



## Press Release

August 20, 2018

### **“Mirror mirror on the wall... Hue is the smartest of them all”**

Philips Hue introduces new smart lighting for the bathroom

- *New Philips Hue Adore range for bathrooms brings Philips Hue to every room in the home*
- *Maximize space in bedroom or kitchen with the new Philips Hue Aurelle panel light*

**Eindhoven, the Netherlands** – You can now enjoy Philips Hue in every room, with the introduction of the Philips Hue Adore range for bathrooms. Signify (Euronext: LIGHT), the world leader in lighting, launched the new collection in Europe and the United States this month. Whether you want to get energized for the day ahead, or relax and unwind, you can now transform your bathroom in an instant.

### **The right light for every occasion**

The Philips Hue Adore range contains seven different white ambiance luminaires, including a lighted vanity mirror. All come with a wireless dimmer switch that can be used straight from the box. The controller is pre-set with four light recipes: Energize, Concentrate, Read and Relax – so you can enjoy the right light for every time of day.

Start the day with a cool, white light that helps you feel energized and prepare for the day ahead.



Recreate the salon experience in your own home with Concentrate, a finely tuned bright, white light for beard trimming or applying make-up. And if you want to see how your new make-up flatters your face in daylight or that evening cocktail party, just change the setting using the dimmer switch or the Philips Hue app.

After a busy day, enjoy a soak in the tub, with the Read light recipe providing the perfect soft light for indulging your favorite magazine. Or if you're going out for the evening, use this light to mimic the evening setting to help with putting the final touches to your outfit and overall look.

And finally once you are getting ready for bed, select Relax, a soft dim light, to unwind even more as you brush your teeth.

“The pace of life is not slowing down, so taking care of yourself is more important than ever,” says Pierre-Yves Panis, Chief Design Officer at Signify.





“This could mean relaxing in a bubble bath, helping you unwind from a busy day. Or it could mean starting the day right, with a spring in your step. Lighting makes all the difference.”

To further enhance your Philips Hue experience, you can easily connect your lights to the Philips Hue bridge. This will bring more ways to control your Philips Hue lights in your home, ranging from the Philips Hue app to voice control, and enabled by all the major smart home platforms. Enjoying the full functionality of the Philips Hue ecosystem, you can set up your bathroom lights with a nightlight setting to ensure your mid-night bathroom visit won't disturb your sleep too much.

### **Make the most of your space with panel luminaires**

As well as the new bathroom range, Signify has also introduced new Philips Hue Aurelle panel lights in Europe this month. The surface mounted panel can be installed on the ceiling for general lighting purposes. Its attractive floating style and slim design enhances the sense of space, making it perfect for rooms with lower ceilings. It can also be installed on the wall for ambiance creation, providing a beautiful even light in each of its three sizes.



The premium finish allows it to blend in with your home décor and it comes preset with the four light recipes: Energize, Concentrate, Read and Relax. All the Philips Hue Aurelle panel lights come with a dimmer switch included and the opportunity to connect to the Philips Hue bridge, allowing access to the full Philips Hue ecosystem.

### **Product information**

The full Philips Hue Adore range consists of a mirror light, a single spot light, a double spot light, a triple spot light, a ceiling triple spot light, a ceiling panel and a lighted vanity mirror. Specially designed for use in humid environments, the range is splash proof and has a certification of IP44 in EU and UL damp certified for NAM. Pricing for the collection ranges from EUR 79.99-EUR 249.99.

The Philips Hue Aurelle panel is available in three different sizes and in two different levels of brightness. Prices range from EUR 35-EUR 199.

For more information about Philips Hue products visit [www.meethue.com](http://www.meethue.com)

Signify became the new company name of Philips Lighting as of May 16, 2018.

**Ends**

Follow all the Philips Hue news at IFA live on the Philips press conference live stream (August 30, 2018- 12.15 CET): <https://webcast.promeas.com/webcasts/180830philips/>

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### **About Signify**

[Signify](#) (Euronext: LIGHT) is the world leader in lighting for professionals and consumers and lighting for the Internet of Things. Our [Philips](#) products, [Interact](#) connected lighting systems and data-enabled services, deliver business value and transform life in homes, buildings and public spaces. With 2017 sales of EUR 7.0 billion, we have approximately 30,000 employees and are present in over 70 countries. We unlock the extraordinary potential of light for brighter lives and a better world. News from Signify is located at the [Newsroom](#), [Twitter](#) and [LinkedIn](#). Information for investors can be found on the [Investor Relations](#) page.

### **About Philips Hue**

Philips Hue is the world's leading connected lighting system for the home. It comprises bulbs, strips, spots, lamps and controls. Through a vibrant developer program there are more than 750 third-party apps for Philips Hue. The system is transforming how light is used in and around the home to stimulate people's senses, light their moments and help provide peace of mind when away from home.

From the launch of Philips Hue in October 2012, Signify has encouraged other companies to develop devices, apps and systems that interoperate with the system. From third-party apps and wearable technology, to internet services and connected home products; Philips Hue goes beyond illumination to provide more than just light - to deliver new experiences where the only limit is your imagination. Under the Friends of Hue partnership program, participating companies have products, applications and platforms tested and certified as being able to integrate with Philips Hue to deliver a quality and seamless new lighting experience. The program is also open to luminaires manufacturers, so they can build and market products integrating Philips Hue technology and provide more choice and a consistent lighting experience to customers. For more information, please visit [www.meethue.com](http://www.meethue.com)