



Press Release

Set the perfect look and feel in your room with new Philips Hue with Bluetooth

- Use Philips Hue Bluetooth app on your smart device for easy set up and control of your lighting, to create your desired atmosphere or complement your home decor
- Seamlessly connect your Philips Hue with Bluetooth with Alexa or the Google Assistant

Eindhoven, the Netherlands –With today’s introduction of Philips Hue with Bluetooth, [Signify](#) (Euronext: LIGHT), the world leader in lighting, makes its smart lighting system even more accessible. Setting the mood in your room, whether you are hosting a dinner party or relaxing at the end of the day, is now as easy as screwing in a Philips Hue light bulb with Bluetooth and tapping an app to set up and control.

With [Philips Hue with Bluetooth](#) smart lighting, there’s no wiring or guesswork when it comes to choosing the right lighting for your space. You can use the lights to easily create the right ambiance for every occasion, Instagram your space... or use millions of colors to decorate your room.

Users can start with a single light bulb or instantly connect multiple Hue Bluetooth products, and later seamlessly upgrade to the bridge to enjoy even more functionalities. Using the Philips Hue Bluetooth app, you can:

- Use on/off control and dim or brighten the lights to your preferred setting
- Choose from millions of colors and any shade of white light to paint the wall and Instagram your space
- Use the pre-set scenes to set the mood or to match your daily routine
- Control your lights with ease as multiple users can control the same lights

“People often underestimate the power that lighting can have on the ambiance of a room,” said Jasper Vervoort, Business Leader Home Systems & Luminaires Philips Hue at Signify. “By adding Bluetooth to our Philips Hue smart lighting, we’re making it easy to experiment and have fun with light at home. All it requires is the smartphone you already have. We’re confident that once you start, you’ll want to keep exploring what else Hue can do.”

Using Philips Hue with Bluetooth with voice assistants

Philips Hue with Bluetooth also works with your voice. You can easily connect your Hue Bluetooth lights directly with Alexa if you have a compatible Amazon Echo device. Connecting new Philips Hue with Bluetooth lightbulbs to Alexa is simple. If you’ve purchased lightbulbs on [Amazon.com](#) using the same account associated with your compatible Echo device, just power on your lightbulb and Alexa can complete the setup process for you. Bulbs purchased elsewhere also easily connect to compatible Echo devices – just power on your lightbulb and say “Alexa, discover my devices.”

Then simply ask Alexa to turn your Hue Bluetooth lights on/off, dim/brighten them or put on a certain color or shade of white light.



Compatibility and seamless setup via Bluetooth with Google Home and Google Nest* devices is coming soon. Until then, the new Hue bulbs with Bluetooth will work with Google Assistant via the Hue bridge only.

**Philips Hue with Bluetooth smart lighting works directly with Amazon Echo Dot (3rd Gen), Echo Plus and Echo Show (2nd Gen), with support for additional Echo devices available in the fall. Amazon Echo devices also support voice control of Philips Hue with Bluetooth smart lighting through the Philips Hue hub.*

Extend the possibilities

Also with Philips Hue with Bluetooth, the [Philips Hue bridge](#) is still the heart of the system as it allows users to make full use of all the features and benefits. So, add a Philips Hue bridge at any time, to expand your system with more lights and smart accessories throughout your entire home – indoors and out – and experience even more features. The bridge provides access to the full Philips Hue ecosystem including full home control of indoor and outdoor lights, away from home control, Philips Hue Entertainment and Friends of Hue and third-party app compatibility.

Bluetooth Products Available

Philips Hue Bluetooth products in the traditional A19 light bulb shape and BR30 downlight are available in the US starting today. Canada will follow July 2nd. The products will be available in three versions: White (\$14.99), ideal for smooth dimming; White Ambiance (\$29.99), which allows you to customize your shade of white light; and White and Color Ambiance (\$49.99) with access to millions of colors and shades of white light.

From Autumn 2019, Philips Hue A19 and GU10 will be introduced into Europe with added Bluetooth functionality – across Philips Hue white, Philips Hue white ambiance and Philips Hue white and color ambiance. More products of the Hue portfolio will be Bluetooth-enabled later this year and in 2020.

In Europe, the products will retail at €19.95 for the Philips Hue white bulb, €29.95 for the Philips Hue white ambiance bulb and €59.95 for Philips Hue white and color ambiance bulb.

For more information about the new Philips Hue Bluetooth products introduced this summer in the US and Canada, please visit meethue.com.

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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 2018



sales of EUR 6.4 billion, we have approximately 29,000 employees and are present in over 70 countries. We unlock the extraordinary potential of light for brighter lives and a better world. We have been named [Industry Leader](#) in the Dow Jones Sustainability Index for two years in a row. News from Signify is located at the [Newsroom](#), [Twitter](#), [LinkedIn](#) and [Instagram](#). Information for investors can be found on the [Investor Relations](#) page.