



Backgrounder

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CONSUMER

Philips Hue: the world's #1 connected lighting system for the home

Works with other connected home products to deliver seamless new lighting experiences

Lighting is proven to be the number one interest of the connected home. Philips Hue is the world's leading connected lighting system for the home. Through its developers program it now has more than 450 third party apps available. It is transforming how light is used in and around the home to enhance a space, heighten a mood or simply ease day to day life. In fact, the possibilities are limitless: stimulating your senses, lighting your moments or even automating for peace of mind.

With the Philips Hue ecosystem including bulbs, luminaires, strips and switches, you can easily interact with your lights through tablets, smartphones or even your watch. Use the Hue app to change the lights in a particular room, a group of rooms or the full house when at home, or the Hue portal via www.meethue.com when away from home.



Philips Hue Go

[Philips Hue Go](#) is an iF DESIGN AWARD winning, fully portable wireless lamp with all of the clever connectivity features of Philips Hue, meaning that it is now possible to experience the light that you want, wherever you want as you move around your house and garden. With five new patented dynamic light effects to enrich special moments and interaction with hundreds of third-party apps, this newest addition to the extensive Philips Hue system delivers total freedom with light.

Philips Hue Lightstrip Plus

A hidden source of light, [Philips Hue Lightstrip Plus](#) can be shaped, bent, cut and extended up to 10 meters to add atmosphere to any space in the home. With every shade of beautiful white light from cool blue white to warm yellow white as well as atmospheric colored light, Philips Hue Lightstrip Plus is a high quality, high output light that is bright enough to completely transform the character of a space. So whether it's entertaining friends or cooking a meal for the family, Philips Hue Lightstrip Plus lets you 'paint with light' to create the perfect moment



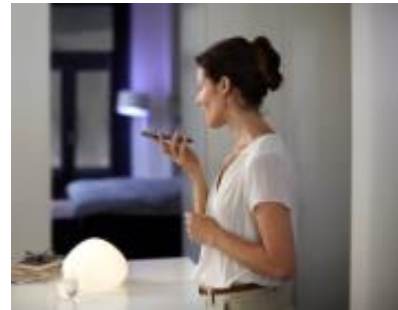
Philips wireless dimming kit

The [Philips Hue wireless dimming kit](#) is a no installation, straight out of the box solution for perfectly dimmable lights in your home without having to move from the sofa. This plug-and-play solution that delivers perfectly dimmable, flicker-free LED lights for every room in your home. Each kit comes with a Philips Hue white light bulb and a Hue dimmer switch that can be mounted on the wall or used as a portable control. This installation free dimming kit lets you instantly modernize your home lighting, without wires or an electrician.



A new way of living

With enhanced support for the connected home, the new Philips Hue Bridge 2.0 seamlessly integrates the existing Philips Hue ecosystem of lights to work with [Apple's HomeKit](#) platform and is prepared for additional integrations in the future. From Siri voice control to integration with numerous connected devices, the new powerful Philips Hue Bridge 2.0 is ready to bring lighting to life in the connected home today, and beyond tomorrow.



[Turn on living](#) by choosing a white light recipe to help you feel energized in the morning, by creating your own colorful light scene to enhance an atmosphere, or by surrounding yourself with light through syncing Philips Hue to music via one of over 450 third-party apps. With Philips Hue, light can wake you up, welcome you home, and turn the everyday into the extraordinary – turning on your life with light.

From the beginning Philips has encouraged others to integrate with Philips Hue. 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.

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About Philips Lighting

Philips Lighting, a Royal Philips (NYSE: PHG, AEX: PHIA) company, is the global leader in lighting products, systems and services. Our understanding of how lighting positively affects

people coupled with our deep technological know-how enable us to deliver digital lighting innovations that unlock new business value, deliver rich user experiences and help to improve lives. Serving professional and consumer markets, we sell more energy efficient LED lighting than any other company. We lead the industry in connected lighting systems and services, leveraging the Internet of Things to take light beyond illumination and transform homes, buildings and urban spaces. In 2015, we had sales of EUR 7.4 billion and employed 33,000 people worldwide. News from Philips Lighting is located at www.philips.com/newscenter