1920 x 1080p 26": 1366 x 768p	22"/42": 1920 x 1080p 19"/26"/32": 1366 x 768p
Viewing angles (H/V in degrees)	178 / 178	178 / 178	22": 170 / 160 26" / 32" / 42": 178 / 178	22": 170 / 160 26" / 32" / 42": 178 / 178	19" / 22": 170 / 160 26" / 32" / 42": 178 / 178
Connectivity					
VGA In	yes	yes	yes	yes	yes
External Loudspeaker connection (3.5mm jack)	yes	yes	yes	yes	–
Number of SCART connector(s)	1	1	1	1	1
Number of HDMI connector(s)	4	4	4 (22", 26": 3)	3	2
Front/Side connectors	USB 2.0, HDMI v1.3, CI+	USB 2.0, HDMI v1.3, CI+	USB, HDMI v1.3, CI+	USB, HDMI v1.3, CI+	USB, HDMI v1.3, CI+
Wireless Internet connection (WiFi)	yes	yes	Yes, via optional USB dongle	–	–
Other connectors	Digital Audio out (optical), PC-in VGA + Audio L/R in, Headphone out	Digital Audio out (optical) PC-in VGA + Audio L/R in, Ext2:YPbPr, Headphone out	S/P DIF out (coaxial) PC-in VGA + Audio L/R in, Headphone out	S/P DIF out (coaxial) PC-in VGA + Audio L/R in, Headphone out	S/P DIF out (coaxial) PC-in VGA + Audio L/R in, Ext2:YPbPr, Headphone out
Connectivity enhancements	SerialXpress interface USB 2.0 Fast Infrared loop through Power on scart, USB2.0	SerialXpress interface, Fast Infrared loop through, Power on scart, USB2.0	SerialXpress interface, USB 2.0 Fast Infrared loop through Power on scart, USB 2.0	USB 2.0 Infrared loop through	USB 2.0
EasyLink (HDMI-CEC)	One Touch Play, System standby	One Touch Play, System standby	One Touch Play, System standby	One Touch Play, System standby	One Touch Play, System standby
Accessories					
Warranty Leaflet	yes	yes	yes	yes	–
Batteries for remote control	yes	yes	yes	yes	yes
Power cord (EU or UK)	yes	yes	yes	yes	–



	Signature Ambilight	MediaSuite	PrimeSuite	EasySuite+	EasySuite
Type number	42/47 HFL7007D	32/42/47/55 HFL5007D	22/26/32/42 HFL4007D 22/26/32/42 HFL4007D	22/26/32/42 HFL3017D 22/26 HFL3017W	19/22/26/32/42 HFL3007D
<b>Guest Comfort</b>					
Integrated Connectivity Panel	yes	yes	yes	yes	yes
SmartTV	yes	yes	yes	–	–
ThemeTV Lite/ThemeTV	– / yes	– / yes	– / yes	yes / –	yes / –
MyChoice	yes	yes	yes	yes	yes
USB Multimedia player (pictures, video and audio)	yes	yes	yes	yes	yes
Volume Max & Switch-on control	yes	yes	yes	yes	yes
Clock	–	yes	yes	yes	yes
Integrated LCD Clock Display (only 32" & 42")	–	yes	yes	–	–
Welcome message	yes	yes	yes	yes	yes
Alarm / Sleptimer	yes / yes	yes / yes	yes / yes	– / yes	– / yes
SmartInfo - SmartUI / HotelInfo	yes / yes	yes / yes	yes / yes	– / yes	– / yes
Digital services like EPG, Subtitling and MHEG	yes	yes	yes	yes	yes
Green button	yes	yes	yes	yes	yes
Bathroom speaker output	yes	yes	yes	yes	–
Secure SimplyShare	yes	yes	yes	–	–
Remote Control	RC22AVI109A/10	RC22AVI109A/10	RC22AVI109A	RC22AVI108A	RC22AVI108A
Prison Mode	yes	yes	yes	yes	yes
Healthcare Mode	yes	yes	yes	yes	yes
<b>Best Cost of Ownership</b>					
Available with RentalTV	yes	yes	yes	yes	yes
Available with a 5-year warranty	yes	yes	yes	yes	yes
Cloning of settings with USB and RF	yes	yes	yes	yes	yes
Instant Initial Cloning & SmartInstall	yes	yes	yes	yes	yes
Radio built-in (DVB)	yes	yes	yes	yes	yes
Security Menu Access & High Security Mode	yes	yes	yes	yes	yes
Keyboard Lock-out	yes	yes	yes	yes	yes
Table top stand included	yes	yes (42" / 47" optional)	22", 26", 32" (42" optional)	yes	yes
Table stand/swivel/tilt	swivel	swivel	32" swivel	table top stand	table top stand
Wall mounting bracket included	yes	42" / 47": yes	42"	–	–
TV support for Low battery detection of Remote Control	yes	yes	yes	yes	yes
Anti Theft lock provision RC batteries	yes	yes	yes	yes	yes
Anti Theft provision TV (Kensington lock)	yes	yes	yes	yes	yes
VESA Wall mounting compatible (mm)	400 x 400	32": 200 x 200 42", 47", 55": 400 x 400	22": 75 x 75 26": 100 x 100 32": 200 x 200, 42": 400 x 400	22": 75 x 75 26": 100 x 100 32": 200 x 200, 42": 400 x 400	19", 22": 75 x 75 26": 100 x 100 32": 200 x 100, 42": 400 x 400
<b>Sustainability and safety</b>					
Energy consumption in Low Power Stand-by Green Mode	< 0.30W	< 0.30W	< 0.30W	< 0.30W	< 0.30W
Energy consumption in Low Power Sleep Mode with Fast Startup	< 20W	< 20W	< 20W	n.a.	n.a.
Energy consumption Power-on (typical)	42": 47W 47": 58W	32": 40W / 42": 46W 47": 62W 55": 64W	22": 27W / 26": 27W 32": 40W / 42": 46W	22": 25W 26": 31W, 32": 37W 42": 62W	19": tbc W 22": 24W, 26": 30W 32": 37W, 42": 59W
Energy Label	Energy label A+	32": Energy label A 42" / 47": Energy label A+ 55": Energy label A++	22": Energy label B 26" / 32": Energy label A 42": Energy label A+	22": Energy label B 26" / 32" / 42": Energy label A	19": tbc 22" / 26" / 32" / 42": Energy label A
ESP Energy Saving Programmability	yes	yes	yes	yes	yes
SmartPower Mode	yes	yes	yes	yes	yes
Flame retardant cabinet	yes	yes	yes	yes	yes
<b>Options</b>					
Setup Remote Control, 22AV8573/00	yes	yes	yes	yes	yes
Guest Remote Control	yes	yes	yes	yes	yes
Swivel 22AV1047V	–	42"	32" w. SBB106, 42"	–	–
Swivel 22AV1048V	–	47"	42" w. SBB106	–	–