



Press Release

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Create and play with light like never before with new Philips Hue Play and Signe lamps

Philips Hue, the world's most extensive smart lighting system for the home, just got better

Somerset, New Jersey – Signify (Euronext: LIGHT), the world leader in lighting, has introduced two sleek additions to its Philips Hue smart lighting range, allowing you to take ambiance creation to a whole new level.

“Our latest products provide new ways for people to create personalized lighting experiences in their homes. Whether its ambiance creation or making gaming and music truly immersive, our new Philips Hue Play and Philips Hue Signe collection are designed to transform your living space,” says Jasper Vervoort, Head of Marketing and Product Management, Home Systems and Luminaires at Signify.

Entertain like never before

Philips Hue Play is a compact, versatile light bar that you can position in a variety of ways to create a truly immersive lighting experience. It provides an indirect light effect, and can sit horizontally or vertically next to your TV or computer monitor, or can be mounted behind the screens as a backlight. When on the floor or positioned on a bookshelf or mantel, for example, it offers perfect accent lighting. Available in black and white, the product has a sleek design that allows it to blend into any area and fit with every interior style.

Simply plug in Hue Play, and connect it to the Philips Hue bridge and Philips Hue app, to choose from 16 million different colors and create the perfect ambiance for any moment. You can even create an immersive entertainment experience when used with [Hue Sync](#). Bring a whole new level of excitement to your gaming sessions, when watching movies or listening to music.

Hue Play's smart plug management system also allows you to add up to three light bars using only one power socket.

Paint your walls with light

The new Philips Hue Signe floor and table lamps are another elegant addition to the Philips Hue smart lighting range. Designed to create an indirect lighting effect, the lamps allow you to paint your walls with light. The slim design makes them perfect for positioning next to your TV. They can be used to accent a special feature in the room or brighten a dark space – creating just the right mood for any occasion.



Simply plug in the Hue Signe lamps and connect them to the Philips Hue bridge and app to enjoy all that Hue has to offer. Again, for an even more immersive experience, sync the lights to your favorite content via the Hue Sync app.

Product information

Hue Play will be available in the US in mid-October. It will come as a single base kit (MSRP: \$69.99) or double base kit (MSRP: \$129.99). Extensions are also available for MSRP \$59.99.

Philips Hue Signe will be available in the US in October, with pre-order beginning in early September. The table lamp will be available for MSRP \$159.99, and the floor lamp will be available for MSRP \$249.99.

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

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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 smart 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.

Since 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.