

## Press Release

31 March, 2014

### **Philips expands Friends of Hue range with the LivingColors Iris**

**Frankfurt, Germany** – A new member of the Friends of Hue family has arrived from Royal Philips, the global leader in light. The iconic Philips LivingColors Iris is the latest way to create vibrant light experiences using Philips Hue. Following the release of the LivingColors Bloom and LightStrips, the Philips LivingColors Iris Friends of Hue provides a compact and portable way to deliver over 16 million different ways to color your home at the swipe of a finger.

The endless capabilities from the Philips Hue app make the LivingColors Iris Friends of Hue distinctive. Wake up in the morning to rising shades of warm color, create stunning effects synced with music, or simply use light to welcome you when you arrive home, so that you will never enter your house in the darkness again. The fun doesn't stop there. By using IFTTT (If This Then That)\* you can turn the light any color when you get a new Facebook message or even match your favorite team's color to show when a goal has been scored.

With its iconic and timeless design, the Philips LivingColors Iris Friends of Hue is like digital paint for decorating homes. Featuring up to 210 lumen light output it's suitable to illuminate larger walls while its transparent round design means it will look great on any piece of furniture. You can program LivingColors Iris Friends of Hue to color wash or accent walls or tune the brightness to blend soft, smooth tones across a room.

Tommaso Gritti, Senior Product Manager, Philips Lighting explains "Philips is committed to growing the Philips Hue and Friends of Hue family and our latest product, the LivingColors Iris offers even more options to create impressive light effects in the home. We want people to feel inspired. Light can be and should be personal to you, entertaining and of course fun."

#### **Philips LivingColors Iris Friends of Hue product features:**

- Up to 16 million colors
- 210 lumen output
- Plug & play
- Wireless connection via an existing Philips Hue bridge
- Iris can be tuned, dimmed and controlled from any smart device
- Compatible with Philips Hue app and dozens of 3rd-party apps developed for Hue such as Hue Disco, Goldee and Muesic
- Energy saving - 10 W efficient LED light
- Future proof thanks to upgradable software



The Philips LivingColors Iris Friends of Hue is available from April 2014.

#### **Notes to editors:**

A Friend of Hue: Any product or app, created by Philips or an independent developer that integrates and works seamlessly with the Hue lighting system.

\* IFTTT: Use internet automation service IFTTT (If This Then That) to hook up Hue to your favorite internet services. For example, to change color if it's going to rain; to blink if you receive an urgent email or Facebook message; illuminate gradually as the sun sets; or flash when your favourite TV show is due to start. Light doesn't get smarter or more personalized than this!

For further information please visit [www.meethue.com](http://www.meethue.com).

Alternatively visit:

- Twitter: <https://twitter.com/tweethue>
- Facebook: <https://www.facebook.com/huePhilips>

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**About Royal Philips**

*Royal Philips (NYSE: PHG, AEX: PHIA) is a diversified health and well-being company, focused on improving people's lives through meaningful innovation in the areas of Healthcare, Consumer Lifestyle and Lighting. Headquartered in the Netherlands, Philips posted 2013 sales of EUR 23.3 billion and employs approximately 115,000 employees with sales and services in more than 100 countries. The company is a leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as male shaving and grooming and oral healthcare. News from Philips is located at [www.philips.com/newscenter](http://www.philips.com/newscenter)*