

PHILIPS

Philips Innovation Campus (PIC), Bangalore, a division of Philips Electronics India Limited, was established in August 1996 with the objective of meeting the growing need for high-quality, cost-effective software development within the Philips organization. Over the years, PIC has evolved from being a resource centre to a key competence centre offering increasing business value to our partners worldwide.

Working at PIC are about 1000 of the industry's finest professionals, using state-of-the-art software engineering paradigms and platforms including real-time systems, component-based software engineering, multi-threaded architecture and ASIC design methodologies to drive the creation of tomorrow's products and services.

PIC has built-up extensive know-how and expertise in software engineering and technology domains relevant to Philips businesses, and currently provides services to the three Philips Sectors, namely Healthcare, Lighting and Consumer Lifestyle, as well as to Philips Research, Applied Technologies, Intellectual Property and Standards (IP&S) and Philips IT Applications. Its software expertise is primarily in the areas of embedded and information system engineering, architecture design, programming and testing. In addition, competencies in the areas of project management, requirement engineering and quality assurance have been established to offer customers products and services of high quality, quickly and cost-effectively.

In any industry, when products reach their maturity stage, the margins start to shrink and subsequently the business models need to change. PIC has always been conscious of the need to be adaptive to changing business needs. Our innovation capabilities are geared to offer maximum business value for products in the concept stage, first of a kind development or the development of a full range of solutions.

Philips places great value in protecting its innovations through a portfolio of Intellectual Property Rights (IPR) that includes patents, trademarks, designs, domain names and copyrights. The vision of IP&S is to be a leading industrial IP organization providing world-class IP solutions to Philips businesses to support their growth and competitiveness in an increasingly IP-aware world. As an integral part of the global IP&S organization, IP&S-India actively contributes to the realization of this vision by helping to create a strong IPR portfolio for Philips and to extract maximum value from this portfolio. Currently, the activities IP&S-India is involved in include business counseling, patent drafting and prosecution, novelty and validity searching, risk assessment, infringement-detection, assertion and licensing projects, and IP administration and maintenance support.