

# Philips Channel Strategy

Get on board for increased profitability

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10<sup>th</sup> September 2018

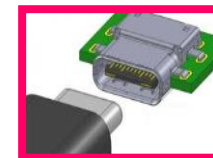
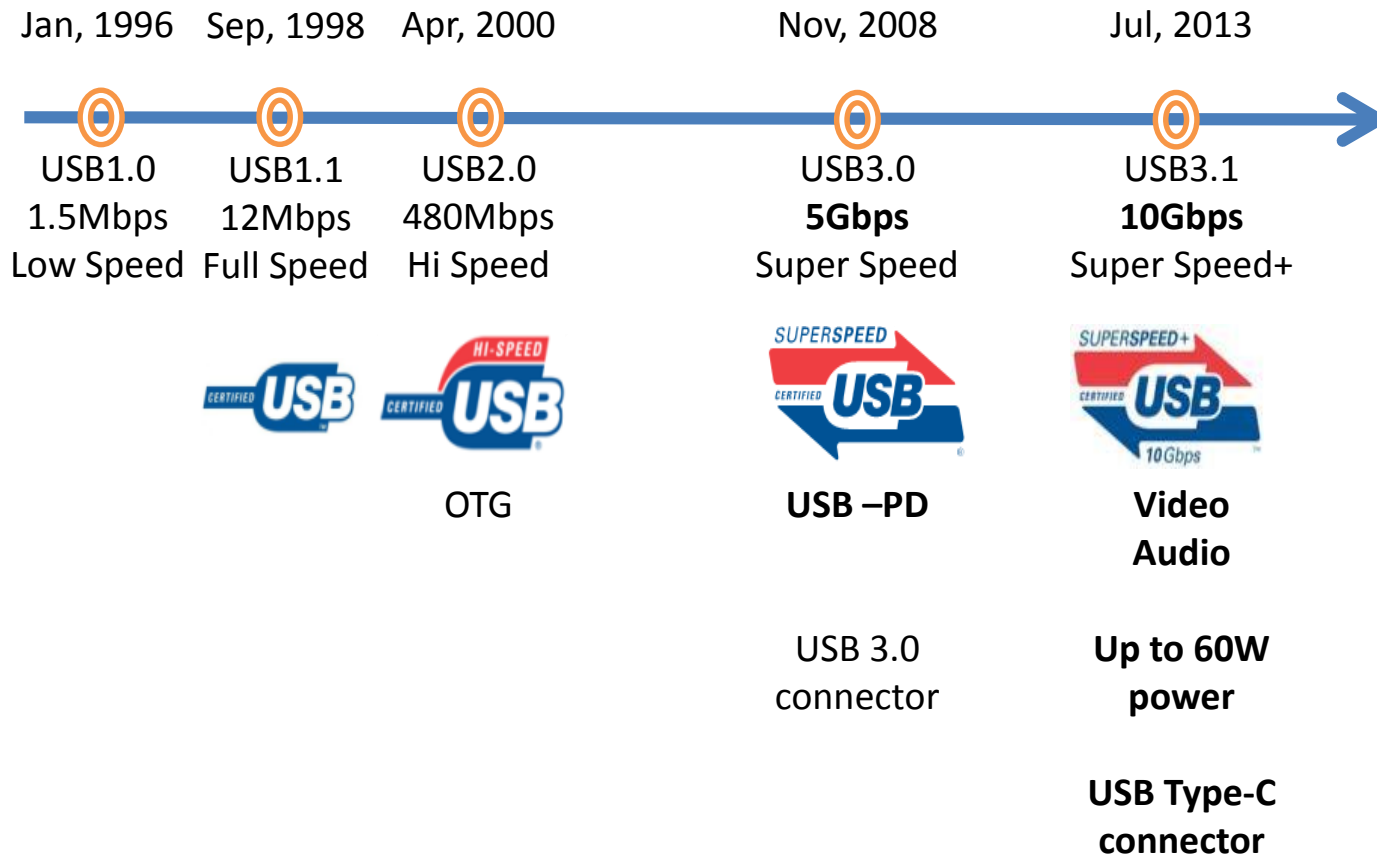
# Structure

- Key Reseller Strategy with direct team management (no end user direct sales)
- End User enabling where required
- Margin focus for resellers
- Strong customer relationships and longevity
- Project development with key partners
- Transparent Communication
- Strong B2B strategy and solutions base

