

THE NEW PHILIPS AVENT BABY MONITOR WITH DECT TECHNOLOGY

Enabling Parents to Stay Connected with Baby with Zero Interference

The latest range of Philips AVENT DECT Baby Monitors, are technologically advanced offering parents peace of mind with crystal clear communication and zero interference between the baby monitor and parent handset.



DECT (Digital Enhanced Cordless Telecommunication) supersedes the traditional analogue technology through automatically scanning through 100 channels to ensure you always have a secure line with zero interference. Unlike other baby monitors, the DECT technology from Philips AVENT guarantees you'll only hear your baby without interruption from other sounds, voices or static from mobile phones or other electronic appliances in the home or from next door.

Philips AVENT DECT Baby Monitors feature soothing lullabies and soft comforting nightlights. Whilst helping a baby's eyes adjust to the new world around them, the gentle lighting also lets parents check on a sleeping baby without having to turn on a main light and risk waking them up. The talk back function allows parents to talk to and calm baby without entering the room, whilst a range of lullaby tunes can be remotely switched on and off to soothe baby, or used as backing rhythm for songs to be sung.

Philips AVENT DECT Baby Monitors provide complete reassurance and peace of mind through environmental monitoring. The base unit of the 520 & 530 monitors have temperature sensors and the 530 has the additional humidity sensors. Unlike an adult, new born babies are not capable of regulating their own body temperature; the integrated sensors can be preset by parents to send an alert if room temperature rises or falls outside the recommended 16c° to 20c° levels. If a room is too dry or too moist the mucus membranes of a new born baby can become irritated and skin can dry. The ideal humidity range for their environment is between 40% and 60%. The integrated humidity sensors can be pre-set by parents to the level perfect for their baby, if humidity falls out of the desired range the base station will alert parents via the portable handset.



Philips AVENT products have modern designs produced to withstand the demands of children. The new DECT baby monitor range boasts an ultra-neat sleek base unit, whilst the portable handset has a range of up to 330m, an easy to read LCD display and vibration alert for environmental detection.

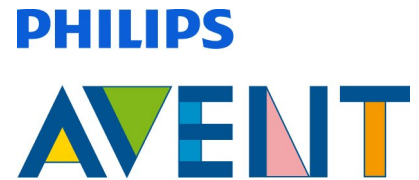
With a Philips AVENT DECT Baby Monitor parents can rest assured that they are always close and connected with their baby, even when the demands of parenthood mean they cannot be in the same room.

Philips AVENT is dedicated to creating, designing and manufacturing the highest quality childcare products in the world.

The Philips AVENT DECT Baby Monitor range is currently available in baby stores and select pharmacies and will be available in May through Kmart, Big W, Target, Toys R Us and Myer

Model	SCD 510	SCD 520	SCD 530
Range	330	330	330
Rechargeable Parent Unit	YES	YES	YES
Low Battery Warning	YES	YES	YES
LCD on Baby Unit	-	YES	YES
Lullabies	-	YES	YES
Temperature Sensor	-	YES	YES
Humidity Sensor	-	-	YES
Baby Unit Nightlight	YES	YES	YES
Talk Back Function	YES	YES	YES
Volume Control	YES	YES	YES
Vibrate	-	-	YES
Belt Clip / Cord	YES	YES	YES
Price	\$ 199.95	\$ 249.95	\$ 324.95

For consumer information please call 1300 364 474



For further press information, photography or product trials please contact:

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About Royal Philips Electronics

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a diversified Health and Well-being company, focused on improving people's lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of "sense and simplicity". Headquartered in the Netherlands, Philips employs approximately 121,000 employees in more than 60 countries worldwide. With sales of EUR 26 billion in 2008, the company is a market leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as lifestyle products for personal well-being and pleasure with strong leadership positions in flat TV, male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at www.philips.com/newscenter.