



## **IBA cooperates with Philips to create patient-centric proton therapy centers**

May 9, 2011

**London, UK and Philadelphia, USA** – IBA Group, a leader in advanced cancer diagnosis and therapy technologies and Royal Philips Electronics (NYSE: PHG, AEX: PHI), today announced they have entered into an agreement to create state of the art patient-centric proton therapy centers. IBA and Philips presented their plans together at the European Society of Therapeutic Radiology and Oncology (ESTRO) Anniversary Congress in London, UK, 8-12 May 2011, and the Particle Therapy Co-Operative Group (PTCOG) conference in Philadelphia, Penn., USA, 8-14 May 2011.

This cooperation is an important milestone in creating meaningful oncology solutions for caregivers, patients and their families who are in a very stressful situation. The complete center design is based on a deep understanding of all emotional and physical aspects of patient care. From the moment they enter the center up to their final treatment, the patient is surrounded by light, image and sound making the treatment experience as soothing and transparent as possible, while helping caregivers to work more efficiently.

The IBA-Philips ‘turnkey’ proton center concept is the first of its kind, and is initially being developed for the Middle East market, with subsequent plans to expand its use globally. Named ‘Proteus TK2’, the IBA-Philips center design encompasses all elements necessary to build a complete proton therapy center. This includes the building exterior and interior architecture, two IBA proton therapy treatment rooms, Philips Ambient Experience Design solutions, Philips CT, CT SIM, MRI imaging solutions and patient monitoring equipment.

“This joint approach combines the strength of both companies that believe in a true people-focused solution, which makes this concept extremely attractive for those wanting to add proton therapy to their cancer fighting therapies” says Pierre Mottet, Chief Executive Officer of IBA.

Dr. Eric Silfen, Chief Medical Officer, Philips Healthcare adds: “We are very proud to work together with IBA Group, a global leader in the proton technology market. Philips is committed to simplifying oncology care for a patient group that is still growing around the world”.

**You can also visit Philips at the ESTRO Anniversary Congress 2011 at booth 240 and at PTCOG 2011 at booth 11. IBA Group will be present at both shows at booth 240 and booth 24 respectively.**

**PHILIPS**



**About Royal Philips Electronics**

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a diversified health and well-being company, focused on improving people's lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of "sense and simplicity." Headquartered in the Netherlands, Philips employs about 117,000 employees with sales and services in more than 100 countries worldwide. With sales of EUR 22.3 billion in 2010, the company is a market leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as lifestyle products for personal well-being and pleasure with strong leadership positions in male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at [www.philips.com/newscenter](http://www.philips.com/newscenter).

**About IBA**

IBA develops and markets leading-edge technologies, pharmaceuticals and tailor-made solutions for healthcare with a focus on cancer diagnosis and therapy. Leveraging on its scientific expertise, IBA is also active in the field of industrial sterilization and ionization.

Listed on the pan-European stock exchange EURONEXT, IBA is included in the BelMid Index. (IBA: Reuters IBAB.BR and Bloomberg IBAB.BB).

Website: [www.iba-worldwide.com](http://www.iba-worldwide.com)

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