



Working at Philips as a Development Engineer

PHILIPS
sense and simplicity

Changing products and lives

Developing products is challenging. Developing products that make sense is both challenging and rewarding. At Philips in Drachten your involvement in our innovative lifestyle, health and well-being and technology projects can make a real difference to people's personal and professional lives. It can change *your* life too.

'Job' doesn't even begin to describe the opportunities offered by a development career at Philips Consumer Lifestyle. Try 'intellectually complex technical challenges', projects that really push the boundaries of feasibility. Then there's the prospect of 'creating simple products based on highly advanced techniques'. How about 'end-to-end responsibility', where you can enjoy the extra dimension of seeing a project from idea to production. Not to mention the chance to actually see your work in local stores. All this takes place in an environment where you can interact with talented colleagues in a lively city with all facilities on your doorstep. Furthermore, you have the freedom to shape your own career. In the following pages, you will read about the critical differences some of our development engineers have made to our products and projects.

Join them and experience the changes for yourself.





the case

Raising the market standard

Philips Consumer Lifestyle pioneered electric shavers. But by 2002 Philips wanted to raise the market standard for shaving performance.



the face

Optimizing shaving performance

Erik Houbolt, Group Leader Function Development has worked in shavers since he started at Philips Consumer Lifestyle in 2000. In fact, his graduate thesis was on shaving technology. "I like working on products that consumers use," he explains. "So I developed a simulation model for hair catching that would be used for optimizing the shaving process." It is no wonder that Philips asked him to start his development career working on high-end shaving systems.

Erik enjoys working with the different disciplines involved in product development like function development, process engineering, quality engineering and production. He also likes seeing his ideas go from the drawing board to the factory: "In our facility in Drachten you can actually see shavers in production."



the change

A new generation of shavers

In 2002, Erik was assigned to develop the world's first triple-track shaver: the SmartTouch-XL. He and his team had a serious challenge ahead of them. "The whole technology platform had to change," he says. "And we didn't have a lot of experience optimizing a triple-track system."

Shaving performance isn't just about getting a close shave. It's also about speed, comfort and skin safety. These are the factors that Erik and his colleagues had to take into account when developing the shavers. "We had to find a balance between what we wanted to achieve in terms of shaving performance and what was possible in terms of production processes." By working closely with his team, Erik made creative changes to the product design that allowed them to meet their shaving requirements and that enabled the process engineers to make solid, reliable shavers.

With the triple-track SmartTouch-XL, Erik helped Philips make a powerful commercial statement. He also created a robust shaving system for a whole new generation of Philips shavers like the Arcitec.

Meet Erik at www.philips.com/engineers





the case

Clean drinking water

In developing countries, tap water is often undrinkable. That's why Philips decided to produce a reliable, easy-to-use water purifier. But during development of the product, the engineers encountered several challenges. One of these involved a crucial valve that controlled the capacity of the purifier's storage tank.



the face

Finding your niche

Two years ago, Jasper ten Berge, Senior Pre-development Engineer literally walked into the Human Resources Department at Philips and asked for a job. "I wanted to work in the north of the Netherlands," he explains. "The following day they called me and invited me to an interview." It's not surprising given his previous development experience at a technical design agency and a telecom manufacturer.

Jasper is a technical designer with heart and soul. "It's my passion and I don't want to lose my link with it," he admits. "The great thing about Philips is that they give you the room to find your niche. It's a large company and large companies can afford to do that." After working in Philips Kitchen Appliances as a System Architect, then as a pre-developer in the Senseo group, Jasper now works in a new product group known as Water & Air. "It's a new group starting from scratch," Jasper says. "So we can organize things the way we think they should be."



the change

An unexpected solution

When Jasper joined the new purifier project, the product was in the last stages of development, but the problem with the storage tank valve still had to be ironed out. "The valve didn't shut properly, so the user would have been up to their feet in water!"

The answer to the problem came from an unexpected source. Jasper asked for advice from a colleague who recommended a valve used in the PerfectDraft beer tapping system. By modifying the PerfectDraft valve, Jasper was able to get the purifier working correctly. "It was a stroke of luck," he confesses. "But at Philips you're part of a large pool of skills. By asking around you can usually find someone who can help you."

The purifier will soon be ready for launch and Jasper is gratified by the difference it will make to people in developing countries. "For the first time I can say that I'm working on products that add value to the world."

Meet Jasper at www.philips.com/engineers





the case

Wide ranging requirements

A juicer has to get as much juice as possible out of the fruit and vegetables you feed into it. But that's not all. The ideal juicer should require as little fruit preparation beforehand as possible. It also has to be simple to operate and easy to clean. These are the kinds of demands that development engineers at Philips Consumer Lifestyle have to deal with every day.



the face

An ever-changing environment

When Senior Project Manager Anke Sinnema first joined Philips as a Physics graduate, she helped develop the Coolskin moisturizing shaver. "I worked directly with Nivea and optimized the shaver to work with shaving conditioner," she says. Now she works at the Advanced Technology Center in Drachten, developing new ideas for the Wake Up Light and childcare products.

