



## Press Release

June 18, 2024

### **New Philips Hue launches support your sleep routine, personalised home décor, and more!**

- Support your circadian rhythm with Philips Hue Twilight sleep and wake up light, featuring the new Sunset Go to sleep automation.
- Elevate the ambiance in any room of your home with the Philips Hue Solo lightstrip.
- Create a unique lighting experience with four new shapes of Philips Hue Lightguide bulbs.
- Upgrade any room with new ceiling lights, including Philips Hue Datura, which features two individually controllable light sources in white and colour ambiance within a frameless design.

**Guildford, United Kingdom** – [Signify](#) (Euronext: LIGHT), the world leader in lighting, announces the launch of brand-new Philips Hue lights and app features that provide additional ways to expand and personalise the lighting in your home. Philips Hue Twilight, the brand's newest innovation, was designed to support your circadian rhythm. After the launch of the Lightguide Ellipse bulb, the Philips Hue Lightguide selection is completed with four more shapes — small globe, large globe, Edison, and triangle. Also launching is the Philips Hue Solo lightstrip, which enables you to add light anywhere in your home, and Philips Hue Datura, a dual light source ceiling panel.

### **Wake up feeling more recharged**

**Philips Hue Twilight** sleep and wake up light, available in both white and black, was designed to support your circadian rhythm: it helps you maintain a regular sleep routine, fall asleep peacefully, and wake up feeling more recharged. With two individually controllable light sources — an illumination head and a back light featuring one-of-a-kind ColourCast technology — Philips Hue Twilight mimics the wide palette of colours in both morning and evening sky light.

The compact design fits easily onto a bedside table and features two customisable buttons to control the light, in addition to the Philips Hue app. By default, one button cycles through six new light scenes, like 'Arise' or 'Sleepy'. The other triggers the new Sunset Go to sleep automation, simulating a sunset with a rich blend of red tones.

Additionally, set a wake-up automation, which gradually brightens so you gently awaken to the colours of the morning sun. Ultra-low dimming enables smooth transitions for an effective wake-up and the perfect nightlight. Philips Hue Twilight dims to an industry leading 0.5% brightness<sup>1</sup>.

### **An eye-catcher that complements your modern home décor**

Following the launch of the popular Ellipse shape, the four new **Philips Hue Lightguide** bulbs allow you to create a unique lighting experience. Users can now choose from five premium shapes of handblown glass bulbs: small globe, large globe, triangle, Edison, and Ellipse. Their striking and contemporary design offers eye-catching modern style along with all the smart functionalities of



Philips Hue. These bulbs offer millions of shades of white and colour light, so that you can personalise and design colourful light scenes, and are controllable with the Philips Hue app.

### **Flexibly add light in hard-to-reach spaces**

Shape and bend lighting to your needs with the **Philips Hue Solo lightstrip**. Easy to use and accessible for any user, it offers the flexibility to add light in even hard-to-reach places. With cuttable 3m, 5m and 10m versions, it subtly fits into any area, such as in closets, on ceilings or walls, and along stairs and floors, to upgrade any space. Illuminated by 1700 lumens of stunning light output, the lightstrip brightens your home with pure colour and pure white light (thanks to RGBWW LEDs). Philips Hue users can conveniently expand their smart lighting range by integrating the lightstrip with the full Philips Hue system — enabling different light experiences to fit any mood.

### **Ceiling lights to illuminate any space**

**Philips Hue Datura** ceiling light with a round shape and slim frameless profile enhances the sense of space anywhere around your home, especially in rooms with low ceiling height. The ceiling panel comes with two individually controllable light sources in white and colour light that create both room illumination, with a powerful functional light, and a soft ceiling glow with a single touch and customisable colour effects.

“As a leader in the field, Philips Hue provides the most comprehensive ecosystem of lights, with fully integrated home monitoring. Light plays an important role in people’s lives; from the moment they wake up until they go to sleep at night. With our new products and app features, we enable people to continuously personalise light in any space at any moment of the day — upgrading even the hard-to-reach spaces in their homes.” – **Jasper Vervoort**, Business Leader Philips Hue at Signify

### **Other new launches from Philips Hue**

GU10, and spot luminaires that use the GU10, have been upgraded and now shine brighter, allowing you to illuminate your rooms even more. They offer 400 lumens at 4000k compared to the previous generation’s 350 lumens. Additionally, new GU10 bulbs help you take a step toward a more energy efficient smart home, with a longer lifespan of 25,000 hours (compared to 15,000 hours) and 50% lower standby power consumption.

Besides continuous innovations on lights, Philips Hue also has new app updates and improvements for its integrated security system. Philips Hue Secure users can set light and sound alarms to go off automatically when the system is armed, as well as schedule their security systems to arm and disarm automatically on a schedule. Additionally, users can select from three different battery optimisation modes. New features will become available Summer 2024.

To find out more about the latest Philips Hue products and app features, visit [www.philips-hue.com/newlaunches](https://www.philips-hue.com/newlaunches).



### Availability from June 18

- Philips Hue Twilight in black or white (black via [www.philips-hue.com](http://www.philips-hue.com) only)
  - £249.99 / EUR 279.99
- Philips Hue Lightguide Triangle
  - £89.99 / EUR 99.99
- Philips Hue Lightguide Large Globe
  - £89.99 / EUR 99.99
- Philips Hue Lightguide Small Globe
  - £69.99 / EUR 79.99
- Philips Hue Lightguide Edison
  - £69.99 / EUR 79.99
- Philips Hue Solo lightstrip
  - 3m £59.99 / EUR 69.99; 5m £79.99 / EUR 89.99 ; 10m £139.99 / EUR 159.99
- Philips Hue Datura round
  - ø384mm, White and Colour Ambiance £259.99 / EUR 299.99
  - ø574mm, White and Colour Ambiance £349.99 / EUR 399.99
- Philips Hue GU10 White
  - Separate bulbs and packs ranging from £19.99-£34.99 / EUR 21.00-39.99
- Philips Hue GU10 White Ambiance
  - Separate bulbs and packs ranging from £29.99-£59.99 / EUR 34.99-69.99
- Philips Hue GU10 White and Colour Ambiance
  - Separate bulbs and packs ranging from £59.99-139.99 / EUR 64.99-159.99

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### Footnotes

<sup>1</sup> In a recent report by Stiftung Warentest, the organisation presents findings from its evaluation of various smart LED lamps available in the European market, focusing on several performance metrics including the minimum dimming level. The findings revealed that Philips Hue products had the best dimming performance in the test.



### **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 own 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.