

Philips inaugurates new APAC healthcenter

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Singapore: With a view to improve the lives of people in the ASEAN, Royal Philips recently inaugurated its new state-of-the-art Philips APAC Center in Singapore. The inauguration ceremony was attended by guests of honor, Mr S Iswaran, Minister of Trade and Industry (Industry), and Mr Jacques Werner, Ambassador of the Kingdom of the Netherlands to Singapore.

The center is located at Toa Payoh and showcases Philips' innovation and design expertise and business-creation capabilities. The center is a world class facility including a Philips Continuous Care Monitoring Room, where healthcare professionals remotely monitor the health of home-based patients with advanced cloud-based healthcare equipment and solutions.

Apart from this the space also enables prototyping of new solutions that help make a meaningful difference in the future of patient care. Through the simulation of these different environments, the company said in its report that, it will be able to demonstrate and test new workflows that can then be used to build future healthcare models.

In addition, the building is a showcase equipped with the company's own industry-leading LED lighting systems. Beyond sustainable features like energy-savings and lowered carbon footprint, connected lighting with Philips PoE (Power-over-Ethernet) is built into areas where higher interaction levels are expected. Facilities management efficiency is improved with less mains wiring since the same cable can serve as the phone line, internet cable and power cable simultaneously. Remote

management of these lighting systems also means increased productivity and personalized control.

Speaking at the launch of the Philips APAC Center, Mr Ronald de Jong, Executive Vice President & Chief Market Leader, Royal Philips, said, "This is also a significant event for us at Philips as we celebrate our 125th anniversary this year globally. In Asia, Philips is committed to working in close collaboration with all stakeholders in the healthcare ecosystem to redesign how healthcare can be delivered to benefit societies. By leveraging the health technology capabilities that reside in our new APAC headquarters and the talent pool in APAC, we look forward to delivering innovative solutions for this region and beyond."

Mr Fabian Wong, CEO, Philips ASEAN, said, "Our new Philips APAC Center - that will house our APAC headquarters and innovation activities - serves as a gateway to the region. Singapore, with its strong pool of skilled talent, is critical to us as we are increasing our focus into health technology. Our business is going through a transformation - from a supplier of individual medical and consumer products to a provider of integrated health technology solutions and services. This means that our facilities and ways of working need to transform as well."