



## Press Release

November 14, 2022

### **Personalized Philips Hue lighting helps to save energy**

- Save energy with Philips Hue bulbs by using scenes, dimming, or setting them to colors.
- Enjoy the ambiance of Philips Hue even more while reducing your energy consumption.

**Eindhoven, the Netherlands** – [Signify](#) (Euronext: LIGHT), the world leader in lighting, is committed to doubling its positive impact on the environment and society by 2025, and as part of this commitment, Philips Hue recommends three ways for users to save energy easily when using their Philips Hue bulbs — by using scenes, dimming, or setting them to color.<sup>1</sup>

As lighting accounts for approximately 9% of an average home’s electricity use — coming fourth after heating/cooling your home, water heating, and domestic appliances — saving energy on lighting can make a difference.<sup>2</sup> Transitioning from conventional lighting to connected LED lighting already saves up to 85% of energy.<sup>3</sup> In addition, energy-efficiency can be considered when enjoying personalized light experiences with Philips Hue. Its automations and sensors help to light up areas of the home only when needed for convenience, while users can benefit from different settings with energy efficiency in mind.

### **Using Philips Hue scenes**

Philips Hue scenes are perfect for creating different looks in a Room or Zone — and they’re also energy efficient. To illustrate this, the top five most popular scenes (Savanna sunset, Tropical twilight, Arctic aurora, Spring blossom, and Soho) can reduce the total energy consumption of a bulb by over 70%.<sup>1</sup> For example, by using Tropical twilight, you can reduce the amount of energy a bulb consumes by 82%.<sup>1</sup> The ultimate energy-saving scenes are Galaxy, Blood moon, and Beginnings, each reducing energy consumption by 88%.<sup>1</sup> Meanwhile, Tokyo and Motown come in second, each reducing up to 87% of energy consumption.<sup>1</sup> Philips Hue users can benefit from these scenes by creating a unique ambiance for dinner with friends or relaxing on the couch — and save energy at the same time.

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<sup>1</sup> **USA:** Difference achieved in wattage consumption on new A19 White and color ambiance E26 1100 bulbs compared to 4000 K at 100% brightness. Actual savings will vary depending on product specifications and dimming level.

**EU:** Difference achieved in wattage consumption on new A60 White and color ambiance E27 1100 bulbs compared to 4000 K at 100% brightness. Actual savings will vary depending on product specifications and dimming level.

<sup>2</sup> Source: <https://www.directenergy.com/learning-center/what-uses-most-electricity-in-my-home>

<sup>3</sup> Source: A typical 800 lm light bulb based on incandescent technology uses 60 W of power, while an 800 lm LED light such as Philips Hue White uses only 9 W, which is an 85% energy saving.



### **Dimming Philips Hue bulbs**

Dimming your Philips Hue bulbs is a great way to create a cozy ambiance while helping to significantly save energy. When dimming a bulb to 70% of its maximum brightness, it uses 51% less energy.<sup>1</sup> When dimming a Philips Hue bulb even further, such as to 50% of its maximum brightness, it saves as much as 75% on energy consumption.<sup>1</sup> By choosing to dim your Philips Hue bulbs, you can still enjoy functional and mood lighting, while reducing your energy consumption.

### **Selecting color light instead of white**

By choosing from 16 million colors, Philips Hue users can personalize their light experience at home. And as white light consumes more energy than color light, it's easy to save energy around the home by setting Philips Hue bulbs to color rather than white. The most energy-efficient color is blue – when setting a color-capable bulb to blue light, it consumes up to 79% less energy compared to white light.<sup>1</sup> What about other colors? Blue light is followed closely by red (consuming 72% less energy compared to white), followed by green and magenta (consuming 68% and 61% less energy, respectively).<sup>1</sup> By setting the bulb to cyan or yellow, you reduce its energy consumption by 59% and 54%, respectively.<sup>1</sup>

“As a world leading brand in smart lighting, we take our corporate and social responsibility very seriously, continuously looking for ways to minimize our impact on the environment. As part of this, we believe it's important to create awareness and support how our Philips Hue users can find additional ways to reduce their energy consumption. These recommendations can make a difference, even more so in the current energy crisis, and we keep on developing features to support our users even further in their energy reduction,” said Jasper Vervoort, Business Leader Philips Hue at Signify.

Signify has been 100% carbon neutral in global operations since 2020 and is continuously developing long-lasting, future-proof products.<sup>4</sup> Signify enables users to consume less energy in their homes by providing energy-efficient and connected lighting solutions.<sup>5</sup> In addition, Signify is committed to more sustainable packaging, removing plastics from all our consumer packaging in 2022, and sending zero waste to landfill.<sup>6</sup>

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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 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

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<sup>4</sup> Source: <https://www.signify.com/global/sustainability/carbonneutral>

<sup>5</sup> Source: <https://www.signify.com/global/sustainability/sustainable-lighting>

<sup>6</sup> Source: <https://www.signify.com/global/sustainability/brighter-lives-better-world-2025>



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.