



Press Release

June 16, 2020

Philips Hue introduces new bulbs, fixtures, and updated lights

Eindhoven, the Netherlands – [Signify](#) (Euronext: LIGHT), the world leader in lighting, announced several new and updated Philips Hue products, changing your cooking and dining experience, enabling you to highlight specific objects and making smart lighting even more accessible. The new and updated products include a brighter standard bulb, a new family of indoor ceiling fixtures, an updated Philips Hue lightstrip, an updated Philips Hue Bloom, and additions to the Bluetooth-capable Philips Hue White ambiance indoor range of fixtures.

The new powerful **Philips Hue White A21 bulb** allows users to light up an entire room thanks to the bulb's high light output of 1600 lumen (equivalent to a traditional 100W bulb). It is the perfect bulb to properly illuminate the kitchen while cooking, but it also offers wireless dimming to create the perfect ambiance while having dinner. The new A21 bulb is also great for illuminating a functional area such as a garage, where consumers can use it to welcome them home.

The new **Philips Hue Centris** is a unique and innovative family of White and Color Ambiance LED spot-ceiling lights that have been designed to create a powerful light. The diffused ceiling light illuminates the whole room, while adjustable and focused accent lights highlight objects. Each light can be set and controlled individually, and the spots — with 350-degree rotation — can be easily positioned.

The **Philips Hue Lightstrip Plus** has always been customizable, allowing you to extend or cut it to the perfect size — but now, with this updated Hue lightstrip, you can reuse cut-off pieces or attach one lightstrip to another with the included connector. Additionally, the new Hue lightstrip now features Bluetooth capability which makes it easy to install and enjoy, even for consumers that are new to the Philips Hue system and do not (yet) own a bridge.

The iconic **Philips Hue Bloom** table lamp has also gotten an upgrade with richer colors and a remarkable improvement for the white light which is boosted up to 500lm and delivers a consistent experience with the rest of the Hue range (color temperature can be tuned from warm white [2000K] to cool daylight [6500k]). The updated product is Bluetooth enabled, making it a true plug-and-play product and thus a perfect starting point for consumers who want to try the Philips Hue smart lighting system. The compact and modern design makes the Hue Bloom a great addition to any room, enabling consumers to play with (indirect) light, paint their walls with millions of colors and create a perfect ambiance for any moment. The new Bloom can also be deep dimmed (minimum level below 1%), so it can be used as a perfect nightlight.

To make smart lighting even more accessible and offer a simple way to set the mood with light, Signify is also introducing updated Bluetooth-enabled **Philips Hue White Ambiance indoor light fixtures**. The range includes spots, ceiling and wall lights, pendants, table lamps, and panel lights.



Availability

- Philips Hue A21 bulb (from mid-June)
 - **EU:** EUR 24,95
 - **US:** USD 19.99
- Philips Hue Centris spot-ceiling lights (both white and black)
 - **EU:** Introduction of four sizes, EUR 279.95 – EUR 449.95
- Philips Hue Bloom (from mid-June EU, mid-July US)
 - **EU:** EUR 79.95 (both white and black version)
 - **US:** USD 69.99 (white version only)
- Philips Hue Lightstrip Plus (from mid-June in EU and selected stores in US)
 - EUR/USD 79.99 for 2m and EUR/USD 24.99 for 1m

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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 38,000 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.