



Press Release

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Immerse yourself in surround lighting with the new Philips Hue Sync TV app for Samsung TVs

- Experience immersive and seamless light syncing in your home when watching TV or playing games
- Enjoy compatibility with all TV content and video formats, including native apps
- Other new introductions include the Philips Hue Resonate downward wall light

Eindhoven, the Netherlands – [Signify](#) (Euronext: LIGHT), the world leader in lighting, today announces the Philips Hue Sync TV app for Samsung TVs. The new paid app allows movie lovers and gamers to enjoy a seamless light syncing experience with anything they watch or play on TV, including native apps such as Netflix and Disney+. With this collaboration, Samsung and Philips Hue are bringing new, innovative, and immersive ways to enjoy TV, movies and games.

The new **Philips Hue Sync TV app** synchronizes Philips Hue smart lights with everything that's shown on your Samsung TV. Users can enjoy a seamless and immersive light syncing experience when gaming or watching a movie, even via native apps such as Netflix and Disney+. The app supports all image formats such as 8K, 4K and HDR 10+.

"This is an incredible milestone in Philips Hue's home entertainment journey and our ever-evolving partnership with Samsung. We are proud to offer more immersive and personalized experiences with our new Philips Hue Sync TV app and look forward to bringing this new way to enable surround lighting to living rooms across the world," says Jasper Vervoort, Business Leader Philips Hue at Signify.

Philips Hue is all about personalization, and the new Philips Hue Sync TV app offers various customization features: users can set the intensity of the syncing experience, adjust the brightness of the lights, select video or game mode, enable auto-start, and more. Philips Hue users can create the best home theater experience by creating an Entertainment area in the Philips Hue app on their mobile device — they can select the lights they want to sync, and then drag and drop them to the right place and height in relation to their TV.

"We're excited to bring the Philips Hue Sync TV app to Samsung TVs together with Philips Hue," says James Pi, Head of Experience Planning Group, Visual Display Business at Samsung Electronics. *"This innovative app offers our users a new way of experiencing TV content by immersing themselves in their favorite movie or game. It brings entertainment via our TVs to a whole new level."*



The Philips Hue Sync TV app is available for download on 2022 and newer Samsung QLED TVs in the Q60 or higher range. The app can be purchased and downloaded on individual TVs from the Samsung TV app store.

New outdoor lights, bulbs, and more

Aside from home entertainment innovations, there are more new Philips Hue products to announce. With a sleek black design, the **Philips Hue Resonate downward wall light** offers warm-to-cool white and color light that shines downwards in any outdoor space. The wall light can bring color to porches or patios or create a warm welcome for guests when placed near the front door. Its light can be narrowed with the included clip to personalize the appearance of its triangle of light, perfect for narrower walls or pillars.

Outdoor Philips Hue lighting possibilities are further expanded in North America with **Philips Hue PAR38** floodlight bulbs in White and color ambiance. As an addition to existing PAR38 bulbs that offer white light, the new floodlight bulbs bring shades of white and color light to any backyard or walkway.

The Philips Hue Tap dial switch is now available with a new round mini mount as an alternative to the square wall mount. Smaller than the standard mount, the mini mount also gives you the flexibility to mount the wireless remote control anywhere you like: to the wall like a regular light switch, to cabinets, or placed on magnetic surfaces such as the refrigerator.

Last year, a new product was announced that will launch soon. Whether you're reading in bed or having dinner on the patio, the **Philips Hue Go portable table lamp** will be available to create the right mood indoors and outdoors from February 21, 2023, in Europe — after already being launched in North America last year.

To find out more about the latest Philips Hue products and features, visit www.philips-hue.com/newlaunches.

Availability

- The Philips Hue Sync TV app is available from January 5, 2023, in the Samsung TV app store in Europe (Austria, Belgium, Denmark, Finland, France, Germany, Italy, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, UK), the United States, Australia, New Zealand, Singapore and South Korea.
Europe: EUR 129.99
USA: USD 129.99
- Philips Hue Resonate downward wall light (January 24, 2023, in Europe)
Europe: EUR 119.99
- Philips Hue PAR38 White and color ambiance bulbs (March 14, 2023, in NAM)
NAM: USD 79.99 single pack / USD 149.99 2-pack
- Philips Hue Tap dial switch with mini mount (March 14, 2023, in Europe and NAM)
Europe: EUR 49.99
NAM: USD 49.99



- Philips Hue Go portable table lamp (February 21, 2023, in Europe)
Europe: EUR 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. 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 a 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 six 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.