

# PHILIPS Lighting

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## **Extend your smart lighting system this summer with the new Philips Hue outdoor range**

**Eindhoven, the Netherlands** – Philips Lighting (Euronext: LIGHT), the world leader in lighting, today announced the first products to be added to its highly anticipated Philips Hue outdoor range. Extending the Philips Hue range even further, from wall mounted luminaires, to spot lighting and pillar posts, Philips Hue's outdoor range offers the freedom to extend Hue features and functionality to any outside area, be it a garden, terrace or balcony. The new Philips Hue outdoor products span both the Philips Hue white and Philips Hue white and color ambiance ranges, allowing users to improve the security of their home for added peace of mind as well as creating the perfect outdoor ambiance, all with the simple tap of a button.

“Our customers are always looking for new ways to extend their smart lighting system and the new Philips Hue outdoor range takes it a huge step further,” said Sridhar Kumaraswamy, Business Leader Home Systems & Luminaires at Philips Lighting. “While Philips Hue bulbs and luminaires are available for every area inside your home, we wanted to traverse the threshold and offer connected luminaires designed for outside areas. The Philips Hue outdoor range enables you to make the most of your outside areas, be it creating the ideal ambiance to host a BBQ at the weekend or beautifying your garden.”

### **Complete control to fit to your daily routine**

Like all Philips Hue products, the Philips Hue outdoor range is fully compatible with the Philips Hue ecosystem and works in the same way as the indoor range. Simply connect your outdoor lighting to the Philips Hue bridge and control with the touch of a button, whether you're home or away. Just as with indoor Philips Hue lights, you can control your outdoor lighting in any way you wish, with the Philips Hue app or with your voice to create the perfect ambiance in any outside space. Your outdoor lights can also be triggered by the Home & Away function in the Hue app. With the location awareness on your mobile phone the Hue lights you choose outdoor and indoor can turn on automatically to welcome you home.

### **Enjoy greater peace of mind with Philips Hue white**

With several products to choose from in the Philips Hue white outdoor range, you can select the best product to suit the aesthetics of your home and your personal lighting needs. A few of the outdoor luminaires are perfect for mounting near a front or back door, so your lights can welcome you and your visitors to your home. With the Philips Hue app, you can turn your outdoor lights on or off remotely or schedule them to automatically switch on at specific moments in the day.

### **Host in style with Philips Hue white and color ambiance**

With the Philips Hue white and color ambiance outdoor range, you can take your outdoor space to the next level, whether dining with friends, relaxing with a book, or simply beautifying your garden with colored light. A new unique spotlight, the Philips Hue **Lily**, can be used to highlight the key design features in your garden, illuminating beautiful flower beds, or potted plants by choosing from the 16 million colors available via the Philips Hue app. Alternatively, the Philips Hue **Calla** is perfect for path lighting and can also be used to enhance your outdoor space. Simply choose a color which suits your mood, or even go one step further and change your lighting to reflect your guest's favorite color palette, dimming to create a more intimate setting as the night draws on.

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All Philips Hue outdoor products are designed for outdoor use and easy to install. The Hue white and color ambiance range is based on a plug and play system, making installation easy and allowing for full flexibility to position wherever you need light. The products have a color temperature range of 2200-6500 Kelvin and feature 16 million colors. They will be available in Europe and the United States in July.

## Product information

The Philips Hue white and color ambiance spot **Lily** base unit pack will be available in the United States and Europe and will retail for USD 279.99 /EUR 299.99. It includes three light points and all the accessories you need to get started. The Philips Hue white and color ambiance **Calla** bollard will also be available in the United States and Europe and will retail for USD 129.99 / EUR 139.99 as base unit pack.

The Philips Hue white range offers a number of products matching the decor of your house. For Europe, products in the Philips Hue white range are named **Lucca**, **Tuar**, **Turaco**, with retail prices starting from EUR 69.99. For the United States, the Philips Hue white range consists of three wall luminaires called **Inara**, **Lucca** and **Ludere**, retail prices starting from USD 49.99. For the United States only, there will be a Philips Hue white **PAR38** bulb available for USD 29.99 for a single pack and USD 49.99 for a double pack.

More information about Philips Hue outdoor products will be available closer to the launch on [www.meethue.com](http://www.meethue.com)

Philips Lighting will be showcasing its new Philips Hue outdoor portfolio at Light+Building 2018, at the Philips Lighting booth in Hall 0: Forum. Media and bloggers are invited to join the Philips Lighting press conference, on Monday, March 19, at 1.00pm at the Philips Lighting booth. You can also watch the press conference webcast live [Click here](#).

## For further information, please contact:

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## About Philips Lighting

Philips Lighting (Euronext: LIGHT), the world leader in lighting products, systems and services, delivers innovations that unlock business value, providing rich user experiences that help improve lives. Serving professional and consumer markets, we lead the industry in leveraging the Internet of Things to transform homes, buildings and urban spaces. With 2017 sales of EUR 7.0 billion, we have approximately 32,000 employees in over 70 countries. News from Philips Lighting is located at the [Newsroom](#), [Twitter](#) and [LinkedIn](#). Information for investors can be found on the [Investor Relations](#) page.