



PERSONAL WIRELESS LIGHTING

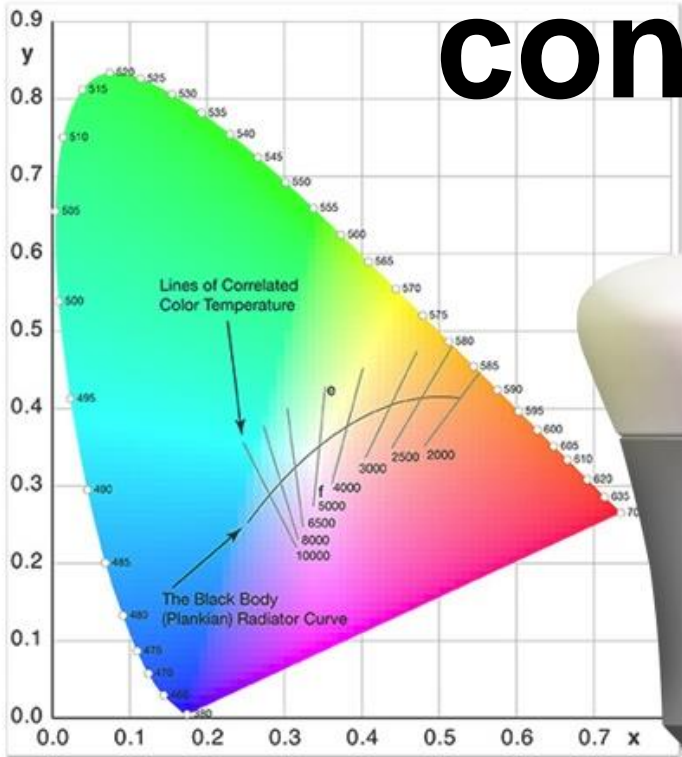
Connecting the light bulb to the internet

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Any white or color and connected





