



## Press Release

November 10, 2022

### **New Philips Hue Festavia string lights offer a personalized lighting experience during the holiday season**

- Create the perfect ambiance inside your home for the holidays and special occasions
- Enjoy the new Sparkle effect and new Scattered style

**Eindhoven, the Netherlands** – [Signify](#) (Euronext: LIGHT), the world leader in lighting, launches a new product that is much anticipated by users from all over the world: Philips Hue Festavia string lights. With the holiday season just around the corner, the Festavia string lights will light up users' homes and create a cozy ambiance inside for the holidays and special occasions.

The **Philips Hue Festavia string lights** feature 250 mini smart LEDs along a 20-meter cord, offering plenty of flexibility to decorate your Christmas tree, staircase, or any area in your home. No more crawling under the Christmas tree to turn the lights on or off – with the Festavia string lights, you can dim and brighten the lights, change color, turn lights on and off, set timers and schedules and more, all within the Hue app. What's more, users can choose several color points to create a gradient light effect along the string, bringing the colors to life. As with all Hue products, the Festavia string lights work in harmony with other Philips Hue lights in the space. They can also be synced with music using the Spotify and Samsung SmartThings integration, allowing the lights to flash, dim, and brighten along with your favorite song or playlist.

#### **New features: the Sparkle effect and the Scattered style**

Along with the Festavia string lights, new features are available in the Hue app. The new Sparkle effect makes each light on the string twinkle, creating an extra festive look. For a cozier setting users can of course choose the existing Candle or Fireplace effect. Adding to this, with Festavia comes a new style for users to select: Scattered. While the existing Linear style produces a seamless gradient of color from one end of the string to the other, the Scattered style spreads up to five colors randomly along the string for a colorful, festive experience.

“As the world leader in smart lighting, we are constantly innovating to expand the ways users can experience lighting in their homes. We are very proud to present our new smart string lights, an innovation that a lot of users from all over the world have been waiting for. With Philips Hue Festavia string lights, anyone can create a personal lighting experience during the festive season. Homes will light up like never before,” said Jasper Vervoort, Business Leader Philips Hue at Signify.

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 Festavia string lights are available November 15, 2022, in **Europe** (the Netherlands, Belgium, Germany, Austria, Switzerland, Norway, Denmark, Finland, Sweden, United Kingdom, France, Spain, Italy, Poland) and **USA**, exclusively via philips-hue.com  
**Europe:** EUR 159.99  
**USA:** USD 159.99

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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 Scenes, set up convenient timers and automations 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](http://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. In 2021, we had sales of EUR 6.9 billion, approximately 37,000 employees and presence 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 five 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.