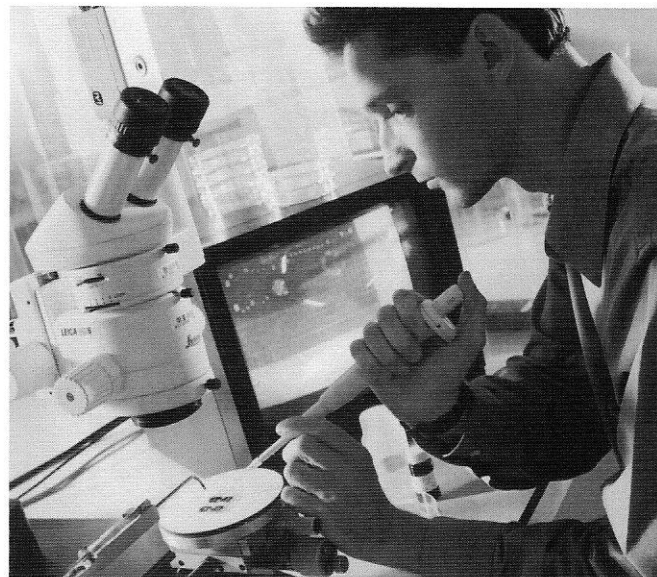


Collective bonus targets 2003: final results

Most of the collective bonus targets of 2003 have been achieved, in particular for patent applications and invention disclosures, press coverage and initiatives with schools. Pity we were not able to reach the target for manuscripts, reports and invited papers.



Electrowetting: very successful in media coverage

Patents

Ruud Peters, CEO of Intellectual Property & Standards (IP&S), congratulates the Nat.Lab. employees with their achievement of over 1100 patent applications, considerably more than in 2002. Overviews of the number of invention disclosures and patent applications per group and per sector have been provided by IP&S and can be found on the sector Dashboard in the Portal2Research.

Electrowetting

The most popular subject was the Electrowetting project, led by Johan Feenstra and Rob Hayes. It deals with a display that is based on electrowetting, which allows rapid control and manipulation of fluid motion on a micrometre scale. After the cover article in Nature, it appeared in more than 100 magazines and newspapers, including EE Times, Technology Review, New Scientist and USA Today; it was even on the Australian radio.

E-paper

After its appearance on CeBIT and IFA, many journalists covered E-paper. It was on Chinese, Dutch and German television and was covered almost 50 times, e.g. in Frankfurter Allgemeine Zeitung, Display Solutions, Business Wire and New York Times. E-paper will be on the market this year.

Initiatives with schools

The final score of initiatives with secondary schools, with the intent to promote the exact sciences, was 15 (3 above target). Most of the initiatives were gained during the last four months. Mainly thanks to Wilma van Es-Spiekman, who coordinates the Jet-Net ('Jongeren en Technologie Netwerk Nederland') activities since August last year. Of course, she could not have done this without support from other Nat.Lab. employees.

We did it again!

Press coverage

The PR department registered 50 technological subjects from Philips Research in the media. Moreover, they achieved the Nat.Lab. bonus target for press coverage: reaching national and international newspapers with 17 research subjects, of which 11 were new. Three of them were very popular: Electrowetting, HomeLab and E-paper. The PR team would like to thank all colleagues who contributed to this result. Without their support, it would have been impossible to reach this target.

HomeLab

Journalists were also very enthusiastic about HomeLab, which reached the media nearly 70 times, e.g. De Volkskrant, Welt am Sonntag, Business Week and The Economist. Moreover, it was covered several times on American and Dutch television in programmes like Silicon Valley News and 'Het Klokhuis'. In particular, the first product from HomeLab, the mirror display, received a lot of attention.

The final results for the bonus targets of 2003 and the bonus assignments of 2004 can be found on the management website.

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