**STRICTLY UNDER EMBARGO UNTIL 8.30AM CET AUGUST 29 2016**

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**Discover light for your every move and mood with Philips Hue**

* *From motion detection, to the perfect white light for the moments in your day, latest innovation from Philips Lighting revealed at IFA 2016*
* *New sensor, new bulbs, new integrated lamps that bring connected lighting to the masses*

**Amsterdam, Netherlands –** Philips Lighting (Euronext Amsterdam ticker: LIGHT), a global leader in lighting, today unveils light that follows you, listens to you and supports you in your daily routine, at IFA 2016, the world’s leading trade show for consumer electronics and home appliances.

**Light that follows you**

Home lighting that responds to your physical presence is one step closer to reality with the launch of **Philips Hue motion sensor**. Placed anywhere in the home, the technology is designed to ensure a comfortable passage around your home, even during blurry-eyed wake-up calls by your children in the middle of the night. When connected to the Philips Hue system, your lights can be set to trigger when movement is detected and, as the Philips Hue motion sensor also knows when it is day or night, it provides the perfect shade of light at the right time. The launch marks another way in which Philips Hue products may be controlled; alongside voice command, as well as via your smart device and wearables.

“As the leader in connected lighting, we constantly seek to evolve our system and make it simple and easy to use. The introduction of Philips Hue motion sensor not only provides hands free control but also enables lighting to respond to your needs more smartly. For example, by guiding you through your home at night, and no longer having to remind the kids to turn off the lights when leaving a room, keeping you even more energy efficient. And with Philips Hue white ambiance we’ve broadened our appeal and taken connected lighting mainstream,” comments Sridhar Kumaraswamy, Business Leader Home Systems at Philips Lighting.

**From yoga to yawning, light to meet your daily routines**

The launch of [Philips Hue white ambiance](https://www.youtube.com/watch?v=aM7EBdoSRMM&list=PLj9hU1O4UB02hnUuvtCdooAc77GKf2DfE&index=1) in May of this year took white light to a new level for enhancing how you feel and supporting you in your daily routines. Philips Hue white ambiance and extensions in the range, including a striking range of integrated lamps, and a new **Philips Hue white ambiance GU-10 spot light** bulb variant, provide additional ways to enhance your day with light. Whether you need a gentle light on waking in the morning, or a bright light to energize, the Philips Hue white ambiance lamps were developed with your wellbeing in mind, with the full spectrum of white light at your fingertips, adding ambiance anywhere in the home with a choice of pendants, ceiling and wall lamps, table lamps and spots.

**Beyond app control**

For simplicity of control, the **Philips Hue white ambiance lamps** come with a wireless dimmer switch, pre-programmed with four Light Recipes designed to support you throughout your day: Relax, Read, Concentrate and Energize. When connected via a Philips Hue bridge, the lamps can interact with over 600 apps or be controlled by voice or wearables. Designed for function, as well as style, the beautiful white light will help transform a space or change the mood; from a place of relaxation for a calming yoga session, or a cool, bright light perfect for that final mirror check before heading out with friends.

**The best color bulb just got better**

Testing and learning has been an important part of the development of Philips Hue, and listening to the community has driven the latest innovation. Sridhar Kumaraswamy, Business Leader Home Systems at Philips Lighting, explains: “Our consumers share their feedback and we take this on board. They asked for bolder, brighter color lights, so I’m pleased to announce that the next generation of Philips Hue white and color ambiance is here.”

Now with richer greens and blues, the latest evolution of the popular **Philips Hue white and color ambiance** **A60 (E27 and B22)** will transform spaces like never before, making entertainment at home even more dramatic and immersive. Providing more ways to get creative with light.

The extensive Philips Hue connected ecosystem now includes light strips such as [Philips Hue Lightstrip Plus](https://www.youtube.com/watch?v=griC5Tu0R2A), portable lamps such as [Philips Hue Go](https://www.youtube.com/watch?v=FAkekueZbBc) and dual-lighted lamps such as [Philips Hue Beyond](https://www.youtube.com/watch?v=OCc3jHlmuWA). It can be controlled by Philips Hue devices such as [Philips Hue tap](https://www.youtube.com/watch?v=oTAD4WVUTxw), Philips Hue [wireless dimmer kit](https://www.youtube.com/watch?v=5CYwjTTFKoE) as well as partners such as [Apple Watch](http://www.newscenter.philips.com/main/standard/news/press/2015/20150423-philips-hue-integrates-with-apple-watch.wpd#.Vbihdfmqqko). Philips Hue also operates seamlessly with a wider array of smart home apps and platforms, including [Apple HomeKit](https://www.youtube.com/watch?v=yX4KsTa1FXk), putting it at the center of the smart home.

Put simply, Philips Hue gives you access to limitless possibilities with light. Interact with light to enhance a moment, increase peace of mind or simply enjoy a world of new experiences. Get creative with light.

The extended Philips Hue white ambiance range, next generation Philips Hue white and color ambiance A60 (E27 and B22) (EU) /A19 (E26) (US) and Philips Hue motion sensor are expected to launch in selected markets by end of October, 2016.

**Philips Lighting at IFA**

The Philips Press Conference takes place on September 1 at 12.15pm in Hall 22, Messe Berlin. The live stream of the event can be seen at [www.ifa.philips.com](http://www.ifa.philips.com). Chris Worp, Head of Business Group Home from Philips Lighting, will be presenting alongside Pieter Nota, CEO Personal Health Businesses and Chief Marketing Officer at Philips and Kostas Vouzas, Senior Director Business EMEA at TP Vision.

For further information on the latest Philips Lighting innovations at IFA 2016, please visit [www.ifa.philips.com](http://www.ifa.philips.com), follow Philips Lighting at IFA on twitter @PhilipsLight, or visit our additional social media channels on YouTube and LinkedIn.

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**About Philips Lighting**

Philips Lighting (Euronext Amsterdam ticker: LIGHT), a global leader in lighting products, systems and services, delivers innovations that unlock business value, providing rich user experiences that help improve lives. Serving professional and consumer markets, we lead the industry in leveraging the Internet of Things to transform homes, buildings and urban spaces. With 2015 sales of EUR 7.5 billion, we have approximately 36,000 employees in over 70 countries. News from Philips Lighting is located at [http://www.newsroom.lighting.philips.com](http://www.newsroom.lighting.philips.com/)