

# C Current Communications

# PHILIPS

**CASE STUDY: M189**  
**CLIENT: Philips**

**CHALLENGE:** A pioneer and established leader in the European market, Philips Speech Processing (PSP), a division of Royal Philips Electronics, entered the North American market as a relatively unknown player in a rapidly emerging speech recognition industry. News coverage of competitors—several with wildly successful IPOs—was at a very high level, while there was little to no awareness of Philips’ strong heritage, technology leadership and innovative products.

**STRATEGY:** Gain North American market share in telephony-based speech-recognition applications and position (PSP) for acquisition by leveraging the superiority of Philips’ products and promoting the company’s strong patent portfolio via an intensive media/analyst relations program, using news releases, bylined articles, case histories, briefings and other methods.

**RESULTS:** More than five million media impressions, with heavy coverage in wireless/telecom media, a key market for Philips. *NYSE Magazine*, *WSJ*, *New York Times*, *Business 2.0*, *Computer Telephony*, *Informationweek*, *Internet Telephony*, *M-Business*, *Mobile Computing*, *Phone+*, *RCR*, *Telecom Business*, *Telecommunications Magazine*, *Teleconnect*, *Telephony*, *Wireless Review*, *Wireless Systems Design*, *Wireless Week*, *Optimize*, etc. Sustained and productive communications with all leading analyst firms.

**IMPACT:**

- Deals with all leading wireless operators
- 30% growth N.A. market
- Acquired by ScanSoft

