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**IEEE Honors Philips Electronics with Milestone Award for the Development of the CD
*First Prototype Demonstrated 30 Years Ago***

PISCATAWAY, N.J., USA, 4 March 2009 – Before iPods and MP3s, the most cutting-edge technology for audio storage and playback was a compact disc (CD). IEEE, the world's largest technical professional society, announced today that it will be granting its prestigious IEEE Milestone Award to Royal Philips Electronics for its contribution to the development of the CD on 6 March 2009. The award coincides with the 30th anniversary of the historic demonstration of the first CD prototype, codenamed “Pinkeltje” on 8 March 1979, as well as the 125th Anniversary of IEEE in 2009.

Despite the recession in the early 1980s, Philips and Sony invested and planned for the successful commercial introduction of the Compact Disc in 1982. The CD was the first ever digital mass consumer product to find its way into almost every consumer's home. Since its introduction in 1982, over 3.5 billion audio CD players, 3 billion CD-ROM drives and an astonishing 240 billion CD discs have been sold.

“The compact disc was a revolutionary new concept that fulfilled a great consumer demand for a robust, high quality compact audio medium,” said John Vig, 2009 IEEE President and Chief Executive Officer. “By leveraging research advances in optics, mechatronics, microelectronics, digital signal processing and error control coding, a unique platform was created that has really changed the audio as well as the computing world.”

Philips has significantly contributed to the comfort and quality in the consumers' audio and video experiences. Its strong IP positions in optics and signal processing have played a significant role in the global business success of optical storage devices (CD, DVD and Blu-ray), which has led to spin-offs in the semiconductor's lithography and future technologies for biomedical sensors.

“The Compact Disc clearly demonstrated that continued long-term investments in breakthrough innovations during an economic downturn can not only contribute significantly to the company's success, but even have the power to revitalize a complete industry in decline,” said Rick Harwig, Chief Technology Officer of Philips Electronics.

The Milestone award is an initiative of the IEEE History Center. Since establishing the program in 1983, the IEEE has awarded 83 milestone awards to companies including IBM (magnetic disk memory), Hydro-Québec (735 kV transmission technology), JVC (VHS video) and now Philips with the commemoration of the CD.

If you would like additional resources and experts to provide commentary on the IEEE Milestone award, please contact IEEE at ieee-PR@ruderfinn.com.

A video news release on this topic is also available at: <http://pubstr.datiq.net/capital/philipsEN.wmv>;
High resolution images can be found at <http://www.ieee.nl/milestone.html#images>.

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About IEEE

IEEE, the world's largest technical professional society, is commemorating its 125th anniversary in 2009 by "Celebrating 125 Years of Engineering the Future" around the globe. Through its more than 375,000 members in 160 countries, IEEE is a leading authority on a wide variety of areas ranging from aerospace systems, computers and telecommunications to biomedical engineering, electric power and consumer electronics. Dedicated to the advancement of technology, IEEE publishes 30 percent of the world's literature in the electrical and electronics engineering and computer science fields, and has developed nearly 900 active industry standards. The organization annually sponsors more than 850 conferences worldwide. Additional information about IEEE can be found at <http://www.ieee.org>.