

Press Information

IFA GPC 2018

Help your child to battle back against their allergies this World Allergy Week

Amsterdam, The Netherlands - In the battle to manage a child's allergy symptoms, understanding all the facts is essential. Now, thanks to a collaboration between Philips and the Medical University of Vienna, the Air Matters app – an app for monitoring global air quality which can be used in conjunction with the Philips range of connected air purifiers – offers a three day pollen forecast. This World Allergy Week (22 – 28 April 2018) – an annual initiative of the World Allergy Organization (WAO) that raises awareness of allergic disease and related disorders – Philips is helping parents to take charge of their child's symptoms by planning ahead and tackling the quality of the indoor air their family breathes, every day.

1 in 8 children worldwide suffer from allergic rhinitis (such as hay fever)¹. The most common childhood ailment caused by allergies², it can leave them feeling run down, uncomfortable and even upset. Parents know that allergies can complicate even the simplest activities for their child. In fact, 61% of school going children with allergic rhinitis experience sleep disturbances, and children with nasal symptoms severe enough to limit their activity have poorer school grades³.

Philips believes there is always a way to make life better and, whilst parents of allergy sufferers are powerless to control the quality of outdoor air, they can improve their indoor air at home and monitor outdoor allergen levels. So their child can enjoy a happy, normal life.

Providing the levels of different types of pollen for the next 3 days, the pollen forecast within the Air Matters app covers the top allergens such as birch, grass and olive to ragweed, mug wort and alder – and is currently available in Europe and in the US⁴.

Monitoring in real time, the app – which can be used around the world – shows what the current outdoor pollutant levels are and provides an air quality forecast for the next seven days. This is based on information from more than 10,000 monitoring stations in over 50 countries. The app also allows users to regulate the settings and the speed of their Philips air purifier, and to receive information on its filter status.

Working in partnership with globally renowned experts – such as the University of Bochum (Germany), AHAM, ECARF and Airmid Healthgroup – and leveraging its own leading expertise in respiratory health, Philips designs humidifiers, dehumidifiers, purifiers and combi products (a purifier and humidifier in one device). Empowering parents to manage the quality of the indoor air their family is exposed to, and to help relieve some of their child's allergy symptoms.





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About Royal Philips

Royal Philips (NYSE: PHG, AEX: PHIA) is a leading health technology company focused on improving people's health and enabling better outcomes across the health continuum from healthy living and prevention, to diagnosis, treatment and home care. Philips leverages advanced technology and deep clinical and consumer insights to deliver integrated solutions. Headquartered in the Netherlands, the company is a leader in diagnostic imaging, image-guided therapy, patient monitoring and health informatics, as well as in consumer health and home care. Philips' health technology portfolio generated 2017 sales of EUR 17.8 billion and employs approximately 74,000 employees with sales and services in more than 100 countries. News about Philips can be found at <http://www.philips.com/newscenter>.

¹ Pols DH et al. *Interrelationships between Atopic Disorders in Children: A Meta-Analysis Based on ISAAC Questionnaires*. 2015 Jul 2;10(7)

² <http://acaai.org/allergies/who-has-allergies/children-allergies>

³ Mir, Panjabi and Shah, *Impact of allergic rhinitis in school going children*. 2012 Apr; 2(2): 93–100

⁴ In the US, pollen information and forecasts are available via Air Matters thanks to a collaboration with pollen.com. In Europe, pollen information and forecasts are provided by The Medical University of Vienna