

IBA and Philips launch new patient-centric Ambient Experience solution for IBA's proton therapy solution

Ambient Experience is an interactive solution that uses modern technology and design to create a more comfortable and soothing experience for patients and staff during proton therapy

Amsterdam, the Netherlands and Louvain-la-Neuve, Belgium - September 22, 2016 - IBA (Ion Beam Applications SA), the world's leading provider of proton therapy solutions for the treatment of cancer, and Royal Philips (NYSE: PHG, AEX: PHIA), a leading health technology company, today announced the launch of a dedicated patient-centric *Ambient Experience* solution for the proton therapy gantry of IBA's *Proteus®PLUS* proton therapy solution, making the Philips solution now available for both *Proteus®ONE* and *Proteus®PLUS*.*

Designed and engineered by Philips, *Ambient Experience* is an interactive, patient-focused healthcare environment that uses modern technology and people-centric design to create a more comfortable and soothing experience for patients and staff, helping to improve workflows and increase operational effectiveness. Implemented in IBA's proton therapy gantries, patients are able to select their preferred theme, light, sound and video prior to undergoing treatment. By enhancing the clinical environment, Philips *Ambient Experience* improves patient comfort and staff experience and satisfaction. In 2014, Philips received an international Red Dot Award for product design for its dedicated *Proteus®ONE Ambient Experience* solution.

The new *Ambient Experience* development is part of a broader collaboration between the two companies that also includes the joint marketing and sales of IBA's proton therapy solutions and Philips' imaging and clinical informatics solutions.

"This new *Ambient Experience* product is part of a successful larger collaboration between IBA and Philips," said **Francoise Vamecq, Alliance and Strategic Partnership Director at IBA**. "Together, we aim to offer a complete solution that puts the patient at the center of care."

Patients have an understandable level of fear and stress," said **Werner Satter, Business Leader Healthcare Experience Solutions at Philips**. "We have installed hundreds of *Ambient Experience* solutions globally in radiology departments, emergency departments and treatment rooms in the past 10 years. During that period, we have seen that a purposefully designed patient-centric environment can make a real difference to patients' experience and state-of-mind."

"The Philips *Ambient Experience* is one of the many differentiators of the *Proteus®ONE* solution," said **Dr. Lane Rosen, M.D. at Willis-Knighton Cancer Center**, the first IBA center to use Philips *Ambient Experience*. "Patients have the ability to change their color themes, music and video. Our patients enjoy the experience as it helps them to relax during treatment and remain still. The *Ambient Experience* atmosphere is calming for the staff as well as the therapist for this most meticulous of treatments."

"Cancer treatment can be a frightening experience, so making the environment as pleasant as possible is essential to reduce stress," said **Prof. Karol Sikora, Chief Medical Officer of UK-based Proton Partners International**, which is currently building three proton therapy centers. "We believe lighting, design and music will help to create a relaxing and soothing experience. And it will make our staff more relaxed too, by creating an atmosphere of greater empathy. We look forward to operating our first center with Philips *Ambient Experience* next year in Newport, Wales."

In 2016, IBA and Philips plan to equip four additional rooms in the US: three *Proteus®PLUS* rooms in the Miami Cancer Institute, and one *Proteus®ONE* at the Royal Oak in Beaumont Michigan. In addition, Philips and IBA have an interesting pipeline of rooms to be equipped with Philips *Ambient Experience* features in the UK, Middle East, US and Taiwan.

* *Proteus®ONE* and *Proteus®PLUS* are the brand names of the *Proteus®235*.

About IBA

IBA (Ion Beam Applications S.A.) is a global medical technology company focused on bringing integrated and innovative solutions for the diagnosis and treatment of cancer. The company is the worldwide technology leader in the field of proton therapy, considered to be the most advanced form of radiation therapy available today. IBA's proton therapy solutions are flexible and adaptable, allowing customers to choose from universal full-scale proton therapy centers as well as compact, single room solution. In addition, IBA also has a radiation dosimetry business and develops particle accelerators for the medical world and industry.

Headquartered in Belgium and employing about 1,400 people worldwide, IBA has installed systems across the world. IBA is listed on the pan-European stock exchange NYSE EURONEXT (IBA: Reuters IBAB.BR and Bloomberg IBAB.BB). More information can be found at: www.iba-worldwide.com.

About Royal Philips

Royal Philips (NYSE: PHG, AEX: PHIA) is a leading health technology company focused on improving people's health and enabling better outcomes across the health continuum from healthy living and prevention, to diagnosis, treatment and home care. Philips leverages advanced technology and deep clinical and consumer insights to deliver integrated solutions. The company is a leader in diagnostic imaging, image-guided therapy, patient monitoring and health informatics, as well as in consumer health and home care. Philips' wholly owned subsidiary Philips Lighting is the global leader in lighting products, systems and services. Headquartered in the Netherlands, Philips posted 2015 sales of EUR 24.2 billion and employs approximately 105,000 employees with sales and services in more than 100 countries.

News about Philips can be found at www.philips.com/newscenter.

IBA is looking forward to welcoming you at ASTRO 2016. Don't miss the opportunity to meet some of the leading experts in the field of proton therapy. More information and program available at: <http://www.perfectingcancercare.com/>

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