



Press Release

May 31, 2018

Create “surround sound for your eyes” with new Philips Hue Sync

Free software for Windows and Mac enables unprecedented immersive light experiences, globally available now

Eindhoven, the Netherlands –Signify (Euronext: LIGHT), the world leader in lighting, today announces the global launch of Philips Hue Sync, a free app that enables you to perfectly synchronize your Philips Hue lights with games, videos and music played on your computer. The new entertainment software runs alongside the Philips Hue app and works on any Windows 10 or macOS (Sierra and later) computer.

Philips Hue is the natural ingredient of any gaming, movie or audio experience – delivering an unprecedented level of spatial immersion.

Imagine you’re playing an action game and your lights mimic the explosions on the screen. Or, when watching a stunning sunset in a movie, have your living room bathed in the same violet, orange and yellow hues you see on the screen. And finally, experiencing music reaches a new level when your lights dance to the beat of your favorite tracks.

“From our experience with entertainment pilots, we’ve refined the way lighting may be used with games, music and video to engage people. Hue Sync offers a unique way to simply match light effects to consumer’s content in a fast and synchronized way,” said Jasper Vervoort, Head of Marketing and Product Management, Home Systems and Luminaires at Signify. “By working with leading players in the entertainment industry we go even further. The premiere video from Disney’s DCappella band, ‘Immortals’ demonstrates the perfect sync between the colorful video and the immersive capabilities of Hue Sync.”

Disney Music Group first to sync with Hue

Signify collaborated with Disney Music Group to showcase Philips Hue Sync with the highly anticipated, premiere video from the new a cappella singing sensation, DCappella. The group performs the track ‘Immortals’, which was featured in Disney’s Oscar®-winning animated film, ‘Big Hero 6’. As part of the collaboration, fans can enjoy the new video in a 360-degree experience. Watch the video [here](#)

“We are thrilled to collaborate with the team working on Philips Hue Sync with this 360-degree video to showcase this next-level engagement with music video content. This technology enhances the vibrant color spectrum of DCappella’s ‘Immortals’ video and brings their amazing voices to life in a brilliant sensory experience that is available today in your home,” said Rob Souriall, Vice President Global Partnership Marketing at Disney Music Group.



Simple navigation

The app's control panel of the application is designed for everyday use. After selection of the mode *audio*, *video* or *gaming*, you are able to sync your lights to the entertainment content on your computer, with one press of the button.

Choose your level of immersion

Offering various customization options, Philips Hue Sync is tailored so that the lighting experience meets your personal preferences. Appreciating that you don't always need the same level of immersion on every occasion, the software offers a way to change the brightness levels and to change the speed in which lights are changing. You can select between 'Subtle, Moderate, High and Intense'. For audio, Philips Hue Sync gives different color palettes that go well with the different genres of music. For example, subtle pastel colors play nicely with ambient tunes while brighter, bolder tones go better with rock and dance music.



Philips Hue Sync can be enjoyed on computer and laptop, as well as on television, by streaming content played on the computer via AirPlay to an Apple TV, Google Chromecast, Miracast and HDMI.

For more information about Philips Hue Sync and download to the software, please visit meethue.com/entertainment/hue-sync



Stay tuned to MeetHue.com and our social media channels ([Facebook](#), [Twitter](#) and [Instagram](#)).

For more information about DCappella, please visit www.dcappellalive.com and [Facebook](#), [Twitter](#) and [Instagram](#).

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, 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