



Press Release

March 26, 2024

Philips Hue expands partnership with Samsung SmartThings and brings updates to the Philips Hue Sync TV app.

- Philips Hue and Samsung SmartThings expand their collaboration to optimize the interaction between the Philips Hue Sync TV app, Samsung TVs, and the SmartThings ecosystem.
- The Philips Hue Sync TV app will be made available as a monthly subscription plan in addition to the one-time purchase option.
- The Philips Hue Sync TV app will be released in Brazil, Hong Kong, Poland, the Czech Republic, and Slovakia.
- Music mode will be available in the Philips Hue Sync TV app for compatible 2024 Samsung TVs, syncing any audio content played on the TV with your lights.

Eindhoven, the Netherlands – [Signify](#) (Euronext: LIGHT), the world leader in lighting, and SmartThings, Samsung’s global connected living platform, will expand their partnership to make it even easier for users to enjoy thrilling TV entertainment with surround lighting.

For over a year, viewers have been able to connect their compatible Samsung TV with their Philips Hue lights to create an immersive lighting experience for their home cinema.¹ In spring 2024, the Philips Hue Sync TV app will be released in new countries, get a monthly subscription option, and be integrated with the SmartThings mobile app for even easier control. Together, Philips Hue and SmartThings will bring the potential of the Philips Hue Sync TV app for Samsung TVs to even more people around the world.

Monthly subscriptions and additional countries

Philips Hue is introducing a subscription model based on a monthly fee of 2.99 EUR/USD or equivalent currency. Users will be able to choose between a one-time payment to unlock the app on a single Samsung TV or choose a monthly subscription that supports up to three Samsung TVs in the same household. Additionally, the Sync TV app will be available in Brazil, Hong Kong, Poland, the Czech Republic, and Slovakia.

Easier control and advanced automations via SmartThings

Thanks to the integration with the SmartThings ecosystem, Samsung users will be able to control the Sync TV app via their smartphone alongside their other SmartThings-compatible devices. The app allows users to adjust the settings with their smartphone without having to interrupt the TV content. With the SmartThings app, users can choose between different modes and start or stop syncing. Moreover, it allows users to create multi-device automations to create the perfect movie setting with the push of a button.

¹ The Philips Hue Sync TV app is available for Samsung Q60 series or higher QLED TVs manufactured from 2022 onward.



Music mode lights up the sounds of any playlist

Users of the Philips Hue Sync TV app on compatible 2024 Samsung TV models will soon find a new feature in the app: Music mode. Instead of following the content on the screen, your Philips Hue lights will react to the audio of what's playing on the TV. Music mode is compatible with any music played on the TV, transforming your living room into a private concert hall. It will be available on compatible Samsung TVs manufactured in 2022 and 2023 later this year.

"We are thrilled to expand our partnership with SmartThings to empower users with greater control over their entertainment experiences," said Jasper Vervoort, Business Leader, Philips Hue at Signify.

"The integration of Philips Hue Sync TV app into the SmartThings ecosystem allows users to create immersive multi-device entertainment routines, enhancing their smart home experiences like never before," said Mark Benson, Head of SmartThings US. "This partnership underscores our commitment to delivering seamless and innovative solutions that enrich the lives of our users, making their smart home experiences more immersive and enjoyable."

Availability and compatibility

The Philips Hue Sync TV app is available for Samsung Q60 series or higher QLED TVs manufactured from 2022 onward. The integration of the Philips Hue Sync TV app into the SmartThings app and the monthly subscriptions will be available starting in spring 2024. Users will be able to access these features after downloading or updating to the latest version of the Sync TV app. Music mode will be available for compatible 2024 Samsung TVs from launch. It will be available for compatible 2022 and 2023 Samsung TVs later this year.

¹ The Philips Hue Sync TV app is available for Samsung Q60 series or higher QLED TVs manufactured from 2022 onward.

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About Signify

[Signify](#) (Euronext: LIGHT) is the world leader in lighting for professionals, consumers and the Internet of Things. Our [Philips](#) products, [Interact](#) systems and data-enabled services deliver business value and transform life in homes, buildings and public spaces. In 2023, we had sales of EUR 6.7 billion, approximately 32,000 employees and a presence in over 70 countries. We unlock the extraordinary potential of light for brighter lives and a better world. We have been in the [Dow Jones Sustainability World Index](#) since our IPO for seven consecutive years and have achieved the [EcoVadis](#) Platinum rating for four consecutive years, placing Signify in the [top one percent](#) of companies assessed. News from Signify can be found in the [Newsroom](#), on [X](#), [LinkedIn](#) and [Instagram](#). Information for investors is located on the [Investor Relations](#) page.



About SmartThings

SmartThings, Samsung's global connected living platform, builds smart homes that are convenient, safe, sustainable and fun. Millions of people, in nearly 200 countries, use SmartThings to easily control their connected homes and IoT devices. SmartThings delivers simple, powerful experiences across Samsung's leading portfolio of phones, TV, and appliances. We offer the most versatile smart home experience as an open platform with a rich partner ecosystem. As a founding member of Matter, we are a leader in the industry to help make smart homes more secure, reliable and seamless to use. Do the SmartThings at www.partners.smarthings.com.