



## Press Release

May 22, 2018

### Get ready for long, summer evenings outdoors - and extend your indoor space - with the new Philips Hue outdoor range

**Eindhoven, the Netherlands** – Summer is on its way, which means it's time to enjoy balmy evenings relaxing, entertaining, cooking and dining outdoors. With Philips Hue from Signify (Euronext: LIGHT) you can easily create the right ambiance for any outdoor activity. The leading smart lighting system for the home now features stylish outdoor luminaires, designed to enhance and illuminate your outside space in the most beautiful ways. The new range underlines the position of Signify as the leading lighting company for the Internet of Things.



From elegant pillar posts, to stylish wall mounted luminaires and spot lighting, Philips Hue's new outdoor range can be used to personalize any outside area; be it a garden, terrace or balcony. With products spanning both the Philips Hue white and Philips Hue white and color ambiance ranges, you will be able to transform your outdoor spaces, creating the perfect outdoor moment for entertaining with friends, relaxing with a book or watching the sun go down with a loved one. More than 68% of Europeans agree that outdoor lighting in the garden adds to the overall atmosphere of a home, so beautifying these spaces can be rewarding either when spending time indoors, as well as outdoors.



“Lighting is an important aspect of a home’s interior design, but it’s often overlooked when it comes to the exterior design,” said Pierre-Yves Panis, Head of Design at Signify. “People already create ambiance inside their homes with lighting, tailoring it to reflect the function and feel of each space. Now we’ve extended this flexibility and freedom to outside areas too. This can easily be done with the Philips Hue smart lighting system, enabling you to personalize your lighting and control it with the swipe of your phone or tablet.”

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<sup>1</sup> Source: All figures, unless otherwise stated, are from YouGov Plc. Fieldwork was undertaken between 28th December 2016 - 11th January 2017 in the UK (2,116 sample size), France (1,014 sample size), Germany (2,048 sample size), Spain (1,000 sample



size) and the Netherlands (1,000 sample size). The surveys were carried out online. The figures have been weighted for each country and are representative of all adults (aged 18+).

### **A wealth of possibilities**

The Philips Hue outdoor range provides users with endless opportunities to adjust and perfect their lighting; simply connect to the Philips Hue app to beautify and tailor your outside areas to suit any activity. Whether it's illuminating a seated area with the Philips Hue Turaco and flicking through a magazine as the sun dips down, or lighting a lawn with the Philips Hue Calla, so you can play that extra game of football with your children. The Philips Hue outdoor range provides your garden with limitless potential for enjoyment.



### **A spectrum of color**

Whether it's the pantone of the moment, violet, or a more natural soft sage, users can choose over 16 million colors via the Philips Hue app. Use the Philips Hue Lily spot to illuminate a beautiful flower bed, potted plant or statue in your chosen shade to make an instant statement feature. Alternatively, place the Philips Hue Calla along a path to light the way to an entertainment area, or in flower beds to create warm pools of colored light.



### **Simple design and ultimate convenience**

The new Philips Hue outdoor range has been designed with simplicity and elegance in mind. With interior trends for minimalism and clean lines still gaining popularity, the lighting has a contemporary, modern feel which works in any outdoor space. Not only functional and stylish, like all Philips Hue products, the new outdoor range is fully compatible with the Philips Hue ecosystem. Simply connect your outdoor lighting to the Philips Hue bridge to control with the touch of a button via the Philips Hue app, a wireless dimmer switch or even with your voice.

### **Greater peace of mind**



The Philips Hue 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. Alternatively, while you're away from home or on holiday, control your outdoor lights with the Philips Hue app, so it looks like someone is at home.

### **Product information**

All Philips Hue outdoor products are designed for outdoor use and are easy to install. Like all Philips Hue products, the outdoor range works with all the leading smart home platforms and devices and can be voice activated.

The Philips 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. The Philips Hue white and color ambiance spot Lily base unit pack will retail for 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 Europe and will retail for EUR 139.99 for the base unit pack.

The Philips Hue white range offers a number of products matching the decor of your house. Products in the Philips Hue white range are named Lucca, Tuar, Turaco, with retail prices starting from EUR 69.99.

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.

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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, approximately 32,000 employees and a presence 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, Philips Lighting 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 choice and a consistent lighting experience to customers. For more information, please visit [www.meethue.com](http://www.meethue.com)