



## Press Release

September 5, 2024

### **Philips Hue launches new light syncing for HDMI 2.1, lights and security integrations**

- Combine the highest-quality video and light syncing for an immersive gaming, movie and music experience with the next-generation Philips Hue Play HDMI sync box 8K.
- Upgrade the lighting in your home with the Philips Hue Datura square ceiling light, which features two individually controllable light sources and a frameless design, or get lighting for any room with the Philips Hue Tento square ceiling panel.
- Integrate Philips Hue Secure with Alexa and Google Home, and enjoy helpful new automations in the Philips Hue app.

**Eindhoven, the Netherlands** – [Signify](#) (Euronext: LIGHT), the world leader in lighting, announces the launch of the next-generation Philips Hue Play HDMI sync box 8K for immersive gaming, movie, and music experiences, as well as new lights and app features that provide additional ways to personalize the lighting in your home. The new Philips Hue Play HDMI sync box syncs lights to the latest HDMI 2.1 video standard used by gaming devices, such as PlayStation and Xbox, with resolutions up to 8K and refresh rates up to 120 Hz. The Philips Hue Tento and Datura ceiling light ranges are now expanded with square and rectangle designs. Also launching are new Philips Hue Secure features and automations, such as Alexa and Google Home compatibility, as well as advanced Philips Hue lighting features in the app for even more personalization.

#### **High-quality, game-changing light sync**

**Philips Hue Play HDMI sync box 8K** is built to take gaming, viewing, and listening to new levels. This next-generation sync box lets you take advantage of the latest gaming console features that are only just starting to be seen in the market. It supports the HDMI 2.1 video standard used by gaming devices, such as the latest consoles from PlayStation and Xbox, as well as the latest TVs and other streaming devices. This allows you to sync and stream the highest quality content at ultra-fast refresh rates and resolutions including 8K at 60 Hz for video content and 4K at 120 Hz for console gaming.

The HDMI sync box 8K will awaken your senses with a truly immersive media experience. It syncs up to 10 color-capable Philips Hue lights to match the action on the screen — from full-speed car chases to full-on ambushes — in any game or movie. All color-capable Philips Hue lights, including the specially designed Play lights, can match the colors on your screen accurately, creating an exciting and interactive experience throughout the whole room. Adjust brightness and intensity directly in the Hue app for even more personalization.



“People love to escape the pressures of everyday life by getting lost in their entertainment. We are proud to present the next generation Philips Hue Play HDMI sync box 8K that is compatible with the latest gaming console features that are only starting to come to market, making it a real game changer. We’re also introducing new lighting form factors and features, including new Philips Hue Secure features, enabling people to further personalize their homes.” - Jasper Vervoort, Business Leader Philips Hue at Signify

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

The **Philips Hue Datura ceiling light** is now also available in both square and rectangle shapes in addition to the round range that was launched earlier this year. These new shapes feature a frameless profile to enhance the sense of space anywhere in your home, especially rooms with low ceilings. This panel has two color-capable and individually controllable lights, meaning you get a powerful functional light for full-room illumination as well as a light that shines upward onto the ceiling for a decorative touch.

Following the launch of the round shape earlier this year, the **Philips Hue Tenta ceiling panel** is now available in two new square shapes to light up any area of your home. With its sleek design in black or white, it blends seamlessly into its surroundings and is easy to install in large closets, garages, and more. The 30 cm panel offers white, warm-to-cool white and color light, while the 40 cm panel offers warm-to-cool white and color light.

### **Personalize smart lighting in the Philips Hue app**

Philips Hue is extending the collection of Effects in the Hue app with four brand-new Effects: Cosmos, Underwater, Enchant, and Sunbeam. To get an even richer experience, you can now also personalize any Effects — both existing and new ones — by changing their intensity (i.e., brightness and speed) and base color for any occasion.

For users with larger setups, Philips Hue will be upgrading the Hue app to support the integration of multiple Bridges later this year. Users will be able to add multiple Bridges to a single home, view the status of all their rooms in a single view, and control them without needing to switch between Bridges.

Furthermore, Philips Hue accessories are getting even smarter. New features include the much requested Do not Disturb, which prevents motion sensors to change the active scene when motion is detected, as well as starting and stopping of mimic presence and timers via Hue switches.

### **App features to further secure your home**

In addition to continuous innovations in lights and features, Philips Hue is also launching several app updates and improvements for its integrated security system. New features will become available later this year in both Europe and North America.

- Philips Hue Secure cameras will work with Alexa and Google Home, letting you use voice control and display the live streams from your cameras on compatible devices, like Echo Show, Fire TV and the Google Nest Hub, as well as in the Alexa app and Google Home app.



- Philips Hue Secure users can now set helpful routines for arming and disarming the Secure system according to their daily schedule, ensuring that their system is always armed when they need it to be.
- The new Battery Saver option for Battery Cameras enables you to manage your camera battery life for extra hours of use.

### **What else is new from Philips Hue?**

The Philips Hue Ensis pendant light is now available in North America. The perfect pendant for your dining table, the Ensis has two lights that you can control individually. Whether you're working from home or having a cozy diner, you can create unique and personal lighting experiences with its downlight for functional activities and additional upper light for colorful ambiance.

Philips Hue is also introducing a new AR feature in the Hue app that will enable users to experience Philips Hue lights through AR before purchase. Users can see lights in their actual spaces and experience the product at scale with realistic light effects in their own environment to see how it would look in real life. The AR feature is supported by iOS Pro devices and will become available Fall 2024 in both Europe and North America.

Furthermore, Philips Hue is proud to announce its partnership with nobilia in Europe starting early 2025, which allows for a smooth integration of Philips Hue lights in new nobilia kitchens. The partnership includes new tailor-made Philips Hue color-capable recessed spots for cabinets as well as a linear gradient bar. Connect the lights to the Bridge and enjoy all features the Philips Hue ecosystem has to offer.

Finally, Philips Hue is publishing the results of a study based on data collected from over 1 million Philips Hue light bulbs in Europe, which demonstrates the energy-saving impact of connected lighting in real-world usage. The study shows a mean total energy impact of 28-37% savings versus an equivalent non-connected bulb. Read the full whitepaper [here](#).

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

### **Availability**

- Philips Hue Play HDMI sync box 8K (available September 5, 2024, in EU and NAM)
  - EU: EUR 349.99
  - NAM: USD 349.99
- Philips Hue Datura square (available Fall 2024 in EU only)
  - 60x60cm, White and color ambiance EUR 399.99
  - 120x30cm, White and color ambiance EUR 399.99
- Philips Hue Tenta square in black or white (available Fall 2024 in EU only)
  - 30x30cm, White EUR 69.99
  - 30x30cm, White ambiance EUR 89.99



- 30x30cm, White and color ambiance EUR 109.99
- 40x40cm, White ambiance EUR 119.99
- 40x40cm, White and color ambiance EUR 149.99
- Philips Hue Ensis in black or white (available September 5, 2024, in NAM)
  - NAM: USD 479.99

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**For further information, please contact:**

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**About Philips Hue**

Philips Hue is the world leader in smart lighting. With its comprehensive range of products, Philips Hue brings smart lighting and security to everyday homes. Set the mood with beautiful colors and scenes, or even sync your lights to your TV, music, and games for a surround lighting experience. With Philips Hue Secure, you can help safeguard your home with cameras, sensors, and real-time notifications. Philips Hue gives you the opportunity to get the best light for any moment. For more information, please visit [www.philips-hue.com](http://www.philips-hue.com). Stay up to date by following us on social media: [Facebook](#), [Instagram](#), [X](#), [YouTube](#), [Pinterest](#).

**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.