# Desktop displays – black boxes or investment opportunity?

- *The traditional view*
- Size
- Resolution
- Looks and features
- *Commercial opportunities*
- Panel Type – IPS/MVA/Curved
- Multi input/Multiview/PIP/POP
- Connectivity – USB hub or Dock
- Single unit/Daisy chain
- Webcam/Windows Hello

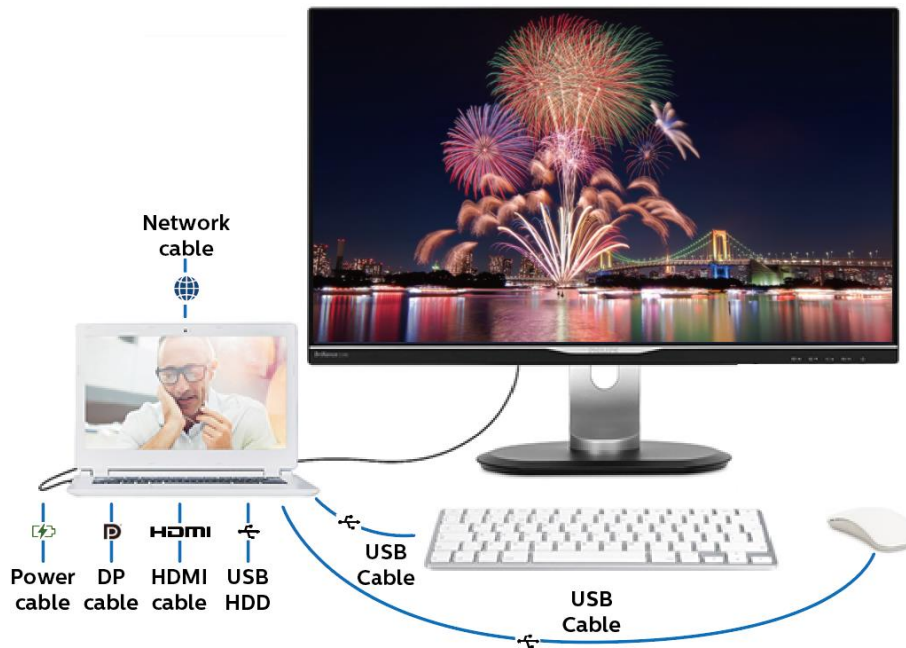
# Introduction of USB Type-C



Logo Source : USB-IF

# Docking USB-C Monitors

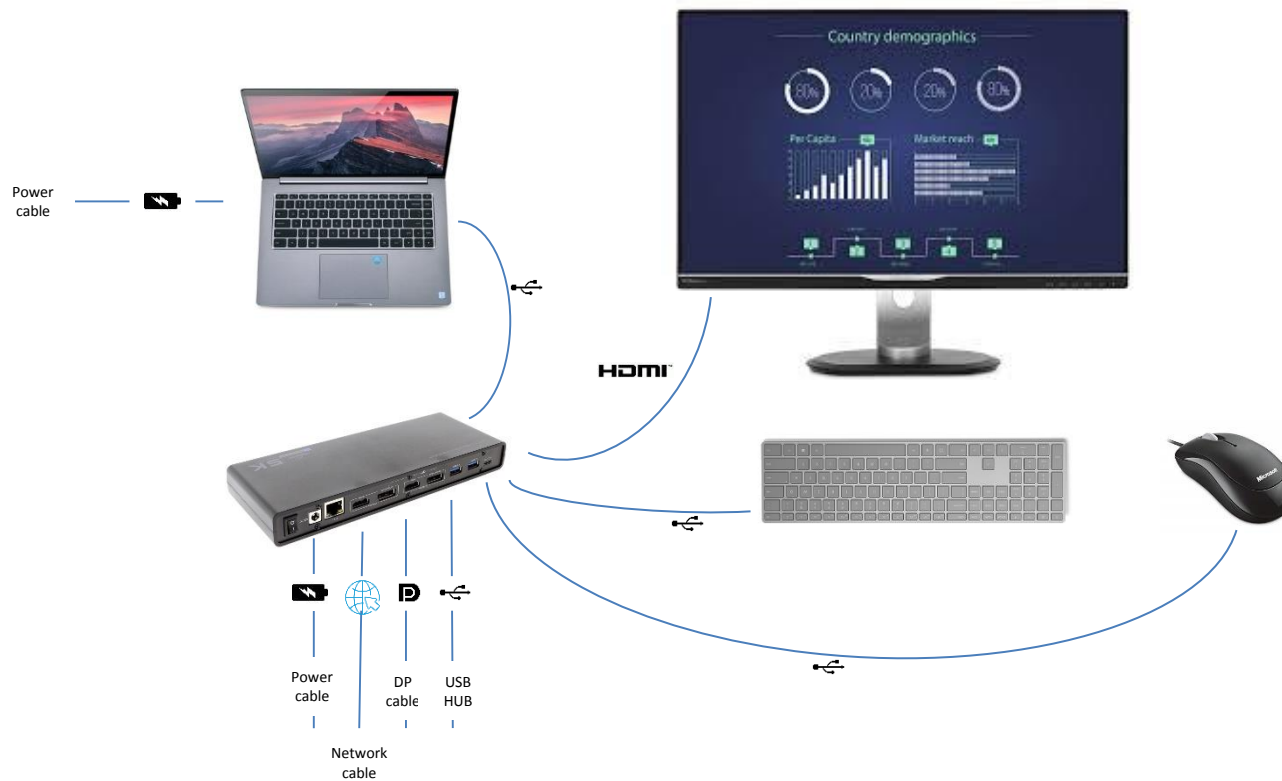
Why you want an all-in-one docking connector: simplify with less cables



