



Press Release

September 3, 2020

Movie night essentials: popcorn, candy and the new Philips Hue Play gradient lightstrip

- *Experience the thrill of the movie theater in your own living room by mimicking the colors and action of the content you're watching or playing.*
- *Create a truly immersive surround lighting experience with the ability to produce an almost unlimited number of colors at the same time in your room.*
- *The Philips Hue Play gradient lightstrip is designed to be mounted on the back of your TV.*

Somerset, New Jersey – [Signify](#) (Euronext: LIGHT), the world leader in lighting, steps up its home entertainment game with the introduction of the [Philips Hue Play gradient lightstrip](#). Signify's first individually addressable LED strip easily attaches to the backside of TVs 55 inches or larger. When used with the Philips Hue bridge and either the Philips Hue Sync PC app or the Philips Hue Play HDMI sync box with the Hue Sync mobile app, the gradient lightstrip will mimic the colors and action of the content on the screen, delivering a home theater experience like no other.

"We are always looking for new ways to take smart lighting for home entertainment to the next level. Our new Philips Hue Play gradient lightstrip generates multiple colors at once and blends them together seamlessly, creating a magical viewing effect around your TV," said Jasper Vervoort, Business Leader, Philips Hue, Signify.

The surround lighting superstar

Every detail of the new Philips Hue Play gradient lightstrip has been designed to provide an optimal effect, offering 45-degree light projection and a perfectly blended gradient of light. This is made possible with a series of individually addressable LEDs – all of which can produce white and more than 16 million colors of light. Mirroring whatever content you watch or play and using the colors from the entirety of your TV screen, colors flow naturally into one another along the LED lightstrip, blending them together seamlessly and casting them against the wall for a unique effect behind your TV. The lightstrip is designed to be placed on the back of your hanging or free-standing TV, and comes with its own power supply and specifically designed mounts for easy installation and to deliver the best light experience.

Personalize your experience

The Philips Hue Play gradient lightstrip works seamlessly with any Hue color-capable light, so you can personalize your entertainment space. You can customize the way the lights react to the content on your TV screen with the Hue Sync mobile app. You can also control the speed and intensity of the light effects, adjust the brightness and more.



The launch of the Philips Hue Play gradient lightstrip is part of Philips Hue's initiative to expand its entertainment portfolio after [launching](#) the Philips Hue Play HDMI sync box in September 2019. In combination with the sync box and additional Philips Hue lights, the Philips Hue Play gradient lightstrip takes surround lighting to the next level.

Availability and Pricing

The Philips Hue Play gradient lightstrip will be available starting October 16, 2020 in the US. Pre-order is available starting today, September 3, 2020, on philips-hue.com and BestBuy.com.

The Philips Hue Play gradient lightstrip comes in three different sizes:

- 55-inch (fits TV sizes 55-60 inches): \$199.99
- 65-inch (fits TV sizes 65-70 inches): \$219.99
- 75-inch (fits TV sizes 75-85 inches): \$239.99

For more information, product details and specifications, please visit philips-hue.com.

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 light scenes, set up convenient timers and routines 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. With 2019 sales of EUR 6.2 billion, we have approximately 36,000 employees and are present in over 70 countries. We unlock the extraordinary potential of light for brighter lives and a better world. We have been named [Industry Leader](#) in the Dow Jones Sustainability Index for three years in a row. News from Signify is located at the [Newsroom](#), [Twitter](#), [LinkedIn](#) and [Instagram](#). Information for investors can be found on the [Investor Relations](#) page.