



Press Release

August 20, 2018

For your bathroom, living room and garden: Signify unveils new Philips Hue products at IFA 2018

Eindhoven, the Netherlands – This year’s Internationale Funkausstellung (IFA) sees Signify (Euronext: LIGHT), the world leader in lighting, unveil a new range of Philips Hue products for your bathroom, living room and garden (Philips Hall 22, August 31st – 5th September, 2018). Transforming your home has been made even easier with Philips Hue, the world’s most extensive, most connected and most intuitive smart home system.

From putting your make-up on in the morning to relaxing at night, our new Philips Hue luminaires and lights are designed to support your daily activities with a light experience for every room in your home.

“We know that the right lighting transforms the experience of your home, not only providing the perfect ambiance to suit your mood but also light to support your daily activities too. Philips Hue’s new products give our fans even greater choice with more options for every room of the house. Whether hosting a family games night or putting the bins out, our new products allow you to select the right light to put you in the right frame of mind,” says Jasper Vervoort, Head of Marketing and Product Management, Home Systems and Luminaires at Signify.

A versatile light bar to transform your sitting room

[Philips Hue Play](#) is a compact, highly 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 be mounted behind as a backlight. When on the floor or positioned on a bookcase or sideboard, its perfect accent lighting effect and sleek design allows it to blend into any entertainment area.

Philips Hue Play is ready to use by simply plugging it in. Connecting to the Philips Hue bridge and



Philips Hue app, it can be personalized, allowing you to choose from 16 million different colors to create the perfect ambiance to suit every mood. Synchronize it to your overall lighting system to enhance your entertainment experience. Feel like you’re at the cinema when snuggled up on your sofa, or bring a whole new level of excitement and immersion to your gaming experience. Or perhaps you want to recreate the colors of your last tropical getaway at home; it’s all possible with Philips Hue Play.

The smart plug management system also allows you to extend Philips Hue Play to up to three pieces using only one power socket.



Philips Hue Play will debut at the gaming event [Gamescom](#) in Germany, at the Razer booth, on 21st August, 2018 before it's officially launched at [IFA 2018](#).

New luminaires for delightful dining

Signify has added two new Philips Hue white and color ambiance pendants to light up your dining table for the perfect setting; whether it's a hectic, family weekday meal or a fun Saturday dinner party with friends. The **Philips Hue white and color ambiance *Ensis*** pendant combines function and mood into one, with a downwards light that can be set to illuminate your daily activities, and a top light for ambiance creation. Each light point can be controlled individually for maximum convenience and effect. The **Philips Hue white and color ambiance *Flourish*** pendant lamp features a striking design with a diffused glass shade for a full light experience. Hang above your dining table and let this globe of light set the mood. A decorative table lamp and ceiling light are also available in the **Philips Hue white and color ambiance *Flourish*** range.



Paint your walls with light



Our living spaces are used for multiple functions but need to look good at the same time. The new [Philips Hue *Signe*](#), [Philips Hue *Liane*](#) and [Philips Hue *Sana*](#) lamps have been designed to provide a beautiful lighting effect in both white and color ambiance to create the perfect ambiance in your home. **Philips Hue *Liane*** wall light features a minimalistic, linear design, which you can position to brighten up a dark corner of your room or highlight an item of feature furniture. The **Philips Hue *Sana*** wall light features a unique circular design and the **Philips Hue *Signe*** lamp is available as a floor or table lamp and has an elegant slim design, perfect for positioning next to your TV.

Philips Hue *Sana* and *Signe* can be used by simply plugging it in and connecting to the Philips Hue bridge to unlock all the benefits of the ecosystem. Like the **Philips Hue *Play***, **Philips Hue *Signe*** can also synchronize with your entertainment system.

Make the most of your space

Signify has also introduced the new **Philips Hue *Aurette*** panel lights in Europe, earlier in August. The attractive floating style maximizes the light effect while the slim design enhances the sense of space. The premium finish allows it to blend in with your home's interior and create your desired ambiance. And all the **Philips Hue *Aurette*** lights come with a dimmer switch included and can be mounted on the ceiling or on the wall, coming in four shapes and dimensions.



Beautiful bathroom lighting for that luxurious home spa experience

Get energized for the day ahead, or relax and unwind with a bath before bed. The new [Philips Hue *Adore*](#) bathroom range lets you transform your bathroom lighting with the click of a button. The seven new white ambiance luminaires are all pre-set with four light recipes – Energize, Concentrate, Relax, Read so you can enjoy the right light for every time of day.



Start the morning right by using the Energize light recipe to provide a cool, white light, before switching to the Concentrate light recipe to apply make-up or shave. Later on, recreate a spa experience when you return home from work use the dimmed Relax recipe and at end the day read a good book in the bath using the Read light recipe.

Let Philips Hue welcome you home

The new [Philips Hue white GU10 spotlight](#) can be used to welcome you and your visitors to your home using the Coming Home function in the Philips Hue app. Its geo-location capabilities sync with your mobile phone to identify when you're returning to your house, switching on your lights and illuminating the entrance of your home. With the **Philips Hue white GU10 spotlight** you can feel safe and secure when approaching your property, even at night or during the darker winter months.



Adding to the Philips Hue Outdoor range

The new **Philips Hue outdoor white and color ambiance [Lightstrip](#)** is the latest addition to the newly launched Philips Hue outdoor range. It is developed for use outdoors and has an IP67 rating, meaning that it is certified as safe for use in outdoor spaces. The flexible lightstrip is ideal for beautifying your garden in a range of ways; whether accentuating your flower beds or creating that extra bit of ambiance with light when hosting a

BBQ.

Product information

Philips Hue Play is available in Europe from mid October and North America (US and Canada) from end of October in two different packs (single and double pack). Pre-orders start on August 20th in selected countries in Europe and prices range from €69.95-€129.95.

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

Please note only Ceiling Light and Lighted Vanity Mirror are available in NAM

The Philips Hue white GU10 spotlight is available in Europe in two different pack sizes. Prices range from €19.95 - €34.95.

The Philips Hue Lightstrip Outdoor is available in Europe in two different sizes, two meters and five meters. Prices range from €89.95-€159.99.

The Philips Hue Signe range is available in Europe and NAM and priced from €169.99-€269.99

The Philips Hue Ensis Pendant lamp is available in the Europe and is priced from €399.99

The Philips Hue Sana Wall lamp is available in the Europe and is priced from €169.99

The Philips Hue Liane Wall lamp is available in the Europe and is priced from €169.99

The Philips Hue Flourish range is available in Europe and NAM and priced from €129.99-€349.99



For more information about Philips Hue's new products from pricing to market availability visit www.meethue.com

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

Ends

For all Philips Hue IFA press materials, please visit: <https://www.signify.com/global/about/news/ifa>

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.