Normal setup: connect MANY cables on your notebook

# Docking USB-C Monitors

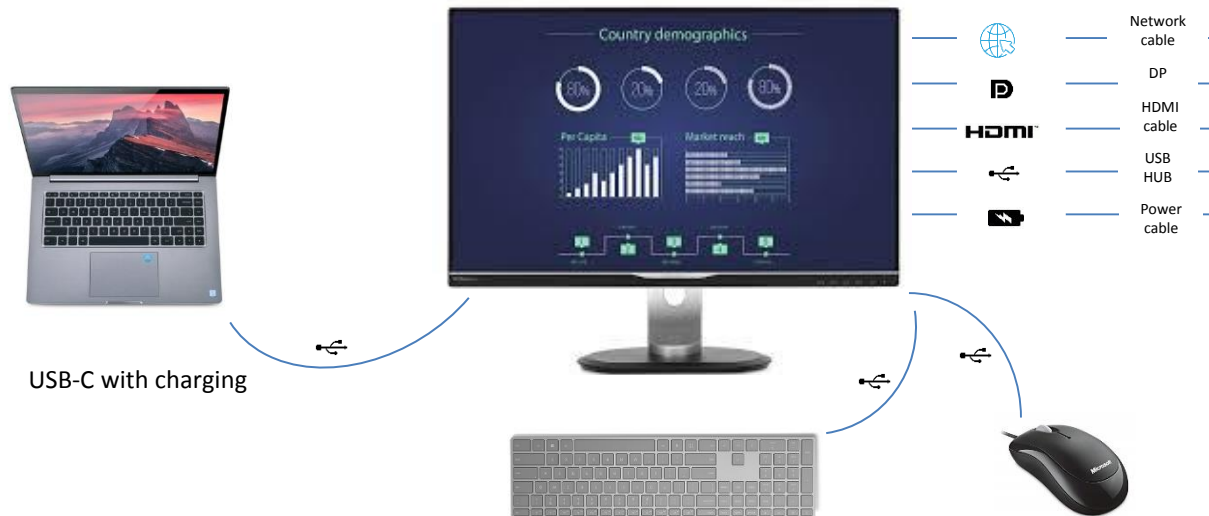
Stage one : Deploy USB Docking station



Still messy cables on your desktop

# Docking USB-C Monitors

## Stage Two : USB-C Docking Monitor



USB-C Docking: only need ONE cable to connect your notebook

- Power (Charging in most cases)
- Data (all data transfer)
- Video (DP Alt)

# USB-C – Nothing New?

- Where Philips succeed
- RJ45 included in the monitor
- Internet integrity maintained
- MAC Address pass through
- Display Port Daisy Chain
- Multiple monitor solutions with one cable
- Multiple display sizes



# USB-C – Nothing New?

- Where Philips succeed
- Value and Margins improved through the range
- All USB-C monitors carry higher margins
- Unique solutions (no other brand has the RJ45 investment)
- Multiple brand connectivity (not fixed to one)
- Power delivery solutions
- USB-C powered NUK is coming

