

Philips.

Never heard of them? Strange because probably you listen to one of their inventions every day. For sure you look at a television daily. Both radio and television (1925) are invented by Philips. At least the radio for mass production (1927).

It all began with the production of the simple light bulb. 1891 Father and son Philips started to produce cost effective reliable light bulbs for everyone. It was a booming business. Around 1900 they employed over 2000 employees making them Netherlands biggest factory. It also gave them a top 10 ranking in Europe.

Powered by the industrial revolution they decided to get their own lab. A golden decision. Here a group of technicians repeated the same trick again: they succeeded in producing x-ray equipment cost effective. It started a revolution in the medical world.



Their first own invention: tv. Colour tv. But being Dutch and cost effective..... they decided to produce black and white tv's. 1963 the second invention was introduced: the cassette. This recording tape became the world standard. Another tape was marketed 1972: VCR. Their 2000 system was superior to HVS but Sony got the global standard with their system. Philips had to do a better job marketing their products much better, They did it with their new CD disk. Yes it is theirs. (1985). The Dire Straits was their marketing trick. Philips was one of the first companies sponsoring a band.

Good years followed. Good money but no real new inventions. The DVD was not really theirs but the R was. Again it was this Dutch company who invented a world standard: DVD-r (rewritable).

Making coffee. It would become one of their biggest success ever. The Senseo was developed together with Douwe Egberts, one of Europe's oldest coffee companies. During the summer of 2001 the success began in Europe. Many others followed: Nespresso, Krupp but none of these companies made it as big as Philips made the Senseo.

2003. Not an invention but an award this year. Philips got the Dow Jones award. The #1 ranking in its market sector sustainability index. It reflects upon Philips world-class leadership in social, economic and environmental leadership.

It is possible to save up to 50% electricity lighting your house. The new 2008 EcoClassic50 halogen bulb of Philips can do that!

I'm sure they invented much more things. But these are the best one. Or at least the ones most people know (and love they are invented)

Again you see Holland small, think big!



Philips factory in 'Philips town' Eindhoven. There where it all started.

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