

TPVISION



**TP Vision and The Explorers partner to film
the wonders of nature as unique content for Philips Ambilight TVs**
*Collaboration between TP Vision and The Explorers is designed to
raise awareness for nature conservation*



Amsterdam, July 5, 2022 - TP Vision, licensee of Philips TV & Sound products, and UNESCO partner The Explorers, have traveled to Martinique earlier this month to archive unspoiled nature on camera. These exclusive images will be shot on the island, and will then be made available, in 4K, via The Explorers app on Philips Ambilight TVs. The Explorers and TP Vision intend to use the project to raise awareness for nature conservation on the island - and elsewhere around the world.

The Explorers are using the very latest technology to create the highest quality image and video inventory of our planet's heritage. With this global project - under the slogan "know better to protect better" - The Explorers share the world's natural treasures and raise awareness about the preservation of the Earth's natural, cultural, and human heritage.

Since 2021, Martinique has been a "biosphere reserve" recognized by UNESCO. The island is one of the 36 biodiversity hotspots worldwide. The trip to the Island is part of the collaboration between TP Vision and The Explorers. A team of videographers, photographers and a drawer visited the unique Martinique forest surroundings of Mount Pelee to capture the different endemic, emblematic and even unusual plants, and species that it offers.

The Island has a unique natural wealth with many species of flora and fauna and their rare habitats. The natural treasures of the Island are in the heart of local people and their traditions. In addition to portraying the Island, the goal of the project is to record the locals talking about their Island, their wildlife, their traditions. The images of Nature, beautifully captured by The Explorers, will be available exclusively to Philips Ambilight TV owners*.

"The goal of the global project of The Explorers is educational, awareness raising and to showcase the beauty of the world, without hiding its wounds. We want to use the beautiful images of nature to

inspire action for conservation. Cousteau once said: you love what you marvel at, you protect what you love. That leads to our motto: know better to protect better. TP Vision is helping us to bring our images to life on Philips Ambilight TVs and to reach as many people as possible” says Valentin Pacaut of The Explorers.

Stefan van Sabben, Global CSR & Sustainability Manager TP Vision, adds: *“Making a positive environmental impact starts with creating awareness. Partnering with like-minded organizations such as The Explorers is a key step in our sustainability journey and it’s a partnership where there is a perfect mix of technology and sustainability. As part of our partnership, we are also supporting the recovery of the red-winged macaw population in Honduras, one of The Explorers’ Foundation wonderful local projects. We encourage people to join The Explorers community and we look forward to working together in the coming years using high quality imagery to generate awareness for conservation.”*

Future Proof

TP Vision is committed to raising awareness for this project - documenting Earth's precious heritage for future generations. The long-term collaboration with The Explorers is part of TP Vision’s strategic sustainability pillar 'Future Proof'. The project specifically contributes to SDG 13: Climate Action, by raising awareness for the wonders of nature and allowing people to enjoy the planet's resources at home. In addition to its collaborations with The Explorers, TP Vision is also committed to making its production chain, products, and packaging materials more sustainable as part of the 'Future Proof' pillar.

End of media alert

**The free 4-month trial for The Explorers app is available on all Philips smart TVs running Android TV and any Philips smart TV running the Saphi platform starting in 2019 and later. The exclusive trial offer for Philips TV owners is listed on the home screen of The Explorers app after it is downloaded from the local app store. Consumers with new Philips TVs (series 2022) will find the application pre-installed on the app home screen or within the Philips app collection service. To take advantage of this offer, the free 4-month trial must be activated before December 31, 2022.*

Follow us on social media via @TPVision on Twitter and @PhilipsTelevision on Instagram.

For additional materials, photos, videos, footage please see link below

<http://www.tpvision.com/image-library/>

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About TP Vision

TP Vision Europe B.V. (“TP Vision”) is registered in the Netherlands, with its head office in Amsterdam. TP Vision is wholly owned by TPV Technology Limited (“TPV”), one of the world's leading monitor and TV manufacturers.

TP Vision is a major consumer electronics player in TV and audio entertainment. TP Vision focuses on the development, production and marketing of Philips television sets (Europe, Russia, Middle East, South America, India and selected countries in Asia-Pacific) and Philips audio products (worldwide). We combine the strong Philips brand with our product development and design expertise, operational excellence and TPV's industry experience and position. We believe in creating products that provide consumers with a superior audio and visual experience.

About The Explorers

The Explorers, in partnership with UNESCO, is a global project that takes inventory of the natural, cultural, and human heritage of the Earth, in Ultra High Definition (8K/4K) images. From the glaciers of the Arctic to the warm waters of French Polynesia, The Explorers pursues its educational goal, through its meetings and expeditions: “know better to protect better”. The first company to stream 8K/4K on Smart TVs, The Explorers has been previously voted as “TV App of the Year” and is currently available in 17 languages in 170 countries.

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