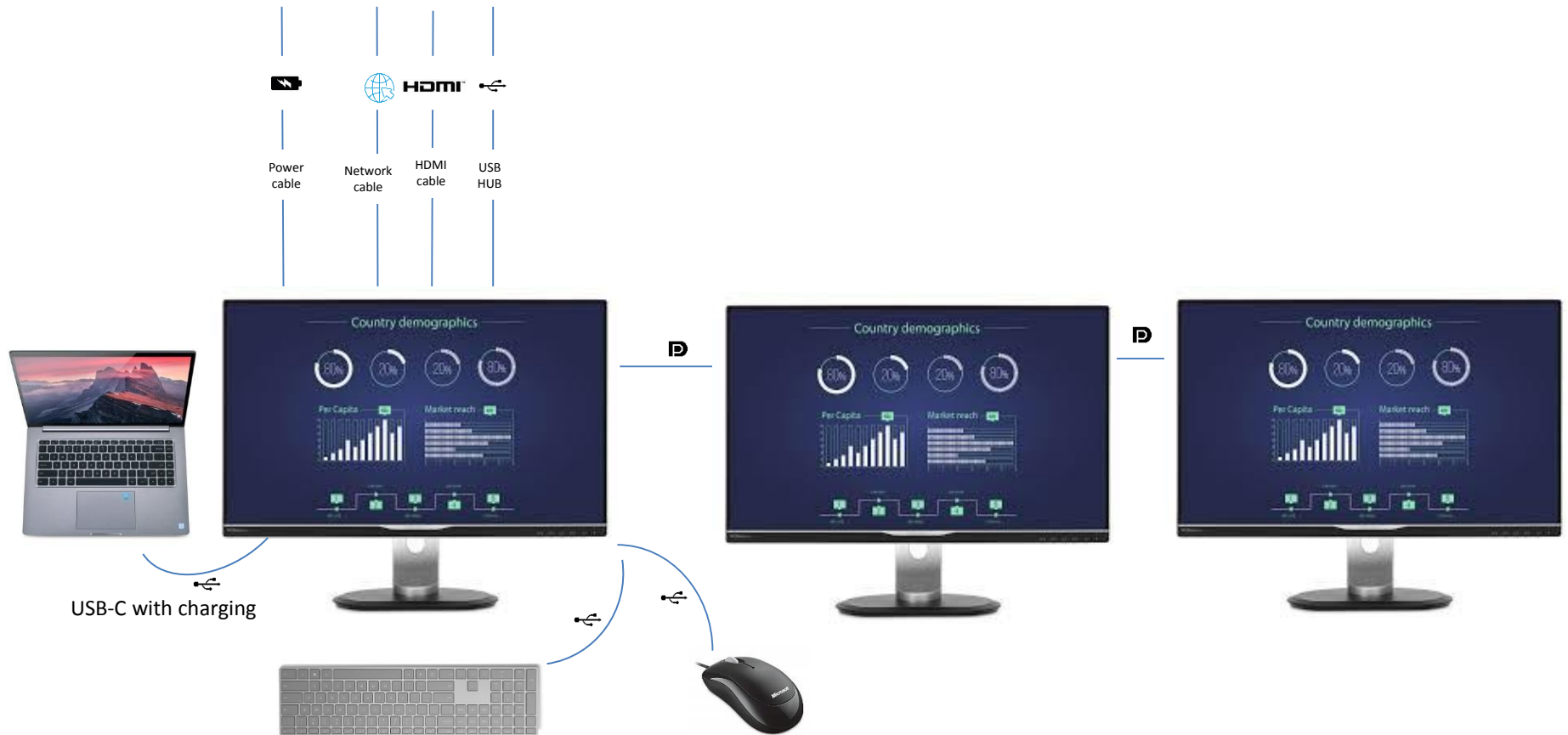
# Real world example

- Customers request:-
  - 3 monitors connected to two systems
    - Shopping list
      - 2 x Laptop - £1,500 each - £3000
      - 2 x Docking stations - £150 each - £300
      - Peripherals - £50
      - KVM switch £80
      - 3 x Philips 241B7 monitors @ £149 each - £447
      - Total desktop solution (excluding software) - £3877

# Real world example

- Customers request:-
  - He only required 2 laptops because he couldn't get more than 2 outputs from each laptop
  - Enter Philips USB-C solution

