



Press Release

September 3, 2021

A home filled with smart light: Signify unveils new easy-to-use WiZ smart lighting products

- Create cozy reading corners with the new WiZ Hero table lamp
- Paint your walls with light with the portable WiZ Squire lamp
- Transform every room with WiZ's connected ceiling lights
- Make any socket smart with the WiZ Smart Plug with energy monitoring function

Eindhoven, The Netherlands – [Signify](#) (Euronext: LIGHT), the world leader in lighting, announces a new range of WiZ smart lighting products for daily convenience. With WiZ's ecosystem and newest product range — consisting of smart table lamps, ceiling lamps, and accessories — it's easier than ever to make your home all connected with smart lighting. The new products are available from September 1, 2021 onwards.

Create the most suitable ambience or paint your walls with light

Want to transform stark corners into cozy reading nooks? The new **WiZ Hero** is a compact, versatile table lamp that can create the perfect ambience for you to read, work or relax, with one simple tap. It comes with pre-programmed wake-up and bedtime modes, to help you wake up gently and get energized in the morning and fall asleep smoothly at night. The unique tap control of the WiZ Hero is easy enough for kids to use it as a bedside table lamp.

Introducing another new light for your side table or bookshelves: the **WiZ Squire** table lamp. With its unique dual light zone design, you can transform any blank wall with a fun splash of colored light, while emitting a soft glow onto the surface to create a soothing, harmonious atmosphere.

Smart ceiling lights to suit every room

For chic and subtle smart light, choose **WiZ Tunable White Ceiling lights**. The minimalist, super slim design means they work well in living rooms and bedrooms and complement all interior styles. With the Circadian Rhythm mode, you can now mimic the natural transition of sunlight in your home throughout the day.

The **WiZ Adria Daylight Dimmable and Warm Dimmable Ceiling lights** bring smart light features to more functional areas of the home, like the kitchen, bathroom or hallway. Connect the ceiling lights to the WiZ app in order to dim the lights with the app or voice control. No more being dazzled by bright light when you visit the bathroom or kitchen at night, but use your voice to set a warm, dimmed light.

The **WiZ Full color or Tunable White Build on Spots** can highlight standout features in your home with directional lighting. Its versatile, tunable LED spots with adjustable head bring out the true and vivid colors of your rooms, favorite ornaments and other home decors. Alternatively, position the beam towards your home office desk for focused, cool light to help improve concentration and productivity.



Specifically well suited for hanging above dining tables or visible light bulbs that can use some extra elegance, WiZ introduces the **new frosted glass bulb**. This eye-catching feature bulb casts evenly distributed warm to cool tunable white light that falls easier on the eye thanks to its soft, frosted surface.

Make non-smart lights and appliances smart

With WiZ's Smart Plug, non-smart lights and appliances can be made smart and be wirelessly controlled with the WiZ app or a voice assistant – such as portable fans or floor lights. Users can set timers and routines and control the light or appliance when they're away from home. The **new Smart Plug** has an embedded power meter that monitors power consumption for energy optimization.

“We continue to expand the WiZ ecosystem with smart innovations like the Smart Plug and new connected table lamps and ceiling lights that suit every mood and style. By offering the most intuitive and easy-to-setup ecosystem, with a feature rich app connecting our smart products, we are helping consumers to create a welcoming environment with smart lights for every lifestyle,” said Maikel Klomp, Business Leader of WiZ Connected.

WiZ's reliable ecosystem comes with a user-friendly app and plug-and-play devices that work via existing Wi-Fi networks and Bluetooth. This easy-to-use technology improves daily life and complements users' homes — while making all-connected smart lighting more accessible.

Availability

- WiZ Full Color Hero Gen2 table lamp (From September 1 in Europe and North America)
EU: EUR 49.99
US: USD 49.99
- WiZ Full Color Dual Zone Squire (From September 1 in Europe and North America)
EU: EUR 54.99
US: USD 59.99
- WiZ Tunable White Ceiling lights (From September 1 in Europe)
EU: EUR 53.99 (14W) / EUR 63.99 (16W)
- WiZ Adria Warm or Daylight Dimmable Ceiling Lights (From September 1 in Europe)
EU: EUR 26.99
- WiZ Full Color Build on Spots (From September 1 in Europe)
EU: EUR 39.99 (1 head) / EUR 69.99 (2-heads) / EUR 99.99 (3-heads)
- WiZ Tunable White Build on Spots (From September 1 in Europe)
EU: EUR 32.99 (1 head) / EUR 59.99 (2 heads) / EUR 89.99 (3 heads)
- WiZ Frosted Glass Bulb (From September 1 in Europe)
EU: EUR 13.99
- WiZ Smart Plug Type-E with power meter (From October 1 in Europe and North America)
EU: EUR 19.99



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About WiZ Connected

WiZ Connected is an Internet of Things software solution provider focused on delivering easy-to-use, Wi-Fi-based smart lighting. Owned by Signify, the world leader in lighting, WiZ serves both consumer and professional markets in more than 60 countries. Learn more about WiZ Connected and how their innovative, connected lighting solutions make daily life easier at <https://wizconnected.com>.

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 2020 sales of EUR 6.5 billion, we have approximately 39,000 employees and are present in over 70 countries. We unlock the extraordinary potential of light for brighter lives and a better world. We [achieved](#) carbon neutrality in 2020, have [been](#) in the Dow Jones Sustainability World Index since our IPO for four 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.