



## Press Release

August 20, 2018

### **Casting a spotlight on security**

*Philips Hue launches the new Philips Hue white GU10 spotlight*

**Eindhoven, the Netherlands** – Signify (Euronext: LIGHT), the world leader in lighting, extends its existing product offering with the new Philips Hue white GU10 spotlight, available in Europe from September. Announced at IFA in August 2018, this brand-new addition to the Philips Hue range of spotlights can greet you when you arrive home or mimic your activity when you're away, for added peace of mind.

"People are looking for new and innovative ways to illuminate their homes, both for aesthetic and security purposes," says George Yianni, Head of Technology for Philips Hue. "The Philips Hue white GU10 spotlight meets both these needs. It works with the Philips Hue app so users can easily control their lighting from anywhere, providing reassurance and an added sense of security."

#### **Welcome home**

After a long day out and about you can be welcomed home by your Philips Hue lights, thanks to the Coming Home function in the Philips Hue app. Using the geo-location capabilities of your phone, the Philips Hue app identifies when you return 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.

#### **Ultimate convenience**

The Philips Hue white GU10 spotlight can also be used in combination with the Philips Hue motion sensor to automatically switch on and off your lights for your convenience. Set up this accessory in the hallway, which will trigger your lights once you enter the home, so you never have to fumble for the light switch in the dark again.

#### **Stay protected wherever, whenever**

Spending time away from home can be stressful, particularly if it's unexpected or for a prolonged period of time. With the Philips Hue lighting system, you can schedule your lights, including the Philips Hue white GU10 spotlight, to automatically switch on and off at specific



moments in the day. Using the Out of Home control function in the Philips Hue app you can maintain full control of your lighting, even if you're on the other side of the world, getting your lights to mimic your normal daily routine and make it appear you are at home to anyone outside your home.

### **Feel at home**

Whether you want to wind down in the living room with a good book, or host an evening party with your friends, the dimmable Philips Hue white GU10 spotlight can be used indoors in combination with your existing Philips Hue products, so you can create the right ambiance to suit any occasion.

### **Product information**

You can connect up to 50 Philips Hue lights to your Philips Hue bridge. Additionally you can add up to 12 accessories to control your lights via our switches and sensors.

The Philips Hue white GU10 (2700 Kelvin) dimmable spotlight will be launching in Europe at IFA and will be available for purchase early September. A single bulb will cost EUR 19.95, and a 2-pack EUR 34.95.

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)