# Philips proposed solution



# Real world example

- Customers request:-
  - 1 x Laptop £1,500
  - Peripherals - £50
  - 1 x Philips 241B7QUBEB - £217.00
  - 2 x Philips 241B7QTEB - £249.99
  - Total £2,265
  - Customer saved £1,612 per desk
  - Increased number of desks by 400 with cost saving within budget
    - Total installation 1,200 desktops
  - Reseller made est. 15%+ on the whole desktop supply

# Issues others have still to overcome

- Network management
- MAC Address passthrough
- Cable function DP enable/disable
- MAS OS functionality
- Reverse compliance through Display Link (Q1 2019)

# Current Docking USB-C line up

Choose the USB-C docking display to suit your needs



241B7QUPBEB



258B6QUEB



328P6AUBREB



272B7QUPBEB



349P7FUBEB

Docking technology	USB-C	USB-C	USB-C	USB-C	USB-C
Diagonal	23.8 inch	25 inch	31.5 inch	27 inch	34 inch curved
Panel	IPS	IPS	IPS	IPS	MVA
Resolution	FHD	FHD	QHD	QHD	WQHD
PowerSensor	●	●	-	●	
Tilt	-5/30	-5/20	-5/20	-5/30	-5/20
Pivot	●	●	●	●	●
Swivel	-175/175	-65/65	-170/170	-175/175	-175/175
Height adjustment	150 mm	130 mm	130 mm	150 mm	180 mm
DVI		●			
HDMI	1	1	1	1	1
Displayport	1	-	-	1	1
Displayport out	1	-	-	1	-
USB hub	●	●	●	●	●
USB type	3.0	3.0	3.0	3.0	3.0
USB out ports	2	3	2	3	3
USB fast charge	1	1	1	1	1
RJ45	●	●	●	●	-

Glossy brochure available





# Next Generation

## 32" 4K USB-C HDR Monitors



VESA CERTIFIED  
**DisplayHDR™ 600**



### WCG (P6)

- 10-bit wide view angle display



### Wide Viewing Angle

- 178/178 (CR>10)



### USB-C Docking (P6)

- Video/Data/Power transmission

Model	328P6VU
Size	31.5"
Res.	3840 x 2160 @ 60Hz
HDR	Display HDR 600
Panel	VA
WCG	Wide color gamut
Zone	Local diming
Input	DP 1.4, HDMI 2.0*2, USB-C, USB3.0*4, RJ45
ETA	Oct'2018
RRP	£549

# Next Generation

## 4-sided Frameless 4K Flat Display 31.5"



**USB-C Docking**



**Hideaway Hello webcam & PowerSensor**



**4-sided Frameless**



**85% post consumer recycled plastics**

Model	329P9H
Size	31.5" (16:9)
Res.	3840x2160
Panel	IPS
Spec	1H1DP1, USB-C, DP out, RJ45 SPK, USB3.0x3, 180mm HAS, Hello webcam, PD60W
<b>ETA</b>	Q1, 2019
<b>RRP</b>	£799

# Next Generation

## New project! USB-C Docking + Windows hello pop-up webcam!!

Innovative Solution!



+ Pop-up webcam design conceals when you don't need it for a clean secure webcam design solution.



**USB-C**  
**SINGLE CABLE NOTEBOOK DOCKING**  
Thin / Reversible / Bi-Directional

# Next Generation

New projects! USB-C Docking + Window hello pop-up webcam!!



Model Name	272B7	241B7
PICTURE/DISPLAY		
- Panel	27" IPS	23.8" IPS
- Optimum resolution	QHD	FHD
CONNECTIVITY		
- Signal Input	HDMI/DP/USB-C/DP-out, RJ45	HDMI/DP/USB-C/DP-out, RJ45
- Built-in Audio	2Wx2	2Wx2
- USB	3.0x2 or 3 (TBC)	3.0x2 or 3 (TBC)
CABINET		
- Webcam	windows hello	Windows hello
- HAS	150mm	150mm
ETA	Q1 2019	Q1 2019
COST estimation	£15 to 272B7QU	£10 to 243B7QU

# Other display solutions

- Ultra low power – A++ rated
  - Including ECO packaging
- Multiple inputs – multi screen
  - 4 inputs – 4 split screens
- Touchscreens (Q1 2019)
- Portable monitors (USB powered)

Thank you

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