



Press Release

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Expand your outdoor ambiance with Philips Hue Lightstrip Outdoor *Flexible lightstrip complements Philips Hue Outdoor range*

Eindhoven, the Netherlands – Signify (Euronext: LIGHT), the world leader in lighting, today announces the launch of the Philips Hue Lightstrip Outdoor. The new flexible lightstrip complements the existing Philips Hue outdoor portfolio and is perfect for accentuating outdoor areas.

The Philips Hue Lightstrip Outdoor is the latest addition to the outdoor range launched [earlier this summer](#). It is developed for use outdoors and has an IP67 rating, meaning it is safe to 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.



“Since the moment we launched the Philips Hue Lightstrip Plus, we received a lot of feedback from customers who wanted an outdoor version as well,” says Jasper Vervoort, Head of Marketing and Product Management, Home Systems and Luminaires at Signify. “Thanks to ongoing expertise at Philips Hue, we have created the new Philips Hue Lightstrip Outdoor that can be used as both a direct or indirect light and can be placed where traditional outdoor lights cannot venture. It’s the perfect addition to the growing Philips Hue Outdoor portfolio.”



Connecting to the wider Philips Hue portfolio, the Philips Hue Lightstrip Outdoor can connect to the Philips Hue bridge and Philips Hue app. This allows customers to tailor it to their needs and to create the perfect outdoor ambiance from a spectrum of white that Philips Hue is known for, on terraces or balconies, to the choice of 16 million colors for entertaining!

Philips Hue Outdoor range

Launched earlier this summer, the [Philips Hue Outdoor](#) range includes wall mounted luminaires, spot lighting and pillar posts, offering customers the freedom to extend Philips Hue features and functionality to any outdoor area.

The Philips Hue outdoor products span both the Philips Hue white and Philips Hue white and color ambiance ranges. The range allows you to improve the security of your home for added peace of mind as well as to create the perfect outdoor ambiance, all with the simple tap of a button.

The Philips Lightstrip Outdoor is available in Europe from 1st October 2018 in two different sizes, 2 meters and 5 meters. Prices range from €89.95-€159.99.

For more information about the Philips Hue Lightstrip Outdoor, please visit meethue.com.



Stay tuned to MeetHue.com and our social media channels ([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, 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