



You could have the next big innovation locked away in your head... Let it out

Calling all innovators, inventors, tinkerers and big thinkers of the world – enter the Philips Innovation Open for the once in a lifetime chance to turn your big idea into a reality.

At Philips, we know that amazing ideas can come from anyone, anywhere. That's why we've created the Innovation Open, part of the SimplyInnovate program. Here we give you the resources and expertise to push your best and brightest ideas forward. Submit your innovation, and you may get the chance to present your idea directly to Philips executives in Amsterdam, get personalized coaching from a Philips Innovation Expert, and win a cash prize of up to €25,000.

Enter today at www.Philips.com/InnovationOpen

Submit your innovation now and let us help you develop your idea.

innovationopen
Brought to you by SimplyInnovate

PHILIPS

INNOVATIONS, REVELATIONS AND INSPIRATION

10 TOP TIPS TO HELP YOU TURN AN IDEA INTO AN INNOVATION



Allow us to introduce you to a refreshing 'nerve tonic' called 'Pemberton's French Wine Coca'. Or at least that's what it was named originally, now it's the most famous soft drink in the world.

Source: Library of Congress Government memorylog.org

KEEP TWEAKING YOUR IDEAS. DON'T BE AFRAID TO LOOK FOR NEW MARKET OPPORTUNITIES

First came the tin can. Then came the tin opener. But can you believe it took more than 40 years from one to the other? That's a long time to wait for some baked beans.



INVENTION FEEDS INVENTION. THERE'S ALWAYS ANOTHER DESIGN PROBLEM TO SOLVE.

Source: Research Pod www.researchpod.co.uk



Do you know what a magnetron is? It doesn't really matter – all you need to know is that an engineer noticed the way a chocolate bar in his pocket melted when he was near one. This discovery culminated in the creation of the first microwave oven.

Source: MIT Education Website www.mit.edu

WHEN YOU CHALLENGE YOURSELF TO UNDERSTAND FUNDAMENTAL PROCESSES YOU CAN EXPLORE NEW AND UNIQUE APPLICATIONS...



The CD. It may be compact but bringing it to market took a massive effort. Before it was deemed ready for our ears it took the Philips and Sony innovators several years to be heard.

Source: news.bbc.co.uk philips.com/technologies

NEVER GIVE UP. YOU WILL BE CHALLENGED BY OTHERS. BUT IF YOU BELIEVE IN YOUR IDEA THEN STICK WITH IT.



It was an accident. Richard James knocked over a spring from his desk and saw how it gracefully righted itself onto the floor. And so the Slinky was born. Oh, and an incredible 300 million units were sold worldwide.

MIT Education Website www.mit.edu

GREAT OPPORTUNITIES ARE ALL AROUND YOU. LEARN HOW TO SPOT THEM. A GREAT IDEA IS NEVER FAR AWAY.

You'd think forgetting to wash your hands after experimenting with coal tar would be foolish wouldn't you? Wrong. That's how Saccharin was invented. A chemist inventor came up with the sweet idea when he discovered the taste as he sat down to eat some rolls.



BE OPEN TO NEW IDEAS. INVESTIGATE NEW OPPORTUNITIES. THE BEST IDEAS CAN COME FROM THE TINIEST OBSERVATIONS.

Source: Discovery.com

Take what was originally a cleaning product. Remove the cleanser. Add some colour dye. Then mix with children. You now have a huge success with the world famous Play-doh.



Source: Time.com

NEVER STOP EXPERIMENTING. CONTEMPLATE EVERY POTENTIAL USE FOR YOUR IDEA. THERE MAY BE OPPORTUNITIES YOU NEVER EVEN IMAGINED.



Olafur Eliasson 'saw the light' with his 'Little Sun' creation. This solar powered light has changed the lives of 1.3 billion people who live without electricity.

Source: Little Sun Website little.sun.com

SOCIAL ISSUES AFFECTING CONSUMER WELFARE CAN INSPIRE GROUND-BREAKING SOLUTIONS. MONEY AND FAME ARE ALWAYS THE SIDE-EFFECTS, NEVER THE GOAL.



Tupperware is good right? But what's even better is the thought of Tupperware parties. Empowering housewives to sell your product for you. Now that's a fresh idea.

DON'T STOP AT THE PRODUCT. BE INVENTIVE IN YOUR MARKETING TOO. AS STEVE JOBS SAID 'SOME PEOPLE DON'T KNOW WHAT THEY WANT UNTIL YOU SHOW IT TO THEM.'

Source: The Independent independent.co.uk

A Swiss engineer once noticed how spiky 'burr' seeds latched onto his dog's fur. From this observation he created Velcro. That's his story and he's sticking to it.

Source: Micro.com



KEEP YOUR EYES WIDE OPEN. BE CURIOUS. LET NATURE INSPIRE YOU. SOMETIMES THE ANSWER IS RIGHT IN FRONT OF YOU.

JOIN THE PHILIPS INNOVATION OPEN FOR A CHANCE TO TURN YOUR BIG IDEA INTO A REALITY.
WWW.PHILIPS.COM/INNOVATIONOPEN