



Press Release

September 3, 2020

Movie night essentials: popcorn, ice cream and the new Philips Hue Play gradient lightstrip

- Experience the thrill of the movie theater in your own living room by mimicking the content of your screen with the Philips Hue Play gradient lightstrip with whatever content you watch, play, or listen to.
- Create a truly immersive surround lighting experience with the ability to produce an almost unlimited number of colors at the same time.
- The Philips Hue Play gradient lightstrip is designed specifically for TVs on which it can be easily mounted and is available in three sizes.

Eindhoven, the Netherlands – [Signify](#) (Euronext: LIGHT), the world leader in lighting, steps up its entertainment game by introducing new entertainment product: the [Philips Hue Play gradient lightstrip](#). Signify's first individually addressable LED strip can easily be attached to the backside of a TV of 55 inch and larger to let it mimic the content on the screen, blending the colors together seamlessly and providing a media experience like no other.

"We are constantly looking for new ways to take smart lighting entertainment to the next level with Philips Hue. Our new Philips Hue Play gradient lightstrip generates multiple colors at once and blends them together seamlessly, creating a magical viewing effect around your TV. We're proud to offer our consumers such a truly immersive experience in their own home," said Jasper Vervoort, Business Leader Philips Hue at Signify.

The surround lighting superstar

Every detail of the new Philips Hue Play gradient lightstrip has been designed to provide an optimal effect, offering a 45-degree light projection and a perfectly blended gradient of light. This is made possible with a series of individually addressable LEDs — all of which can produce white and more than 16 million colors of light. Mirroring whatever content you watch, play, or listen to and using the colors from the entirety of the screen, colors flow naturally into one another along the led strip, blending them together seamlessly and casting them against the wall for a unique effect behind your TV. The lightstrip is easily and optimally placed to the back of your hanging or free-standing TV with specifically designed mounts, guaranteeing the best light experience.

Personalize your experience

The Philips Hue Play gradient lightstrip works seamlessly with any Hue color-capable light, which offers a maximum amount of flexibility to create a personalized entertainment area. Users can easily customize the way their lights react to the content on their TV screen with the Hue Sync mobile app. They can control the speed and intensity of the light effects, adjust the brightness of the room, and



more. To use the Philips Hue Play gradient lightstrip, users need either the Philips Hue Sync desktop app or the Philips Hue Play HDMI sync box paired with the Hue Sync mobile app. Hue Bridge required (sold separately).

The launch of the Philips Hue Play gradient lightstrip is part of Philips Hue's initiative to expand its entertainment portfolio after [launching](#) the Philips Hue Play HDMI sync box during IFA 2019. In combination with the sync box and additional Philips Hue lights, the Philips Hue Play gradient lightstrip brings the surround lighting effect to a next level.

Availability

The Philips Hue Play gradient lightstrip will be available from October 6, 2020, in North America, Europe, Australia, and New Zealand. Preorder starts now in selected markets. Visit philips-hue.com to find out more.

The Philips Hue Play gradient lightstrip comes in three different sizes:

- 55-inch (fits TV sizes 55 to 60 inches) – 179.99 EUR / 199.99 USD
- 65-inch (fits TV sizes 65 to 70 inches) – 199.99 EUR / 219.99 USD
- 75-inch (fits TV sizes 75 to 85 inches) – 229.99 EUR / 239.99 USD

The Philips Hue Play gradient lightstrip comes with its own power supply and TV-mounting accessories, which allow for easy installation.

For more information, product details and specifications, please visit philips-hue.com.

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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 light scenes, set up convenient timers and routines 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. With 2019 sales of EUR 6.2 billion, we have approximately 36,000 employees and are present in over 70 countries. We unlock the extraordinary potential of light for brighter lives and a better world. We have been named [Industry Leader](#) in the Dow Jones Sustainability Index for three years in a row. News from Signify is located at the [Newsroom](#), [Twitter](#), [LinkedIn](#) and [Instagram](#). Information for investors can be found on the [Investor Relations](#) page.