



Dunlee expands App for iPhone and iPad

Aurora, Illinois, December 5, 2011, RSNA Booth #4003 – At RSNA, Dunlee will spotlight its new Customer App featuring an expanded Tube Service Assistant (TSA). The TSA is an interactive electronic tutorial that guides the removal, installation and calibration of a CT tube according to OEM guidelines. Presently, the TSA has courses available for the DA 200 replacement tube used in GE LightSpeed* Series CT systems and the Reevo 240G replacement tube used in the GE LightSpeed VCT* Series CT systems. The TSA is one of the most valuable App components and used extensively by many of Dunlee’s customers. Eric Smith, President of SOS Medical Imaging, said “I especially like the fact that by using the App, we do not have to be connected to the internet to view the content. All of the lead shielding within the radiology environment often prohibits us from using the internet and this App gives us the information we need whenever and wherever we need it.”

The Dunlee App continues to gain industry-wide popularity. In addition to helpful customer tips, it features direct access to Dunlee’s global sales, customer service and technical support teams, as well as a product cross-reference guide. Ordering products from Dunlee has never been easier. New for RSNA 2011, the App now includes a Smit Röntgen grids section. App users have access to detailed performance data and application information. Ordering a Smit Röntgen grid is more convenient than ever with the product chart and direct access to sales and support.

The App is currently available for use on Apple iOS devices only, but Dunlee’s future plans include releasing the App for the Android platform as well. To download the complimentary Dunlee App, visit the Apple App Store and type “Dunlee”, or for more information, visit the Dunlee booth #4003 at RSNA 2011.

For further information, please contact:

Steve Anderson, Dunlee Marketing Communications Manager, tel: (630) 585-2030,
steven.c.anderson@philips.com.

Dunlee is a division of Philips Healthcare. 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 over 120,000 employees with sales and services in more than 100 countries worldwide. With sales of EUR 22.3 billion in 2010, 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 male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at www.philips.com/newscenter.

**All products listed may be trademarked by the referenced OEM.*