



**Technology should be as  
simple as the box it comes in.**

We believe technology can be advanced and simple at the same time. It can be easy to experience. It can be designed around people. Simplicity can be the goal of technology. It certainly is the goal at Philips. It just makes sense.

Join us on our journey at [www.philips.com/simplicity](http://www.philips.com/simplicity)

**PHILIPS**  
sense and simplicity