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## Philips Consumer Electronics

# Press Information

### Go on the ultimate power trip with the Philips Xenium 9@9c – the phone with the seriously long battery life

Road warriors rejoice! With its seriously long battery life and powerful range of professional features, the new Philips Xenium 9@9c colour mobile phone is the ultimate tool that you can't leave home without, for the office or on the road.

Today's busy executives demand not just reliability and robustness in their equipment to help them stay connected, they also want fashionable phones with smart features that complement their executive lifestyle – like colour screen, triband GSM network coverage, extensive address book, international clock display, along with all the composite communications protocols like GPRS, WAP, SMS, MMS, IrDA etc.



The Xenium 9@9c delivers on all these demands without any compromise on performance and design. With an unprecedented 14 days of normal usage on a single charge (up to 8.5 hours talktime or up to 1 month standby time), the Xenium 9@9c has arguably the best performance among any colour screen mobile phone, all in a compact 93 gram clamshell design with metallic and chrome finish.

#### Keeping you connected on the go

The Philips Xenium 9@9c is a mobile phone with true get-up-and-go – thanks to its advanced battery and power management technology leading to superb battery performance, carrying a charger on short business trips is merely an optional extra, not a necessity. Internal timers also let users decide when to turn the phone on, so it's ready when it's needed and conserves energy when it's not.

Answering calls is as simple as opening the clamshell, as soon as an incoming call is displayed on the external screen, without fuss or wasting unnecessary time. Equipped with a wide range of communications protocols, users have access to SMS (including single click replies with the Quick SMS function), MMS messages, internet access with WAP and the option to retrieve email over the phone itself. The phone comes standard with the latest technology, so phone-based multimedia applications run seamlessly. IrDA is built in, so the Philips Xenium 9@9c can also interface easily with laptops and PDAs.

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## **Your Very Own Personal Secretary**

The Philips Xenium 9@9c can also function as your very own personal secretary while you're on the road. With its large memory and advanced phonebook, it can store up to 1,000 contacts, with five numbers stored for each. It can also keep track of appointments and issue reminders, which can be downloaded from or backed up to a PC or PDA. The world clock comes in handy to let travelers keep track of time in both home and foreign countries, and three built-in alarm clocks ensure that the executive on the go never misses an appointment.

For meetings or reminders, the Philips Xenium 9@9c also comes with advanced voice recording functions so records can be made of almost anything: voice memos, important parts of meetings, or even phone conversations. Visual records can be kept easily, too, with an optional detachable camera that plugs into the phone to turn it into an instant digital camera.

The Xenium 9@9c is available in three colours: Executive Grey, White Bond and Discerning Blue.

## **Music, gaming and mobile connections for Philips Personal Expression experience**

- The Philips Xenium 9@9c is part of the Philips' Personal Expression campaign platform featuring audio and wireless innovations – things for consumers to do their thing.

### **About Royal Philips Electronics**

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is one of the world's biggest electronics companies and Europe's largest, with sales of EUR 29 billion in 2003. It is a global leader in color television sets, lighting, electric shavers, medical diagnostic imaging and patient monitoring, and one-chip TV products. Its 165,600 employees in more than 60 countries are active in the areas of lighting, consumer electronics, domestic appliances, semiconductors, and medical systems. News from Philips is located at [www.philips.com/newscenter](http://www.philips.com/newscenter).

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The Philips logo, consisting of the word "PHILIPS" in a bold, blue, sans-serif font, is centered at the bottom of the page.

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