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Philips showcases "sense and simplicity" wellness concepts

Technology and design can help people's wellbeing

by Amy-Mae Elliott published on 23 October 2007

Philips will unveil new design concepts based on the company's "sense and simplicity" brand at the 2007 Philips Simplicity Event at London's Earls Court exhibition centre.

At the 3-day event, Philips will showcase its vision of how in 5 years "the clever use of technology married with intuitive, personalised design can lead to unexpected approaches to caring for people's well-being at home, in the hospital and on the move".

Andrea Ragnetti, Chief Marketing Officer of Philips explains: "The heart of our Simplicity Event here in London is showing our stakeholders what the Philips brand of 'sense and simplicity' means for our customers when it comes to our vision for tomorrow's products. And that means designing concepts and products around consumers' needs".

"Today's event is a way to stimulate creative thinking in design, as well as spark a dialogue with our stakeholders on how to address a growing desire for products catering to wellness. And we draw on this feedback when coming up with solutions that are not only easy, but also enjoyable to use."

Philips has employed the creativity and expertise of anthropologists, sociologists, designers, engineers and business leaders to come up with design concepts.

Philips will present concepts that take a holistic approach to healthcare, in which health and wellbeing touch on all aspects of a person's daily life.

Focusing on relaxing, healing and providing



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enjoyment, design concepts at the show explore the role of simplicity in Philips three core businesses - healthcare, lighting and consumer lifestyle.

Design concepts will be demonstrated in "real-life" scenarios. One trend Philips will explore is the growing prevalence for couples to start families later in life.

In the "Celebrating Pregnancy" design concept, Philips will showcase how through advanced technology and a creative approach to design, prospective parents can experience "the wonder of a view inside the womb".

Other scenarios include "Ambient Healing Space", offering patients the ability to make their hospital stay more comfortable while allowing hospital staff a method of involving patients in their own care and "Daylight", a hotel scenario suggesting that travel to different time zones can be refreshing rather than exhausting.

Some of the new concepts include:

- * A body sensing blanket which replaces intrusive devices to provide comprehensive monitoring of vital organs and body functions from temperature to hydration to blood pressure
- * A home video link to provide comfort and company for patients by providing better communication with family while in hospital
- * A textile ultrasound scanning belt which allows clinical staff to scan high resolution 4D scans without the discomfort of an ultrasound probe
- * Virtual window blinds which allow you to customise the traditionally neutral space of a hotel room during day and night, transforming a blank room into your favourite vista.