



By 2020 there will be **2.87 billion** smartphone users



0:01 / 1:11



1x

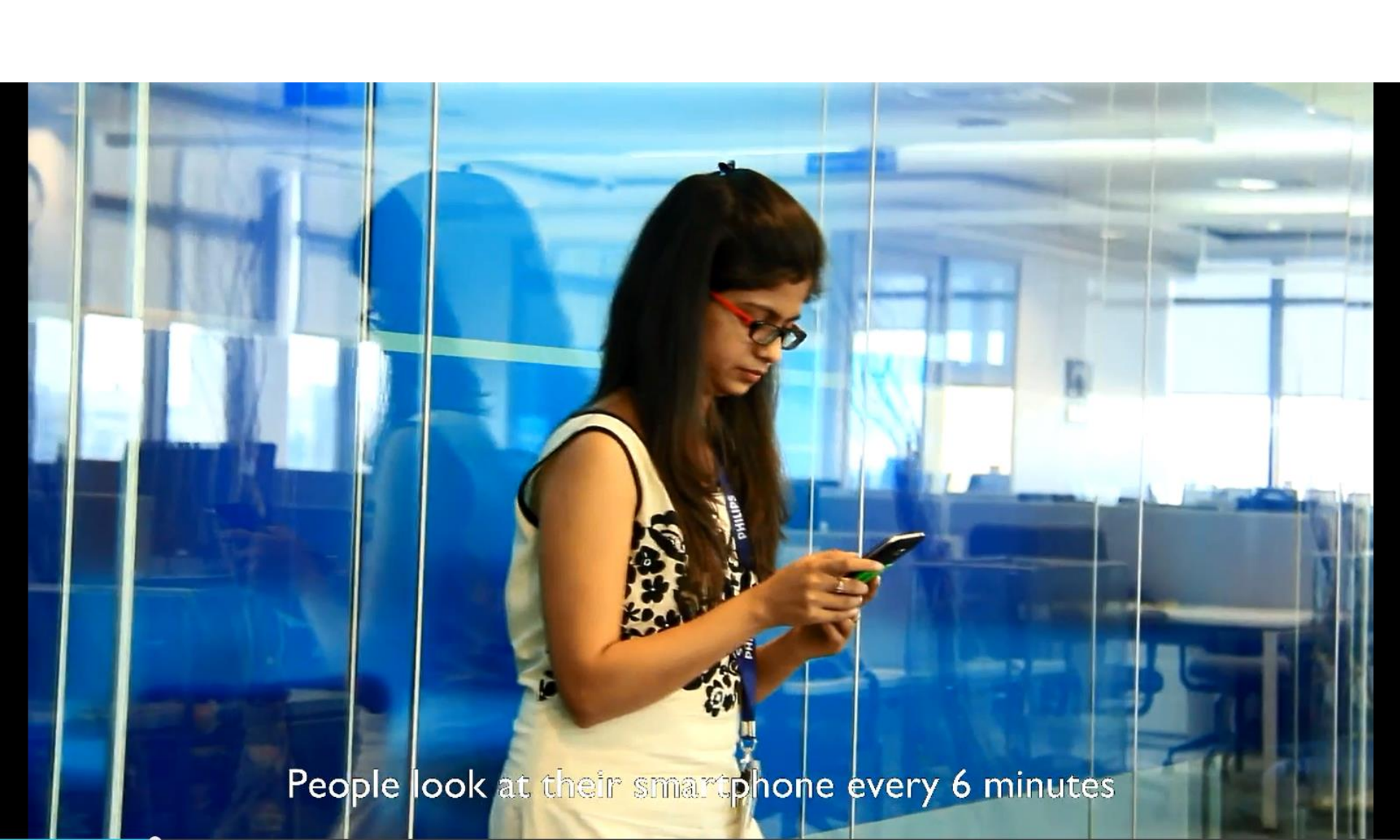


PHILIPS

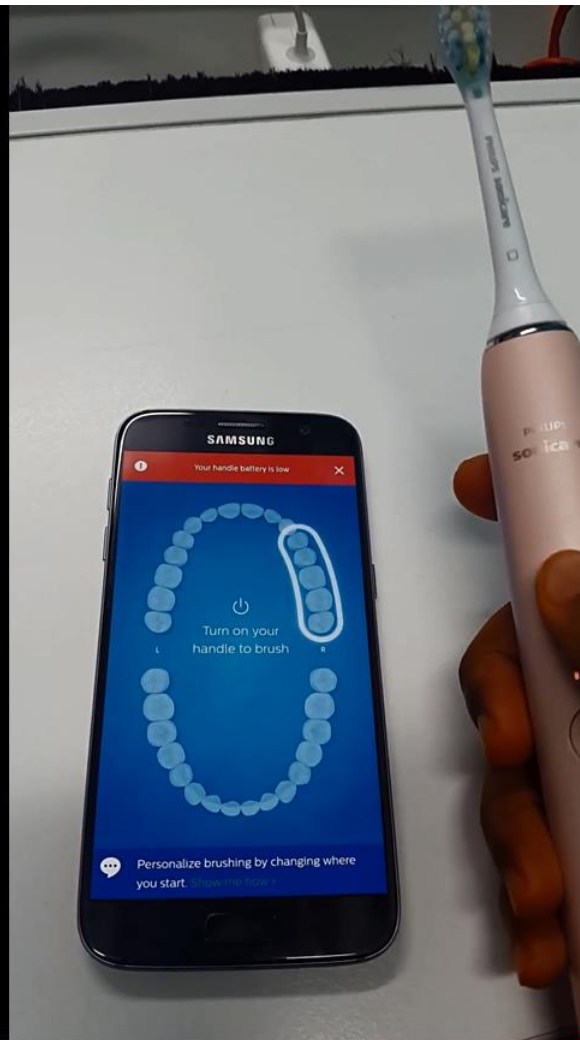
A close-up, side-profile shot of a woman with long brown hair holding a silver smartphone. The phone's screen is lit up and displays a grid of various colorful app icons, including social media, productivity, and utility apps. The background is a blurred indoor setting, possibly a living room, with a television and other furniture visible. The lighting is soft and natural, coming from a window on the left.

