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Philips Hue White is ENERGY STAR Certified



Hue White A19 Starter Kit
\$69.99



Hue White A19
\$14.99



Hue Wireless Dimming Kit
\$34.99

Philips Hue family is ENERGY STAR Certified



Hue White & Color A19 Starter Kit and A19 Single



Hue White Ambiance A19 Starter Kit, A19 Single, BR30 Single, and BR30 2-Pack





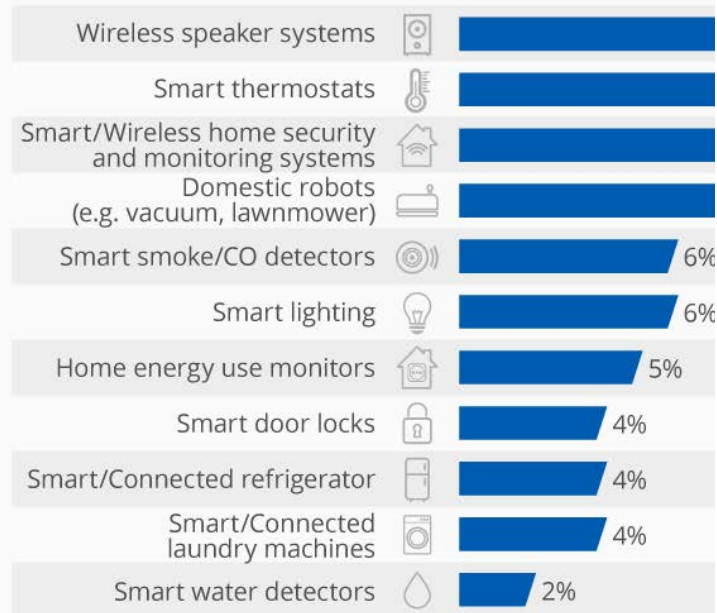
Smart Home Adoption

Smart Home/Home Automation Snapshot

Lighting is on the top of People's Minds

How Prevalent Is Smart Technology

% of people who have one or more of these devices at home



Living Large...in Small Quantities

70%

of Americans who own a smartphone/tablet wish they could just control something in their home from their mobile device without getting out of bed



- 44% wish they could control temperature by turning on/up the heater or air conditioner
- 38% turn on the lights from their smartphone/tablet
- 27% start the coffee pot
- 17% let the dog out
- 16% turn on the shower
- 12% turn on the kids' alarm clocks to wake them up

*Q2600. Can anything in your home... be turned on from your smartphone or tablet?

| Source: Multiple Surveys: American Broadband Households and Their Technologies | © 2015 Parks Associates

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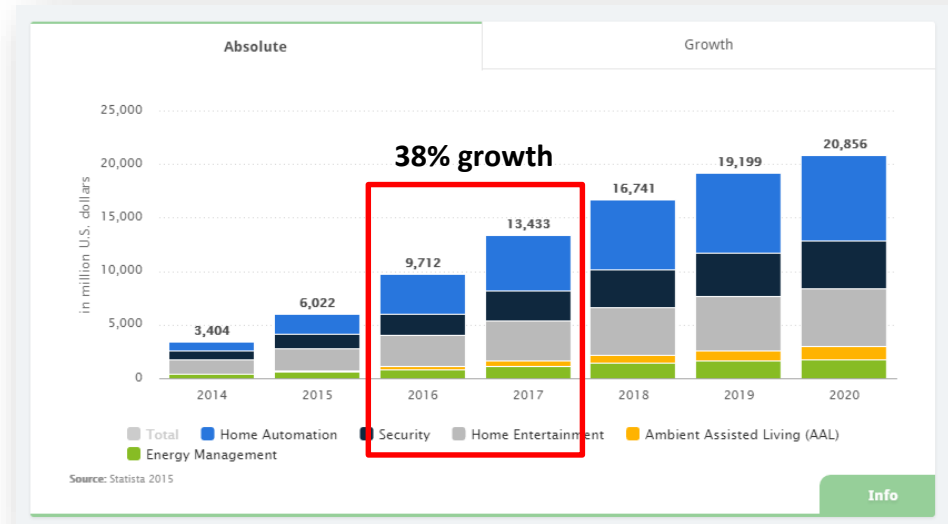




Smart Home/Home Automation Market Trends

Categories expected to more than double in coming years

- **Smart Home Revenue:** \$9.7B in 2016, growing to \$20.9B in 2020 (21% CAGR)
- **Home Automation Revenue:** \$3.7B in 2016, growing to \$8.0B in 2020 (21.5% CAGR)
- **HH Penetration:** 5.8% in 2016, growing to 18.6% in 2020; over 24M active HH by 2020

