

# Press Information

**Philips heralds a paradigm shift in lighting with the launch of the first commercially available connected lighting system for the home**

*Philips hue is controllable via a smart device and available at Apple retail stores from October 30th*

**London, United Kingdom –** Royal Philips Electronics (NYSE: PHG, AEX: PHIA) today enters a significant phase in the digital transformation of lighting, reinforcing its leadership in lighting. With the launch of Philips hue, consumers can now wirelessly control and personalize their home lighting experience – from the palm of their hand. With an intuitive app on their smart device (iOS or Android), users can remotely tune the shades of light to suit their mood, style and need, or control lights remotely, program timers and more.

Philips hueis the latest innovation that builds on Philips’ 120-year heritage in lighting and its leadership in LED. Connectivity and interoperability[[1]](#footnote-1), as well as a continued commitment to providing exceptional light quality are the fundamentals which Philips believes are crucial for unlocking numerous new opportunities and business models.

“Digitization and personalization are the key market trends driving the launch of Philips hue and they are central to the transformation of our lighting business,” commented Rene van Schooten, CEO Business Group Light Sources & Electronics at Philips Lighting. “Connected lighting presents a world of new lighting applications. We are proud to be at the forefront to create groundbreaking, open and interoperable solutions that will truly transform lighting and creates value to enhance our lives.”

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Philips hue will be available from October 30th onwards in Apple retail stores in US, Canada and Europe. For more information on Philips hue*,* please visit*:* [www.meethue.com](http://www.meethue.com)

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**About Royal Philips Electronics**

*Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHIA) is a diversified health and well-being company, focused on improving people’s lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of “sense and simplicity.” Headquartered in the Netherlands, Philips employs approximately 122,000 employees with sales and services in more than 100 countries worldwide. With sales of EUR 22.6 billion in 2011, the company is a market leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as lifestyle products for personal well-being and pleasure with strong leadership positions in male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at* [*www.philips.com/newscenter*](http://www.philips.com/newscenter)*.*

1. Interoperability means that Philips hue can integrate with home automation systems and work with other brands. [↑](#footnote-ref-1)