

Signify Launches Philips LightTheatre: Brings Smart Immersive Entertainment for Indian Homes Ahead of the Festive Season

Category: Business

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- Backed by Signify's commitment to innovation and connected living
- Creates a holistic immersive experience with HDMI Sync Box with TV backlight strip, Philips gradient light bars

and gradient floor light

Signify (Euronext: LIGHT), the world leader in lighting, today announced the India launch of the revolutionary [Philips LightTheatre](#), introducing a groundbreaking smart lighting solution designed to transform home entertainment into an unparalleled immersive experience. This innovative system seamlessly integrates dynamic lighting with visual and audio content, bringing movies, music, and gaming to life like never before.



Signify launches Philips LightTheatre

As consumers increasingly seek holistic entertainment solutions that go beyond the screen, the Philips Smart Entertainment Range is designed to meet this demand, offering an all-in-one solution that delivers a truly cinematic experience in the comfort of home.

PHILIPS

Smart LED

Connected by WiZ

Experience immersive entertainment with Philips LightTheatre

Sync light with video & music
 Easy plug and play
 Multicolor segments
 App control

innovation + you

Philips Wi-Fi HDMI Sync box with Strip light*

Philips Wi-Fi Gradient Light Bar

Philips Wi-Fi Gradient Floor Lamp

Connected by **WiZ**

*Activate extended warranty by registering on Edg® World App
*Requires an external HDMI input. Not compatible with Smart TV apps

Philips Smart Entertainment Range

The Philips LightTheatre is engineered to redefine how consumers interact with their entertainment. The system utilizes advanced **Philips LightTheatre HDMI Sync Technology**, which reads signals directly from video source via HDMI input, making lights dynamically respond to the colors on your TV

screen for real-time accurate syncing. The system utilizes advanced Philips LightTheatre HDMI Sync Technology, which reads signals directly from any HDMI-connected device, instantly analyzes the colors and sounds, and projects ultra-accurate light effects onto the surrounding walls. Compatible with **Philips gradient light bars, gradient floor light**, and other Wi-Fi connected lights, creating a holistic immersive experience. This creates a captivating 'light theatre' effect that extends the on-screen action beyond the television, drawing viewers deeper into the content.

Talking about the product launch **C Arun Kumar, Head of Consumer Business – Signify, Greater India** said, *"At Signify, innovation is at the heart of everything we do. In India, where digital entertainment is becoming a way of life, the quality of how people experience content has never been more important. Philips LightTheatre transforms everyday viewing into an immersive, cinematic experience, allowing people to not just watch but truly feel every moment. Whether it's sports, music, or movies, with LightTheatre, we are redefining home entertainment as a seamless blend of technology, emotion, and lifestyle."*

Key features of Philips LightTheatre include:

- **Immersive HDMI Sync Technology:** Reads HDMI signals directly, synchronizing lights with video and music in real time for dynamic effects.
- **Easy Plug and Play:** Simple setup with effortless integration into existing home entertainment systems.
- **Multicolor Gradient Segments:** Rich spectrum of customizable colors for personalized ambiance and effects.
- **WiZ App Control:** Full control via the intuitive WiZ app to manage settings, select light scenes, and switch between four preset sync modes – Cinematic, Vibrant,

Relaxation, Rhythmic or fine-tune brightness and intensity.

- **Expandable Ecosystem:** The HDMI Sync Box works with any Philips Smart LED color-capable light that supports both Wi-Fi and Bluetooth. Users can link as many lights to the Sync Box as they like and make them sync with TV simultaneously.
- **Voice Control Integration:** Works with Google Assistant, Alexa, and Siri Shortcuts for convenient hands-free operation.

The Philips LightTheatre promises to elevate movie nights, gaming sessions, and music listening to an entirely new dimension, making every moment more vibrant and engaging.

About Signify

[Signify](#) (Euronext: LIGHT) is the world leader in lighting for professionals, consumers, and the Internet of Things. Our [Philips](#) products, Interact systems and data-enabled services deliver business value and transform life in homes, buildings and public spaces. In 2024, we had sales of EUR 6.1 billion, approximately 29,000 employees and a presence in over 70 countries. We unlock the extraordinary potential of light for brighter lives and a better world. We have been in the Dow Jones Sustainability World Index since our IPO for eight consecutive years and have achieved the EcoVadis Platinum rating for five consecutive years, placing Signify in the top one percent of companies assessed. News from Signify can be found in the Newsroom, on [X](#), [LinkedIn](#) and [Instagram](#). Information for investors is located on the Investor Relations page.