Ambience Creation

Biological Benefits

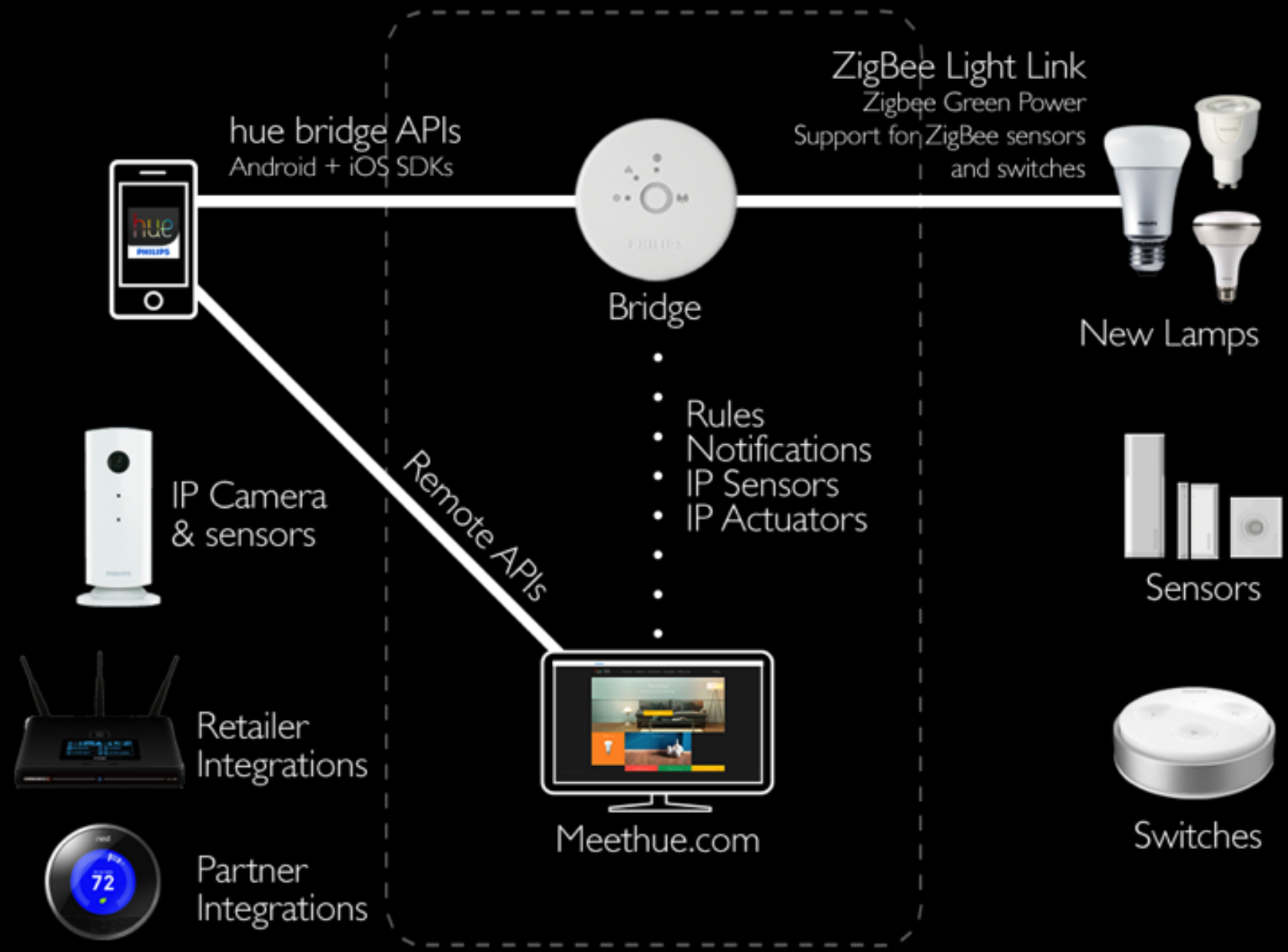




Soft Security

Gentle Reminders





Future proof with regular feature updates



A true open ecosystem



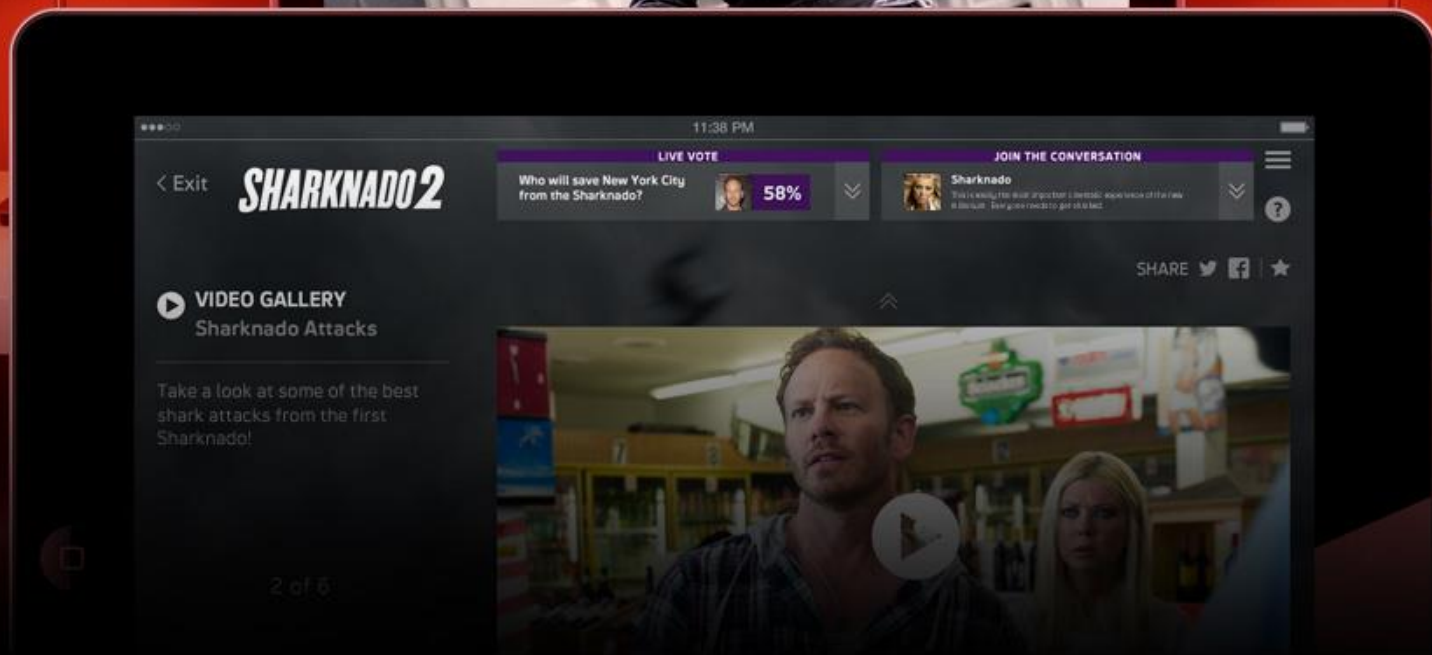


Developer Program with open APIs and SDKs



Over 190 apps

Created by our developer community

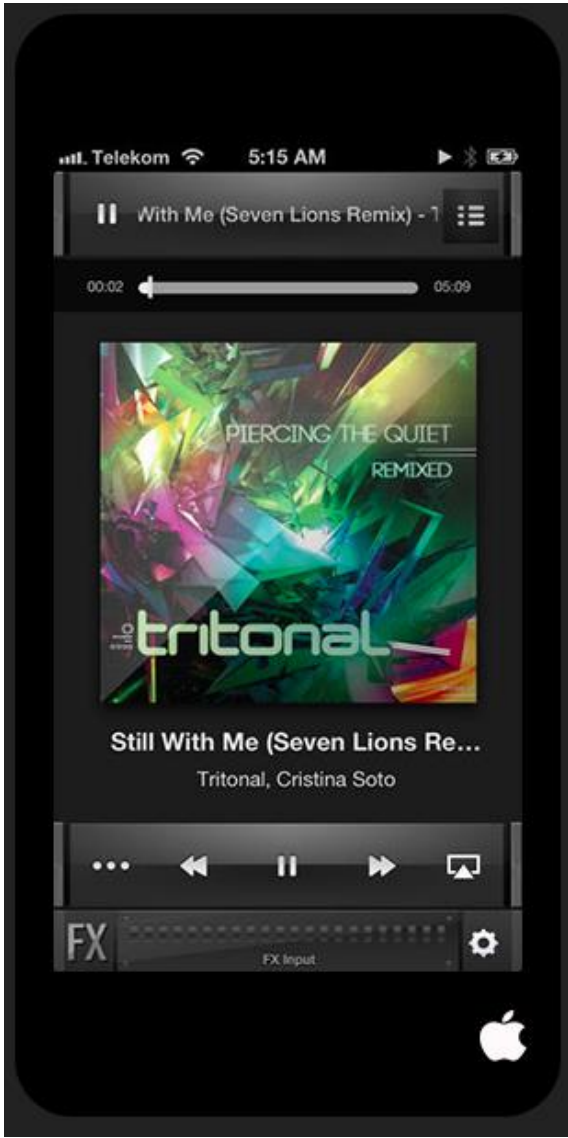




IFTTT or IfThisThenThat Rules

The image shows three IFTTT-style rule cards for Philips Hue lighting. Each card has a colored header with a logo and the 'hue' brand name. The first card has a blue header with a sun and cloud icon. The second has a red header with the ESPN logo. The third has a blue header with the 'UP' logo. Each card includes a rule description, the creator's name, and the number of followers and likes.

- Card 1:** Header: hue. Rule: "If it begins to rain then change the light colors to blue". Creator: [hue](#). 16k followers, 954 likes.
- Card 2:** Header: hue. Rule: "Make lights flash every in-game update for your favorite team". Creator: [duke_seb](#). 3.0k followers, 146 likes.
- Card 3:** Header: hue. Rule: "Turn on the lights when you wake up". Creator: [jawbone](#). 1.5k followers, 621 likes.



THANK

hue

PHILIPS