1,02,062

mobile apps downloaded in 2016

A woman with long dark hair, wearing glasses and a white sleeveless dress with a black floral pattern, is looking down at her smartphone. She is standing in front of a glass partition in a modern office environment. The background shows office desks, chairs, and large windows. The text "People look at their smartphone every 6 minutes" is overlaid on the bottom of the image.

People look at their smartphone every 6 minutes



Partnership Philips IIG - Fatebenefratelli, San Giovanni Calibita, Rome



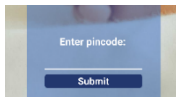
A. Celli, M. Pedruzzi, M. D'Agata, S. Caccia
Sept 27th, 2017

1. Register as parent

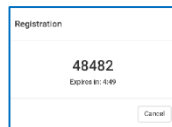
1. Get code from the nurse



2. Enter pincode on parent's mobile

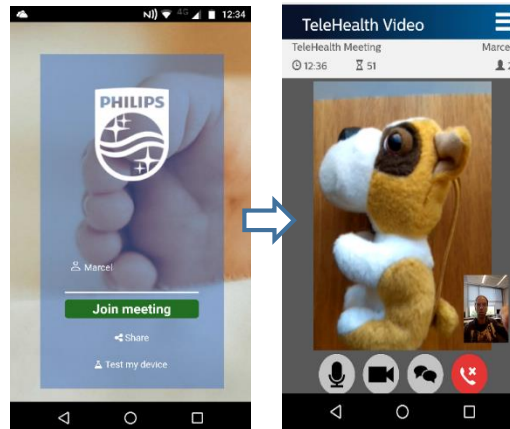


3. Pincode displays on incubator camera App



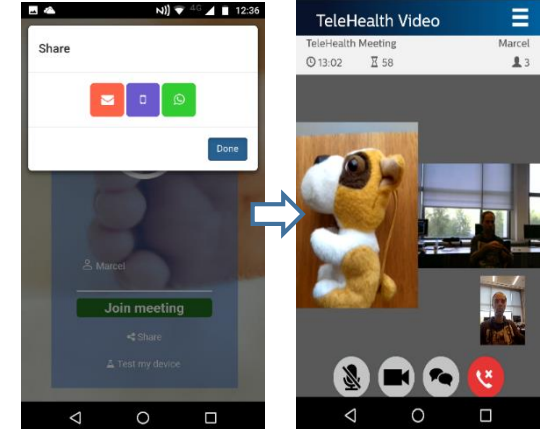
Privacy protection

2. Join to see your baby



Single-click simplicity

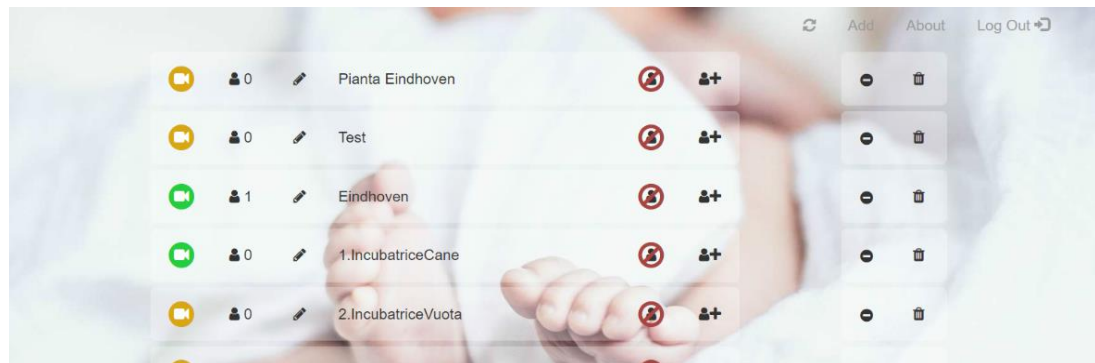
3. Invite your loved ones



Secure invite and 3 party call

4. NICU Staff Control Center

- Camera overview
- Register parents
- Join a parent call



NICU Design

*Spatial, workflow and experience consulting and design for today's neonatal intensive care unit**

* Concept Impression



Droom.....



Omgeving...



Interactieve “speeltuin” in een kinderziekenhuis gebaseerd op figuren uit Jungle Book, Little Mermaid, Lion King en Brother Bear.....