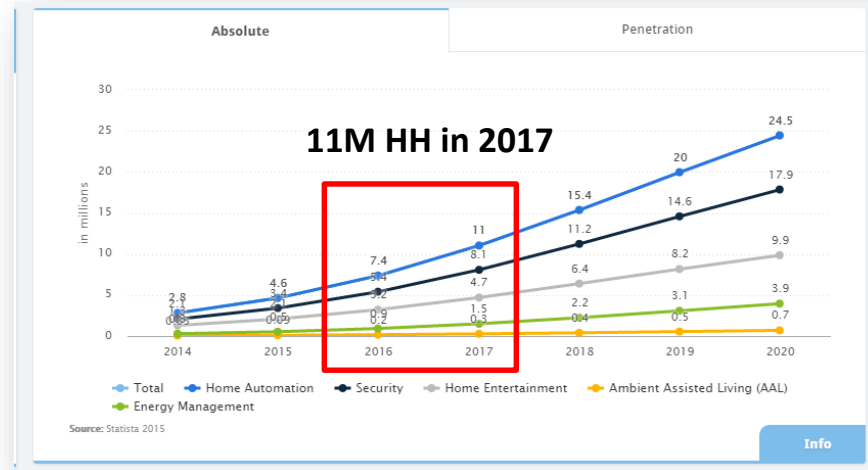




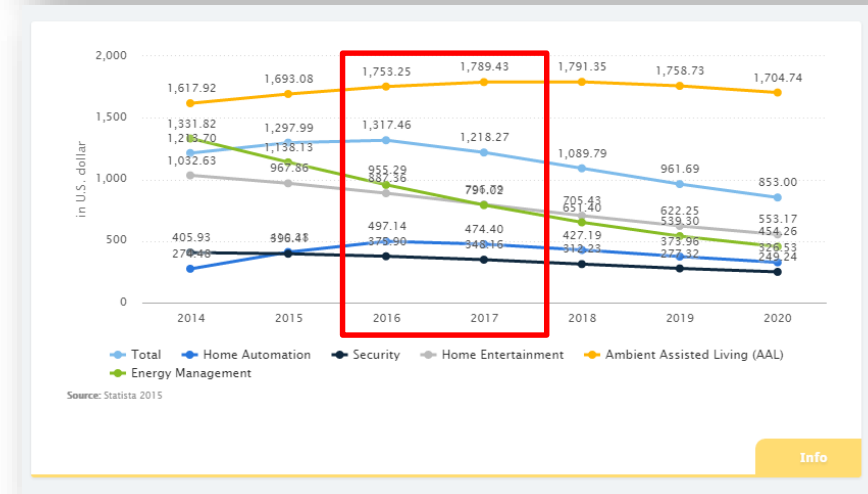
Smart Home/Home Automation Market Trends

More than 10M households will be active Smart Homes in 2017

- **Number of Active HH:** Increasing by 49% in 2017 to 11M HH and to 24.5M by 2020