Anke likes the atmosphere at Philips Consumer Lifestyle where the focus is on developing good products. "You get to work in teams with internal and external partners as well as suppliers," she explains. "It's always changing, so there's never a dull moment." As well as the challenging work environment, she also enjoys the wide open spaces in Drachten and the peace that you don't always find in other parts of the country.

the change

Every last drop

When Philips wanted to develop an improved juicer, it set up three development teams to tackle the main issues: fruit and vegetable preparation, product handling and operation, and product cleaning. Anke was in the preparation team. "We came up with a lot of ideas to reduce the amount of food preparation needed," she continues. "We did a lot of testing with a working model to see if the ideas worked." Along the way a lot of ideas got rejected because of considerations like feasible materials, juicer dimensions, cost price and safety.

Anke's team succeeded in developing a system that required far less fruit preparation before it was thrown in the juicer. But for some reason the juice output of apples was extremely low compared to other fruit and vegetables. The cause was apple fragments blocking the sieve inside the juicer. "It was a huge problem and took lots of brainstorming to sort out," Anke adds.

After a great deal of experimentation, the preparation team improved the sieve by making changes to the sieve geometry. Sometimes the most complex challenges produce the most simple solutions. The feeling of satisfaction for development engineers is amazing. "It's great when you come up with new ideas like this."

Meet Anke at www.philips.com/engineers







the case

Responding to the market

Launched in 2001, the unique Philips Senseo coffee machine combined with special Douwe Egberts coffee pods delivers a rich, smooth coffee topped with a delicious foam layer. But research showed that consumers wanted more. They were switching to milk-based drinks like cappuccino, caffè latte and macchiato. To meet these market demands, a multidisciplinary team had to develop a solution.



the face

A new direction

Project Leader Peng-Chau Quah was studying marine engineering in his home country Malaysia when he saw an internet ad for development engineers at Philips Singapore. "I hadn't thought about going into product development," he says. "But the ad looked interesting so I applied."

A week after taking his final exam he was offered a job. His first nine months were spent taking a range of training courses, from benchmarking and communication to cost analysis and marketing. It was an excellent introduction to Philips, its philosophy of Sense & Simplicity and the market.

His first job was in industrial support for Philips high-end steam irons. "Whenever there were issues with a product as a result of customer comments, I had to look into these as a Development Engineer and advise production," Quah explains.

In 2006, he became a System Architect working in the Netherlands to develop a milk frother for Senseo. This involved leading a small technical team and working with the consumer marketing managers to determine the best way to develop the product. "We decided the strategy, the product configuration and the timeline."



the change

Extending the market

The Senseo project was a technical one, but Quah's main challenge was to help his colleagues communicate with one another. In a multidisciplinary team, technical people and business managers often speak a different kind of language which can lead to costly misunderstandings. Quah's communication training enabled him to simplify the message wherever possible. "That way I made sure that the right message was coming across in both directions."

The successful development of Senseo with milk not only satisfies seasoned coffee lovers, it also extends the target market to include people who prefer a cappuccino from time to time. Quah really enjoys working on products like Senseo that consumers use in their daily lives. "The work we do touches our own lives and those of our friends. It's great to see our products in the shops and in people's homes."

Meet Peng-Chau at www.philips.com/engineers





Philips Consumer Lifestyle

Philips Consumer Lifestyle in Drachten is one of Philips' largest innovation centers with around 600 trained engineers in development and other departments. Here ideas are turned into meaningful products. No matter what position you start in, you'll have important responsibilities right from the start. You'll get all the coaching and training you need to meet the challenges of your job. There's also a structured program to help you develop your career at Philips. You can work on different product ranges within Consumer Lifestyle, in development and in management. There's also the chance to move into senior positions. The possibilities are as unlimited as your ambition.

Broaden your horizon at Philips Consumer Lifestyle in Drachten as a:

- Technical Project Manager
- Product Development Engineer
- Pre-development Engineer

www.philips.com/engineers



A lively place to live

With over 40,000 inhabitants, Drachten offers the best of two worlds. On the one hand, it's within easy reach of major cities like Groningen and Amsterdam. On the other hand it brings benefits like affordable housing, virtually no traffic jams and a stunning countryside where water sports are a popular pastime. All this plus the many recreational and cultural facilities guarantee a good quality of life. Moving with your family? There are good employment possibilities for your partner and good schooling possibilities for your children.



Find out more

Interested in working at Philips Consumer Lifestyle as Technical Product Manager,
Product Development Engineer or Pre-development Engineer?

For more information visit: www.philips.com/engineers

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What would you like to change?
www.philips.com/engineers



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