

# PHILIPS

sense **and** simplicity

Advance Website Redesign and Rebrand  
to Philips Advance

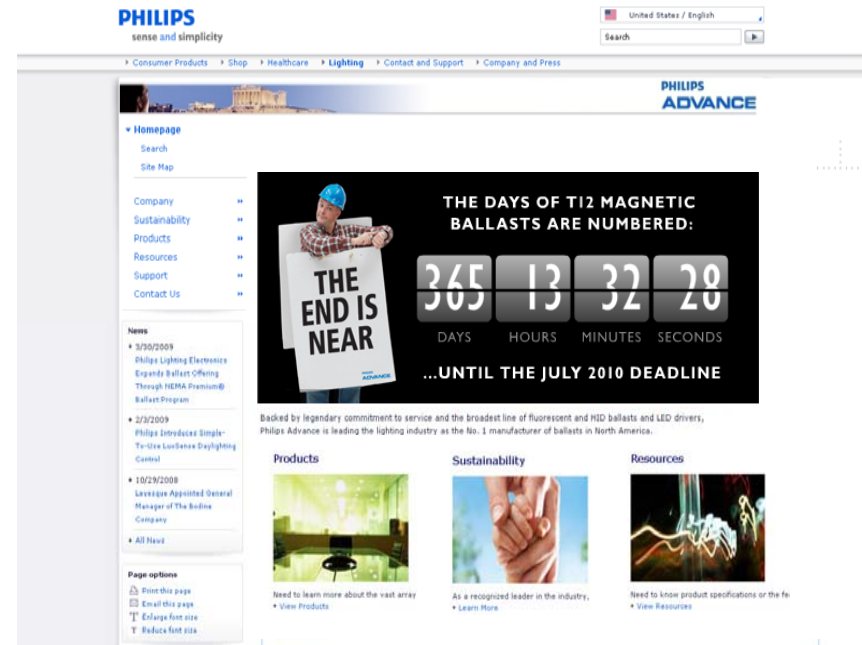
September 2009

# Advance Rebrand Overview

- The Philips Advance brand respects and acknowledges the value and equity of Advance as an industry leader since its founding in 1945, while promoting our affiliation with our global parent, Philips
- Representing this brand association, we are in the process of updating our numerous communication touch points to carry the Philips Advance brand name
- While this transition to the Philips Advance brand represents change, it is in name only, and we still maintain the same steadfast dedication to our customers as well as the same core values that we've held for the past 60 plus years

# Introducing the Philips Advance Website

- As part of our transition to the Philips Advance brand, [www.advancetransformer.com](http://www.advancetransformer.com) has been redesigned
- Our new site, [www.philips.com/advance](http://www.philips.com/advance), has been updated to include
  - The Philips Advance logo
  - A new look and feel—including navigation and the overall graphical presentation
  - Refreshed content and images



# Website Rebrand Overview

- Customer-facing applications may be renamed, but their functionality stays the same (e.g. *Philips Advance University*, *Philips Advance Notice*, *Product Catalog*, etc.)
- Users with pages bookmarked/linked to the old site will be automatically redirected to the new site
  - Please remember to reset bookmarks to: [www.philips.com/advance](http://www.philips.com/advance)



News Center



Product Page



Sustainability

# Website Rebrand Before and After: Homepage



- Site navigation has moved from top of page to left side of page
- Navigational elements are similar to the old site
- Homepage now includes call-outs to our larger site sections: *Products, Sustainability and Resources*

# Website Rebrand

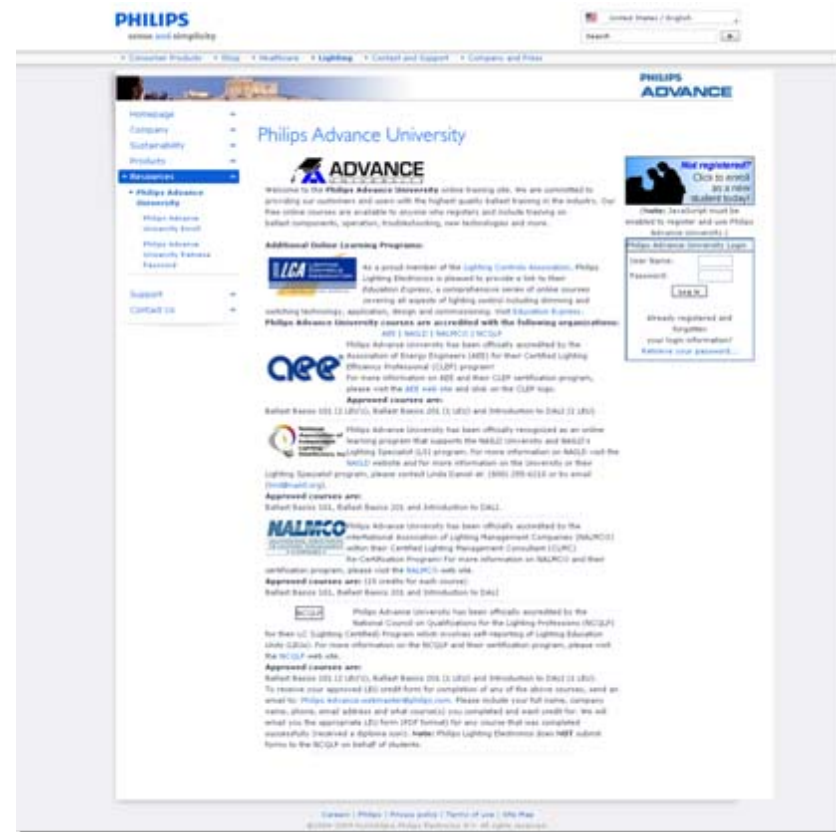
## Before and After: Product Pages



- Site content and images have been reviewed and updated, to ensure we are providing the most up-to-date information
- Bulk of literature, case studies and white papers have been updated with remaining materials (and product photography) coming soon

# Website Rebrand

## Before and After: Applications



- All customer-facing applications have been rebranded with no functionality changes (e.g. *Philips Advance University, Philips Advance Notice, Product Catalog, Warranty, etc.*)

# Website Rebrand Summary

- Coupled with our Philips Advance brand update, we have refreshed and simplified our website, updating content and making efforts to improve the overall user experience
- The transition is designed to be seamless for users
  - Though the location of our navigation as well as the look and feel of our site has changed, the general format and content of our information has not
  - Bookmarked addresses are being redirected to the new site
- We are excited to announce the new [www.philips.com/advance](http://www.philips.com/advance) website and encourage users to visit and familiarize themselves with its' refreshed content and new look and feel
- Customers should contact their sales agent or representative with any questions or comments regarding the new website

