

PHILIPS Lighting

Press Information

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Philips Lighting and the Golden State Warriors Bring the Excitement of the Team's Basketball Games to Fans' Homes

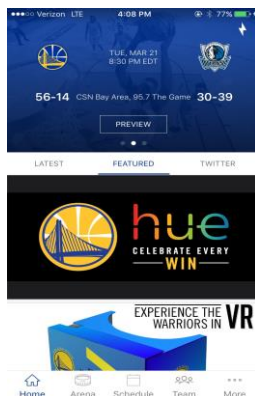
- *Golden State Warriors Official Mobile App integrates with Philips Hue connected lighting system*
- *Local fans invited to enter "Before the Light" contest to win Philips Hue White and Color Ambiance starter kit*

Somerset, NJ – Sports fans know there is no greater rush than the start of a big game or the thrill of celebrating your team's victory live at an arena. Now, fans will be able to experience that rush in their own homes with [a new collaboration](#) between Philips Lighting (Euronext Amsterdam ticker: LIGHT), a global leader in lighting, and the Golden State Warriors.

As part of a first-of-its-kind integration with sports, the Philips Hue system can now be synced with the Warriors' games through the [team's official mobile app](#). Brilliant colors flash at the start of every game, transforming the sports game-viewing experience in their homes. In addition, at the end of every win, fans will see their lights flash to celebrate the victory.



"The Warriors want to ensure that our fans have the best game-day experience possible, whether they are at the arena or in their homes," said Warriors Chief Marketing Officer Chip Bowers. "We are excited to be working with Philips Lighting to offer our fans a new, more personal way to be a part of the game and to showcase the future of home sports entertainment."



Easy Set Up

To set the Philips Hue lighting to interact with the games, simply download the Golden State Warriors Official Mobile App, ensure all of the Philips Hue lights are powered on, and follow the simple, step-by-step guide. Within seconds, fans will be able to bring the courtside excitement home.

"We're thrilled to be working with the Golden State Warriors to merge the energy of connected lighting with the excitement of professional basketball games," said Tom Insprucker, Chief Marketing Officer, Philips Lighting US. "With this Philips Hue integration, we are bringing

the sports arena experience directly into fans' homes. It has never been easier for lighting to help fans immerse themselves in and enhance the thrill of live sporting events – and this is just the beginning of our collaboration.”

In addition to the Warriors official mobile app, fans can use the Philips Hue app to set their lights to shine blue and gold throughout the game. They can also connect the lighting system to their favorite apps [via IFTTT](#) and automatically trigger actions to enhance the sports game-viewing experience. For example, if there's a major in-game update, then automatically flash the Philips Hue lights.

Win a Philips Hue White and Color Ambiance Starter Kit

Golden State Warriors fans who are at least 18 years of age, are legal residents of California and residing within 150 miles of Oakland, California, can enter the “[Before the Light](#)” contest for a chance to win Philips Hue prizes. For every buzzer-beater this season, three lucky Golden State Warriors fans will win a Philips Hue White and Color Ambiance A19 starter kit to bring the excitement of the game to their home. One Grand Prize winner will receive a Philips Hue connected lighting transformation. See [Official Rules](#) for details and restrictions.

More about Philips Hue

Philips Hue, which is comprised of bulbs, light strips, spots, integrated lamps and controls, goes beyond illumination to provide more than just light – to deliver new experiences where the only limit is your imagination. In addition to transforming sports entertainment, users can play with colors and sync the lights with music, movies and video games. You can also set the right ambiance for any moment and have peace of mind when away from home with the help of the connected lighting system.

For more information on the Philips Hue family of products, visit www.meethue.com.

For further information, please contact:

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About Philips Lighting

Philips Lighting (Euronext Amsterdam ticker: LIGHT), a global 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 2016 sales of EUR 7.1 billion, we have approximately 34,000 employees in over 70 countries. News from Philips Lighting is located at <http://www.newsroom.lighting.philips.com>