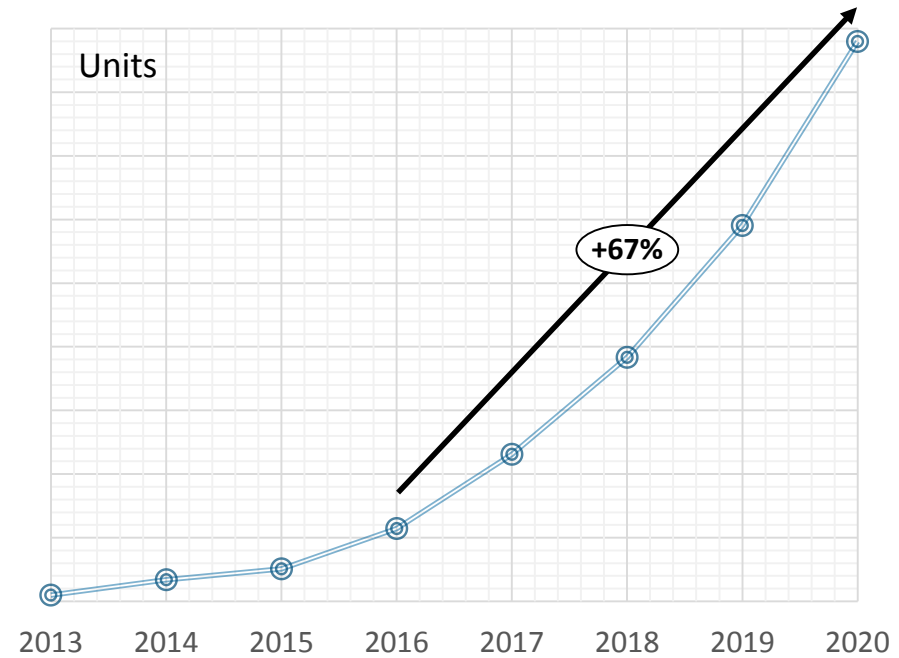
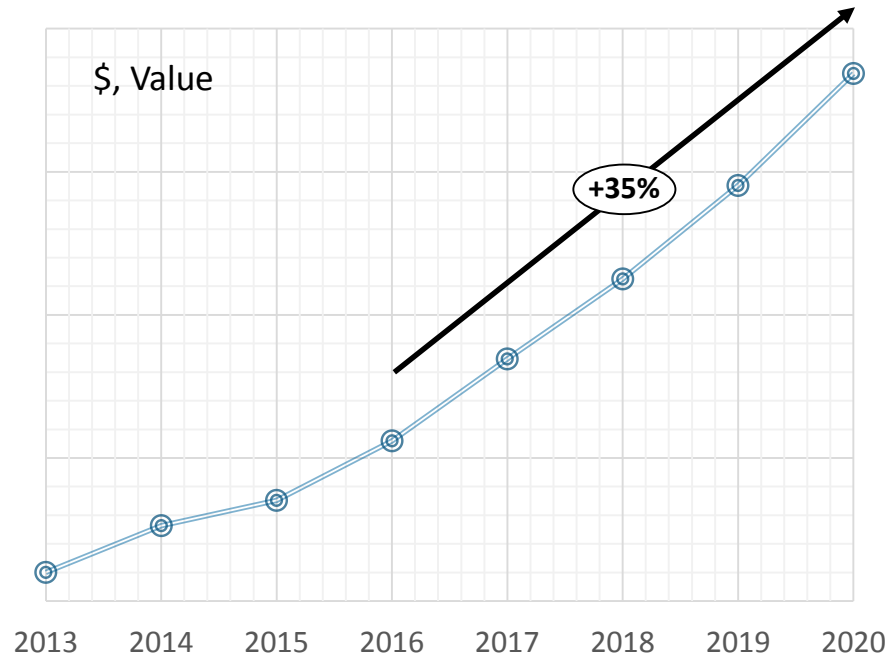
- **Avg Revenue/HH:** Smart Home totaling \$1,317, with Home Automation totaling \$497



