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## Fashion Show for Wearable Electronics

### ***Philips plans to commercialize a "smart fabric" that can interact with people.***

September 22, 2006

Royal Philips Electronics teamed up with a fashion designer to unveil a show Friday night that features tiny lights embedded in clothing that can bring vivid and moving images to your pajamas or cocktail dress.

The show, which debuts Friday night in Chicago by German designer Anke Loh, is the first time Philips' photonic textile is showcased in a fashion show. The company, based in the Netherlands, brought the technology out of the lab this year to commercialize it.

The technology, called Lumalive by Philips, puts rows of colorful light-emitting diodes, batteries, and electronic parts to control the image in the fabric. The components are so tiny that they don't bulk up the clothing, the company said.

"Thin, soft, flexible, light... you hardly notice you're wearing it unless it's switched on. It's like a second skin," said Bas Zeper, Philips' managing director of photonic textiles, in a statement.

Making "intelligent" textile isn't a new concept, and many companies are doing research and developing to marry sensors and communications technologies with fabric. The concept has a lot of applications, and they are not just for creating pretty clothes.

### **Catchy Technology**

The technologies can create a catchy way to advertise products or an alternative, more flexible display to traditional screens. For example, by also putting Bluetooth or other wireless technologies in the clothing, a cell phone user can project messages on any surface featuring Philips' technology.

Other companies already have commercialized the so-called smart textile. Eleksen, a public company in the United Kingdom, has turned its know-how into fabric touch pads for consumer gadgets, from MP3 players and full-size keyboards for PDAs that can be rolled out and easily stowed.

In Ms. Loh's fashion show, the clothes will feature video images she recorded in Chicago and Antwerp. Philips also has put its Lumalive demo video on YouTube.

Of course, you should remove the batteries and electronic parts when you wash the clothes.

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