



Overview

Philips Consumer Lifestyle is one of three market-driven sectors within Royal Philips Electronics, delivering lifestyle solutions for personal wellbeing. Consumer Lifestyle's headquarter is based in Amsterdam with its highly international workforce of approximately 25,000 employees spread over 50 countries with sales in more than 100 countries.

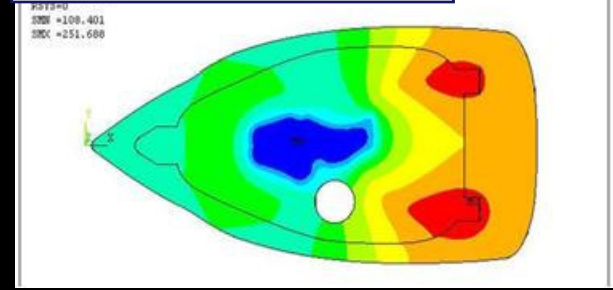
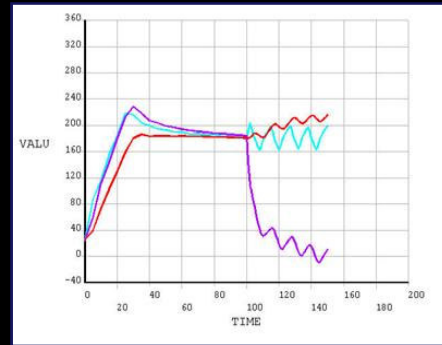
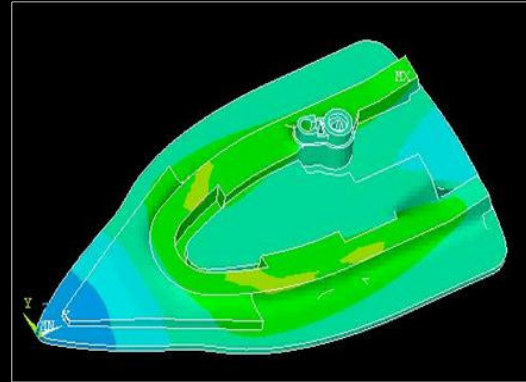
Moving into the 21st century, Philips has continued to change and grow. Long aware that for many people it is no more than a consumer electronics producer, it has dedicated itself to projecting a new image that reflects the products it offers in the areas of Healthcare, Lifestyle and Technology.

Its new brand promise of 'sense and simplicity', the company confirmed its dedication to offering consumers around the world products that are advanced, easy to use and, above all, designed to meet their needs.

Testimonial

Ansys mechanical is an essential tool product creation process. Using computer simulation accelerate the systematic approach in the design process. Its help designers to understand the situation in detail before conducting complex experiments. This improve design iteration cycle and learning process.

Ong Chee Keong
Simulation Engineer



Process

Given a total new set of boundary conditions such as new steam generation chamber design and steam rate, the project is to identify the best thermal control point on the new heating plate.

Solution

Various steam generation chamber design is simulated in transient model. In the solving process, functions for different steam rates are set as macro program to simulate close to real effect. After completion, temperatures are collected at various locations and analyzed for best thermal control point.

Benefits

Using ANSYS results, the optimization of thermal control point on the heating plate can be achieved within the shortest possible time.