



Press Release

June 20, 2023

From big to small: Philips Hue continuously innovates to help you personalize your home

- Fill the smallest corners of your home with warm-to-cool white and colorful light with the new Philips Hue luster E14 bulb
- Keep up with the latest design trends with the expansion of Philips Hue panels
- Customize your lighting with the new brightness balancer for Entertainment areas and additional time slots for motion sensors

Eindhoven, the Netherlands – [Signify](#) (Euronext: LIGHT), the world leader in lighting, is launching new Philips Hue lights and app features that provide additional ways to personalize the lighting in your home. The Philips Hue luster bulb now also comes in warm-to-cool white and color light, and the Philips Hue panels are available in new shapes. The Philips Hue app has two new features: the brightness balancer, which equalizes individual lights' brightness in your Entertainment area, and additional time slots for motion sensors.

Illuminate every corner, big or small

The **Philips Hue E14 luster bulb**, the brand's smallest bulb, is now also available in millions of shades of white and color light to help you fill the tiniest corners in your home with the perfect light. About as big as a golf ball, this bulb's size and shape fit even the smallest fixtures in your home and connects them to the comprehensive Philips Hue ecosystem.

With their new shapes, Philips Hue's panels can fit any style and home decor. Aligned to today's interior design trends, the **Philips Hue Aurelle panel** is now also available in a premium black finish in all shapes: square, rectangular, or round. Its floating design creates a sense of space and fills the room with shades of warm-to-cool white light. The **Philips Hue Surimu panel** has expanded with the introduction of a round shape (Ø395 mm) as well as a new square shape that is half as small (300 x 300 mm) as the existing square Surimu. With a white frame, this light fixture allows you to wash any area of your home in white and color light.

Personalize lighting with new app features

Philips Hue is also bringing new and enhanced features to the Hue app to give you even more control of your lighting. The **brightness balancer** allows you to customize the relative brightness of individual lights in an Entertainment area, instead of controlling the lights as a group. This new feature was developed following requests from Philips Hue's users, many of whom wanted to have enhanced control of their lights while watching a movie, listening to music, or gaming. The brightness balancer improves the surround lighting experience in Entertainment areas that consist of a variety of Philips



Hue lights. Using the brightness balancer, you can make lights that have higher lumens dim lower than lights with lower lumens — you get to decide which part of the room gets the spotlight when you are syncing your lights to your TV, movies, games, or music. The brightness balancer is scheduled to launch in Q3 and can be used with any Philips Hue Entertainment area.

Through an update to the Philips Hue Bridge, the functionalities of the **Philips Hue motion sensors** are also being enriched to help you do even more with them. Based on popular requests and feedback, the number of time slots for the motion sensors to activate the desired lighting will increase from the current two to ten. Whether you choose energizing bright light in the morning, warm light in the early evening to wind down, and dim light during the night, these additional time slots allow you to customize your lighting throughout the day based on your daily routine. Additionally, the Natural light scene can be selected as part one of these time slots, to mimic the sun throughout the day. Available through an update to the Bridge, this extended feature will work on every sensor you already own and is expected to launch in Q3.

“As the world leader in smart lighting, we continuously improve and expand our Philips Hue offering with innovative lights and features. By bringing enriched options, from big to small, we support our users to control their lighting experience, personalized to their own tastes and routines,” said Jasper Vervoort, Business Leader, Philips Hue at Signify.

To find out more about the latest Philips Hue products and app features, visit www.philips-hue.com/newlaunches

Availability

- Philips Hue E14 luster (available June 20 in Europe)
 - 1-pack White ambiance: EUR 34.99
 - 2-pack White ambiance: EUR 59.99
 - 1-pack White and color ambiance: EUR 64.99
 - 2-pack White and color ambiance: EUR 109.99
- Philips Hue White and color ambiance Surimu panel (available June 20 in Europe)
 - 300 x 300 mm: EUR 229.99
 - Ø 395 mm EUR 239.99
- Philips Hue White ambiance Aurelle panel in black (available June 20 in Europe)
 - 600 x 600 mm: EUR 239.99
 - 1200 x 300 mm: EUR 239.99
 - 300 x 300 mm: EUR 169.99
 - Ø395 mm: EUR 179.99

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About Philips Hue

Philips Hue is the world leader in smart lighting. With its range of smart LED bulbs, light fixtures, lamps, sensors, and smart switches, Philips Hue brings smart lighting to everyday homes. The smart lighting system lets you set the mood with beautiful colors and Scenes, set up convenient timers and automations to help you feel safer in your surroundings, use the best light for your daily activities, and help make your life that much easier. For more information, please visit www.philips-hue.com. Follow us on our social channels to stay updated: [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [Pinterest](#).

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. In 2022, we had sales of EUR 7.5 billion, approximately 35,000 employees and a presence in over 70 countries. We unlock the extraordinary potential of light for brighter lives and a better world. We [achieved](#) carbon neutrality in our operations in 2020, have [been](#) in the [Dow Jones Sustainability World Index](#) since our IPO for six consecutive years and were named [Industry Leader](#) in [2017](#), [2018](#) and [2019](#). News from Signify is located at the [Newsroom](#), [Twitter](#), [LinkedIn](#) and [Instagram](#). Information for investors can be found on the [Investor Relations](#) page.