

Press Release

March 01, 2019



ET2 Lighting partners with Philips Hue to launch three new lighting collections in the Friends of Hue program



City of Industry, CA - ET2 Lighting is proud to announce a partnership with Signify (formerly Philips Lighting), as a member of Friends of Hue. ET2 Lighting, a leader in the lighting industry, is of the first in North America to use the Philips Hue technological advances of smart lighting to provide a line of decorative, integrated LED lighting products. “Our new releases focus on bringing lighting concepts into new area of Smart technology,” says Maxim Group Companies CEO Jacob Sperling. “We are proud to collaborate with Philips Hue to give our consumers control of their lighting even when you’re not home. This is the direction of the market and we’ve driven our design to create beautiful items using this technology so our customers have a larger selection for the Smart Home.”

A Smart Home is one that provides entertainment, security, energy efficiency, and convenience at all times, regardless of whether anyone is home. Installation of smart lighting products give the home and its occupants various benefits including healthier living. Whereas artificial lighting disrupts our natural circadian rhythm, smart lighting can help you to sleep better with color tuning controls for periods of rest and concentration. Set routines and wake up gently with the controls available through the Philips Hue app. Lastly, living in a smart home and experimenting with new devices can provide considerable amounts of entertainment and security.

Friends of Hue products, with the use of the Hue Bridge, work with the main voice platforms and smart home devices to put the user in control of up to 50 lights and accessories in one ecosystem. Use it to dim your lights, change color temperature, create 64 million different color combinations or room scenes and even turn them on or off when away from the home or office. Simply plug it in and use the Hue app to set routines, timers, custom light scenes, and more.

See more about Philips Hue and Friends of Hue [here](#).

Signify together with ET2 introduces the following Friends of Hue products:

- *iCorona* - Encased inside a dual matte white ring is a Phillips Hue light engine that can change color temperature, dim the lights and offers a wide variety of programmable room scenes.
- *iQ* - Finished in Brushed Black and fitted with a custom formed diffuser that evenly diffuses the light.
- *iWood* - Featuring long linear natural wood pendants. At the swipe of a finger or a call out to a Smart Home control system, create a warm ambience while dining or bright white light for workstation lighting.

About ET2 Lighting

With over 6,000 products, ET2's growth and success stems from one simple, but enduring concept— treat customers and employees like family, and never settle for less than excellence. This philosophy attracts the industry's finest designers, engineers, and manufacturers each dedicated to creating innovative lighting solutions best described as functional art.

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