

Press release

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Ambiance reimaged: Philips Hue unlocks a new level of smart lighting

- Philips Hue Essential makes it easy for first-time users to explore the world of Hue
- Strip light range expands with seven exciting new models that cover nearly every application scenario
- Philips Hue Festavia permanent string lights for house facades and Philips Hue Festavia globe string lights create an extraordinary lighting atmosphere all year round

Eindhoven, Netherlands – The World of Hue is more flexible and accessible than ever before - thanks to the new Philips Hue Essentials and a completely revamped strip light range. Users now have the choice of seven new LED strips, several bright enough to light up an entire room on their own. In addition, the popular Festavia line expands with two new outdoor products: Festavia permanent string lights and Festavia globe string lights provide exceptional lighting all year round.

Trusted Philips Hue quality, more accessible than ever

The new **Philips Hue Essential** range makes the world of Philips Hue accessible like never before. The lineup includes A19 bulbs, GU10 spotlights, starter kits and two versatile strip lights that combine the trusted Philips Hue quality with a clearly focused range of features. Perfect for newcomers seeking to explore the possibilities of smart lighting. Essential products run on the same software and connectivity as the main Philips Hue line — ensuring reliability and compatibility across the ecosystem — but with simplified lighting performance, making it a more affordable way to start your Philips Hue journey.

Set-up and control are incredibly easy. The Philips Hue Essential range is plug-and-play, meaning users only need to fit the bulbs into existing sockets to get started. Using the Hue app or one of the leading voice assistants, they can switch between different white and color tones or automate their lights to create the perfect ambiance at home. If required, they can also dim the lights to two percent of their total brightness.

The entire Hue Essential range is compatible with all other products of the Philips Hue ecosystem. This makes it easy for newcomers to expand their setup from one room to the entire home.

The Philips Hue A19 bulb gets even smarter

The iconic **Philips Hue A19 bulb** is now smarter than ever, capable of replicating the entire spectrum of daylight. Its efficiency has improved by up to 40 percent compared to its predecessor, while dimming can go as low as 0.2 percent of total brightness for ultimate flexibility.

On top of this, the new generation of Hue bulbs — including the Essential range — now support native Matter over Thread, alongside their existing Zigbee and Bluetooth capabilities. This gives users more ways than ever to integrate Hue into their smart home setup with the platform of their choice.

Philips Hue strip lights: a new level of flexibility, quality and brightness

Philips Hue is giving its strip light range a complete revamp. Users can illuminate and decorate walls and corners of their home just the way they want by choosing from seven new LED strips. Whether they are looking for a decorative solution for the garden, a functional option for the kitchen or more playful elements for their personal gaming area, the new range of strip lights offers the right model for every need.

Until now, Philips Hue strip lights were mainly used for decorative purposes. With the new portfolio, that changes: the latest models are significantly brighter — some **more than 2x brighter** than previous generations — making them powerful enough to illuminate entire rooms. Leading the new lineup is the **Philips Hue OmniGlow strip light**, which uses advanced chip-scale-package (CSP) technology to deliver spotless, uniform light and smooth color gradients. With up to 4500 lumens of brightness, OmniGlow is just as effective for functional tasks like lighting staircases or kitchen counters as it is for creating vibrant, decorative atmospheres.

The range covers almost every application scenario and includes – in addition to the Philips Hue OmniGlow strip light – six additional models:

- Philips Hue Flux strip light: customizable decorative mood lighting for any indoor space.
- Philips Hue Flux ultra bright strip light: ultra-bright light with true whites and rich colors—ideal for both functional and decorative indoor lighting.
- Philips Hue Flux outdoor strip light: brighten outdoor walls with powerful washes of true whites and rich colors.
- Philips Hue neon outdoor strip light: blend colors and playful effects to transform any outdoor space into a dazzling display.
- Philips Hue Essential strip light: cover your home's indoor walls with vibrant, colorful light washes.
- Philips Hue Essential flex strip light: shape and bend flexible neon-style light into your own custom indoor designs.

The new strip lights are available in different sizes. Depending on the model, they are also cuttable, extendable and reusable, giving users unprecedented flexibility. All they need is a strip light and a socket to create a wide variety of eye-catching lighting setups. The new accessories play a key role in enhancing flexibility. With specially developed extensions, connectors and brackets, users can install their strip light wherever and however they want without compromising on light quality, allowing it to unfold its full potential in any setting.

Eye-catching atmosphere all year round: Two new additions for the Festavia series

The Philips Hue Festavia range is growing with two new additions: the **Festavia permanent string lights** and **Festavia globe string lights**, both designed to bring atmosphere to outdoor space all year long.

Perfect for lighting up facades and eaves, Festavia permanent string lights create a welcoming ambiance throughout the year – from festive holiday vibes to warm everyday glow. Available in two lengths and in black or white, they blend seamlessly into any exterior. Fully controllable via the Hue app, they offer a wide selection of dynamic scenes and effects to suit every occasion.

With their unique lightguide design, the Festavia globe string lights stand out from typical string lights. The filament-style bulbs create an eye-catching glow – ideal for outdoor parties or cozy evenings. Weather-resistant (IP65) and usable year-round, they also sync with Spotify for music-driven light shows, just like the new permanent string lights.

The foundation for even more flexibility in smart lighting

“With the new Philips Hue Essential series, our revamped range of strip lights and additions to our popular Festavia series, we are laying the foundation for even more flexibility in smart lighting,” says John Smith, Business Leader for Philips Hue at Signify. “This versatile and adaptable range of lighting for the home allows users to illuminate every corner of their home - inside and out - exactly as they want.”

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