



Gaming just got better



**PHILIPS**  
sense and simplicity

# See, hear and feel the game

with amBX PC Gaming Peripherals

This cutting edge set of peripherals allows gamers to experience PC games with all their senses. Light, surround sound, air movement and vibration synch with the game and bring it literally into the room.

Created by Philips, amBX is a leap forward in the development of ambient intelligence and will revolutionize the gaming experience, extending games beyond the screen and into the real world. amBX will provide gamers with a full “sensory surround experience” through light, color, sound, vibration and even air flow during gameplay.



#### Light effects

Using 16 million colors, the synchronised lighting system intensifies the entertainment experience, washing gamers' viewing experience with co-ordinated lighting.

The screen is no longer the barrier between gamers and the action.

- Multiple high-intensity RGB LEDs
- Over 16 million additive RGB colors
- Instant response
- Continuously variable intensity

#### Air effects

Speed and movement are realistically simulated by two desk fans. Combined with the light and sound effects, it creates an incredibly intense gaming experience.

- Fans with variable speed control
- Up to 5,000 RPM
- Adjustable stand

#### Sound effects

Multidirectional sound for added realism delivered by the powerful 2.1 sound system with a deep, rich bass and clear treble.

- 2.1 Sound System combining crystal clear details with full body audio
- 160W music power (80 RMS).  
Two 40W (20 RMS) satellites and 80W (80 RMS) subwoofer
- Frequency range: 35Hz ~ 20 KHz

#### Vibration effects

Every impact, kick or shot is felt as gamers play, with the game-activated wrist-rumble pad.

- Two integrated motor drives with variable rotation speed
- Slim line design

# Philips amBX: FAQs

## 1. Is amBX a Philips patented technology?

Yes.

## 2. Is there a connection between the Philips Ambilight TV technology and the amBX technology?

Both are part of Philips' overall philosophy of Ambient Intelligence, which aims to improve the simplicity and functionality of our everyday interactions. Where amBX differs from Ambilight, is that it allows the game's creator to generate extra effects to enhance key parts of the game.

## 3. Why is amBX an important introduction to the gaming industry?

The games industry is valued at \$18 billion per year and gamers have a constant desire for greater immersion and interaction within their games. amBX gives gamers and game designers the power to go even further and make games even more realistic.

## 4. What effects are amBX-enabled?

The only limit to the effects produced by amBX is the imagination of authors and hardware manufacturers. Currently, Philips has sound, airflow, vibration and lighting effects delivered through devices such as speakers, fans, wrist-rumblers and LED lamps. However the intention is to incorporate new devices as they're invented.

## 5. What game titles are available or will be forthcoming?

Philips amBX has signed over the last 9 months agreements with several parties such as THQ, one of the largest Worldwide Publishers of Games, owning many studios including Relic Studios. Agreements with several large publishers and software developers are in process and more announcements can be expected regularly. THQ's Broken Sword 4 has been the first amBX-enabled game and was launched Fall 2006. In the meantime several other titles such as Toca Race Driver 3 by Codemasters and Defcon by Introvision have been released. Several others such as Darwinia by Codemasters, Rail Simulator by Kuju, Supreme Commander by Gas Powered Games and more are

in process to be released to on the market and further titles will be announced shortly.

## 6. Will amBX technology be available for gaming hardware like PlayStation, Microsoft and Nintendo?

amBX launched a PC format at CES in January 2007 and has plans to create console versions by the end of 2007.

## 7. Does a PC need a minimum configuration to use amBX?

Suited for PC and PC-based games with amBX logo. Light effects compatible with many existing PC games.

Operating system – Windows XP™, Service Pack 2

Processor - Pentium 4, 1.4Ghz or equivalent

Memory - 512MB

Free HDD space - 150MB

One free USB port

Data connection - USB 2.0 compatible

Audio - Standard PC audio soundcard stereo out

## 8. What type of peripherals will Philips offer for amBX?

Initially Philips has developed a range of amBX peripherals including speakers, lights, fans and a wrist-rumbler. Other peripheral devices can be developed by other companies under license by Philips amBX.

## 9. Can these accessories be purchased separately or are they included in starter kits?

The first range of amBX peripherals developed by Philips will be available in modular configurations including a Starter kit (lights and directional wall washer light); ProGamer kit (integrated speakers, lights, directional wall washer light and 2.1 subwoofer); Premium kit (integrated speakers, lights, directional wall washer light and 2.1 subwoofer + set of fans and wrist-rumbler).

