



Press Release

August 20, 2018

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

Philips Hue - the world's most extensive connected lighting system just got better

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

“Our latest lamp designs 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 are two sleek lamps 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, 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, it offers perfect accent lighting and its sleek design allows it to blend into any entertainment area. Available in black and white to fit every interior and taste.

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. You can also synchronize it to your entertainment experience. Feel like you're at the cinema when snuggled up on your sofa, 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.

You can create an even more immersive experience by using Hue Sync, available for PC and Mac with the latest software updates. Sync it with your entertainment to bring a whole new level of excitement to your gaming and a unique atmosphere to TV or movie viewing.

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 August 21, 2018 before it's officially launched at [IFA 2018](#).



Paint your walls with light

The new Philips Hue Signe lamps are another elegant addition to the Philips Hue range. Designed to create an indirect lighting effect in white and color ambient light, they 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 for brightening up a dark space – creating just the right mood for any occasion. For an even more immersive experience, sync your lights to your favorite content via the Hue Sync app.

Philips Hue Signe can be used by simply plugging it in or connect it to the Philips Hue bridge to unlock all the benefits of the Hue ecosystem by using the Philips Hue app.



Product information

Philips Hue Play will be available across Europe and in North America (US and Canada) only:

- Europe: available from mid-October with pre-order in selected countries from August 20
- North America: available from the end of October

Philips Hue Play is available in a single pack (EUR/USD 69.95) or double pack (EUR/USD 129.95).

Philips Hue Signe is available in Europe and in North America from September, in a table lamp light (EUR 169.99) and floor lamp light (EUR 269.99).

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

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](http://www.signify.com) (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