Connected Lighting Trends

Top of the Home Automation List

Connected Lighting, 2013 - 2020



	2014	2015	2016	2017	2018	2019	2020
Market Growth	163%	34%	59%	51%	33%	29%	27%

	2014	2015	2016	2017	2018	2019	2020
Market Growth	238%	51%	124%	102%	66%	54%	49%

hue | PERSONAL
WIRELESS
LIGHTING

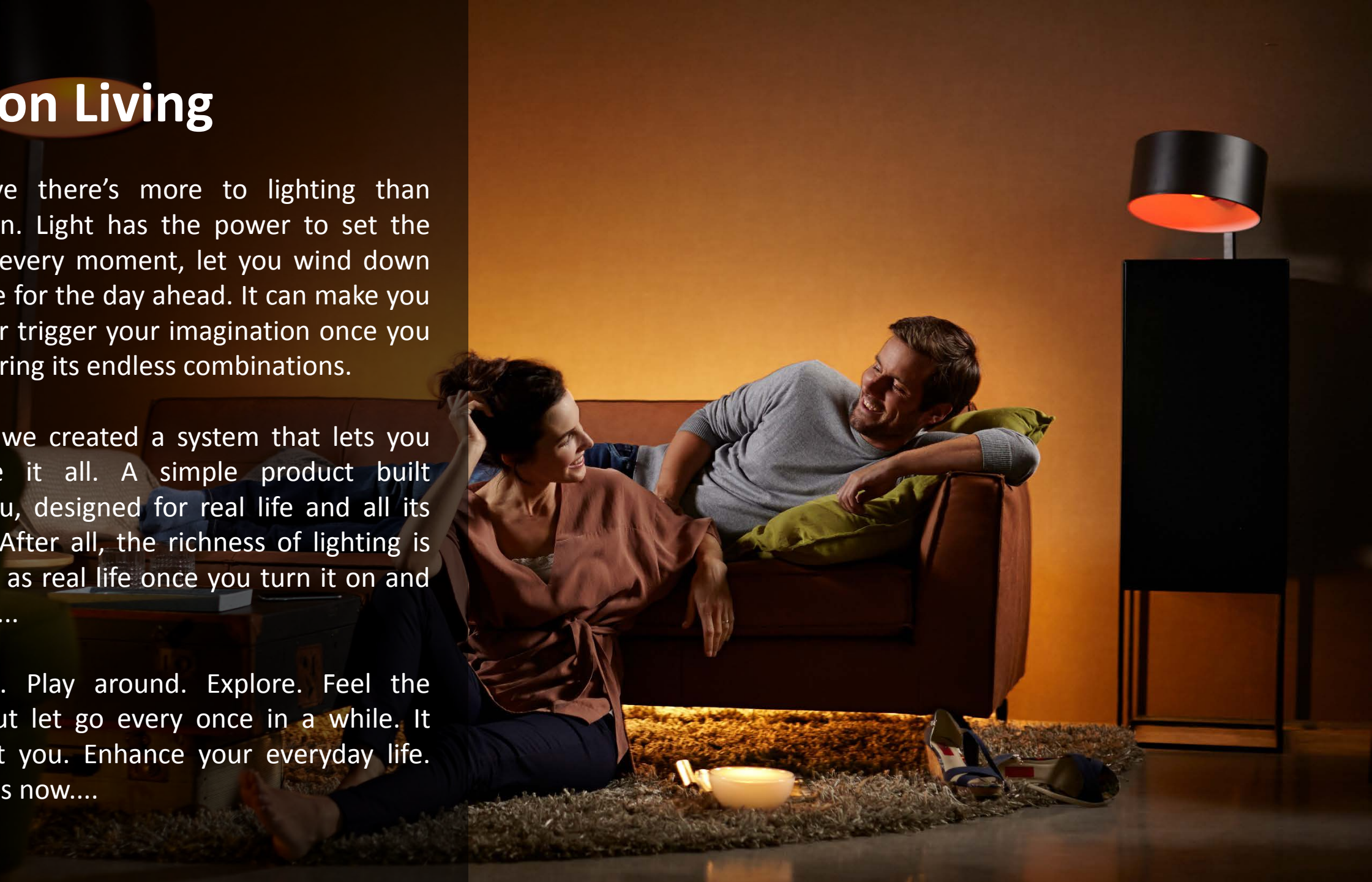
Philips Hue

Turn on Living

We believe there's more to lighting than illumination. Light has the power to set the mood for every moment, let you wind down or energize for the day ahead. It can make you feel safe or trigger your imagination once you start exploring its endless combinations.

Therefore we created a system that lets you experience it all. A simple product built around you, designed for real life and all its potential. After all, the richness of lighting is as magical as real life once you turn it on and start living...


So go on. Play around. Explore. Feel the control, but let go every once in a while. It won't hurt you. Enhance your everyday life. Your time is now....





Turn on Living



Turn on Peace of Mind

 Away-from-home control

 Comfort Dimming



  Light Schedules



Turn on Moments


 Wake-Up


 Wellbeing


  Create your Ambiance



Turn on Imagination

 Paint with Light

 Sync with Music

 Sync with TV and Games

Philips Hue





White



White ambiance



White and color

Philips Hue sensor

Light that follows you - enter a room to turn on your wireless Hue lights and leave the room to turn them off

- Easy to install and use
- Free standing or easily mountable
- Motion and daylight detection

Philips Hue Tap

A wireless smart switch powered by your touch

- Recall your favorite Philips Hue scenes
- Place it anywhere
- No batteries

Philips Hue dimmer switch

The world's first wireless smart switch that controls your Philips Hue lights

- Dim your Philips Hue lights
- Place it anywhere
- Use as a remote control

Smart control
Easy to use app on your smart device

Away from home control
Control lights from anywhere, when away from home

Comfort dimming
Dimming without extra installation or wires

Set light schedules for home automation
Appear to be home when you're not

Smart control
Easy to use app on your smart device

Away from home control
Control lights from anywhere, when away from home

Optimize light for daily routines
Optimize light for reading, concentrating, relaxing or to give you energy

Set the mood
Set the mood in any room, from summer glow to cool white light

Wake up and go to sleep naturally
Mimic sunrise and sunset to wake up or go to sleep gently

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Paint with light
Decorate your home in an instant with 16 million colors of light

Sync with your movies and music
Bring entertainment to life like never before

Philips Hue Partners



Plus over 300 unique apps dedicated to Hue

Philips Hue Energy Consumption Site

Calculate your energy consumption with Philips Hue

Choose your ENERGY STAR certified bulb and select your setting to see how little energy the bulb uses.

[Disclaimer](#)

Step 1

Choose your **bulb**

Calculate your energy consumption with Philips Hue


Choose your ENERGY STAR certified bulb and select your setting to see how little energy the bulb uses.

[Disclaimer](#)

This lamp under these settings uses

2.1 watts



+  Color +  50% Brightness

The Philips Hue White And Color Ambiance bulb is at its most efficient at 4000K (cool white).

Start again

[Previous step](#)

Step 2

Set your **brightness**

Brightness

50%



Calculate!

[Previous step](#)

