



PHILIPS

hue personal
wireless
lighting

Outdoor 2020

Nordic retailer playbook

April 2020

Banner

Examples



PHILIPS
hue personal wireless lighting

Köp 3 utomhuslampor och få
en Outdoor sensor på köpet

Köp nu



PHILIPS
hue personal wireless lighting

Køb tre udendørslamper og få
en Outdoor sensor med i købet

Køb nu



PHILIPS
hue personal wireless lighting

Kjøp tre utendørslamper
og få 15 % i rabatt



PHILIPS
hue personal wireless lighting

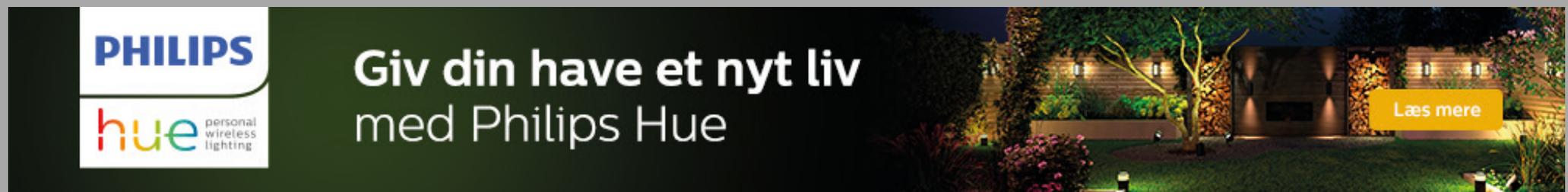
Älyvalaistus herättää
ulkotilasi eloon



PHILIPS
hue personal wireless lighting

Gi liv til hagen din

Se tilbudene



PHILIPS
hue personal wireless lighting

Giv din have et nyt liv
med Philips Hue

Læs mere

Videos

Garden expert: Danish speak with subtitles in DA, SV and NO

Download the videos here: <https://we.tl/t-xG7FXSWfwf>

(NB! not on YouTube)



About the front yard
File: Forhave-hoveddør.mp4



Short about why Jesper is using Hue
File: Jesper kort.mp4



Jesper showing his favourites
File: Jespers favoritter.mp4



About the terrace
File: Udvid terrassen.mp4



How to
File: Video 1 - How to.mp4

Videos

Global videos

Download the videos here: <https://we.tl/t-RoXcqYb2x1>

(NB! Only in English)



How to install low volt

<https://www.youtube.com/watch?v=SC7BR9-Pglw>



Magic hours

<https://www.youtube.com/watch?v=QCOs29tIBsI>

Videos

360 degrees

Download the video here: <https://we.tl/t-jeKR2Uk3Uz>



Product images with logos

For Danish retailers only

Download the images here: <https://we.tl/t-5ZQzuffxzI>



Lily spike anthracite 3x8W SELV base kit
EAN: 8718696167960



Calla Hue base unit pedestal Black 1x8W
EAN: 8718696168011



Impress Hue EU pedestal black 2x8W - base unit
EAN: 8718696171745

Lifestyle images

Download the images here: <https://we.tl/t-b8YhiHaNZW>



Lifestyle images

Photoshoot from Jespers garden (Danish garden expert)

Download the images here: <https://we.tl/L-Ecx6G4xZnS>



Landing page

Inspiration



Create the perfect outdoor ambiance

Transform your backyard into a beautiful outdoor space with Philips Hue. Place outdoor light fixtures throughout your yard, using splashes of color or glowing tones to set the stage for an incredible outdoor event.



Unwind with warm-to-cool white light

Set the perfect ambiance on your patio, balcony, or porch. From the warm white light of the summer sun to the cool daylight of winter, Philips Hue lets you set over 50,000 shades of warm-to-cool white light.



Made for outdoor use

Weatherproof and rated IP44, Philips Hue outdoor lights and accessories are made to withstand the elements without sacrificing aesthetics.



Special light for special occasions

Set your outdoor lights to match any outdoor occasion. Whether you are enjoying dinner on the balcony or a barbecue on the patio, you can add a touch of magic to every get-together with Philips Hue.



Philips Hue White

Gain peace of mind with smart lighting



You're away from home – but you're not in the dark when you have Philips Hue smart lights. Make it look like you're home and discourage lurkers with automated light.

White		Color
✓	Voice control	✓
✓	Set timers	✓
✓	Easy dimming	✓
✓	Smart control	✓
✓	Welcome home	✓
✗	16 million colors	✓
✗	Cool & warm light	✓
✗	Party light scenes	✓

Create the perfect ambiance in your outdoor space



Indulge your imagination and let Philips Hue make your outdoor space look its very best. You can adjust the ambiance to any occasion: a big party, an intimate dinner or a moment of relaxation on a late summer night.

Landing page

Inspiration

40W power supply unit allows for regular low-voltage setup



Easy to connect and extend via a screwable connection



Combine multiple lights to the maximum wattage of the power supply