	<p><b>See the game</b></p> <ul style="list-style-type: none"> <li>- 16 million colors with hi power LEDs</li> <li>- Light effects with existing games</li> <li>- Light show with music</li> <li>- Mood lighting</li> </ul>	
	<p><b>See and hear the game</b></p> <ul style="list-style-type: none"> <li>- Multidirectional sound for added realism</li> <li>- 2.1 Sound System with 160W power</li> <li>- 16 million colors with hi power LEDs</li> <li>- Light effects with existing games</li> <li>- Light show with music</li> <li>- Mood lighting</li> </ul>	
	<p><b>See, hear and feel the game!</b></p> <ul style="list-style-type: none"> <li>- Game reactive fans and vibration</li> <li>- Multidirectional sound for added realism</li> <li>- 2.1 Sound System with 160W power</li> <li>- 16 million colors with hi power LEDs</li> <li>- Light effects with existing games</li> <li>- Light show with music</li> <li>- Mood lighting</li> </ul>	
	<p><b>Add to your system</b></p> <ul style="list-style-type: none"> <li>- Game reactive fans and vibration</li> </ul> <p><small>*Only for use with the Starter kit and ProGamer kit</small></p>	

Sizes and weights:							
	Width (cm/inch)	Length (cm/inch)	Height (cm/inch)	Weight (kg/lb)	CTN code	I2NC code	EAN/UPC code
Starter kit	35,6 / 14,0	37,1 / 14,6	29,0 / 11,4	3,81 / 8,4	SGC5101BD/05	8670 000 27884	87 12581 32069 0
					SGC5101BD/12	8670 000 32699	87 12581 35426 8
					SGC5101BD/17	8670 000 27883	6 09585 12792 0*
ProGamer kit	38,1 / 15,0	58,7 / 23,1	37,6 / 14,8	12,56 / 27,7	SGC5102BD/05	8670 000 27887	87 12581 32070 6
					SGC5102BD/12	8670 000 32705	87 12581 35428 2
					SGC5102BD/17	8670 000 27885	6 09585 12793 7*
Premium kit	38,9 / 15,3	58,7 / 23,1	50,3 / 19,8	14,47 / 31,9	SGC5103BD/05	8670 000 27889	87 12581 32071 3
					SGC5103BD/12	8670 000 32706	87 12581 35429 9
					SGC5103BD/17	8670 000 27888	6 09585 12794 4*
Extension	36,8 / 14,5	57,4 / 22,6	14,7 / 5,8	2,68 / 5,9	SGC6101BD/05	8670 000 27892	87 12581 32072 0
					SGC6101BD/12	8670 000 32707	87 12581 35438 1
					SGC6101BD/17	8670 000 27891	6 09585 12795 1*

\*UPC code only valid for US

### Other applications:

#### Backward compatible with games

amBX light effects with existing PC games

#### Get more out of music

amBX light shows while listening to music on a PC

#### Mood lighting

Preset and personal light scenes to get in the right mood

#### Multimedia PC speakers

2.1 Sound System with bass boost

### Software:

#### Configure

An easy-to-use configuration manager enables a stress-free set up. Simply indicate where the products are placed around the room and the configuration manager will set the perfect level for each product.

#### Customize

More adventurous gamers can customize the settings to create a tailor-made system. Tune and balance sound and light to their specific needs to create the optimum experience for any room.

#### Control

Light, vibration and air effects are all controlled by the simple to use pop-up control. It even offers a series of preset options.

#### Create

Gamers can create their own unique lighting effects that suit different moods or gaming visions. Combining lighting (a palette of over 16 million colors) with music will give them an unforgettable experience in the privacy of their home.



## Light, sound, air and vibration to max your game

- Lights, fans and rumbler respond to game and character conditions in amBX enabled games
- Multiple lamps with LED technology deliver over 16 million colors
- 2.1 Sound System combines crystal clear details with 160W music power
- Light effects with existing PC games
- Light shows while listening to music on a PC
- Plug and play USB interface
- Presets and advanced controls

to embed effects in the game, for example triggering explosion simulating effects as a rocket hits a wall. The software engine then mediates between the developer's intentions and the capabilities of the devices connected to the PC to enrich the user's experience. For example, when a rocket explodes a set of fans will produce a burst of air, the lights will flash, the wrist-rumbler will vibrate and the speakers will boom.

### Ambient Intelligence

In 1998 Philips research set forth to improve the simplicity and functionality of daily interactions with technology. Since Ambient Intelligence was defined, it has already been incorporated into several Philips products, notably the Ambilight Television and the Miravision display mirror.

Philips amBX Gaming Peripherals are a unique range of PC gaming hardware. amBX stands for 'ambient experiences'. It is a middleware system, incorporating hardware and a software engine with scripting language. Game developers use the scripting language



[www.philips.com/ambx](http://www.philips.com/ambx)

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