# Philips Hue to launch AI-powered smart lighting system in 2025



In 2025, the landscape of artificial intelligence products is set to expand significantly, starting with an innovative offering from Philips Hue. The company has revealed plans to launch an AI-powered smart lighting system designed to enhance the ambiance of any environment, catering to the needs and preferences of its users.

The Philips Hue system will introduce an AI assistant within its Hue app, enabling users to create "personalized lighting scenes" tailored to various settings and moods. Users will have the flexibility to interact with the assistant using either text or voice commands. For example, individuals can simply say, "Create a scene for a dinner party," or type "Give me a scene for a quiet night in," prompting the AI to adjust the lighting accordingly. This interactive feature positions Philips Hue as a pioneer in the integration of AI within home lighting solutions.

To further enhance user experience, the Philips Hue app will include a feedback option, allowing users to communicate whether the generated ambience meets their expectations. This element of interactivity aims to refine and improve the service based on user preferences.

Although Philips Hue has not yet specified an exact release date for this AI assistant, it has confirmed that it will be available within the year and promises compatibility with all existing Philips Hue lights. The move follows a trend in the smart lighting sector, where other companies like iConnectHue have already begun incorporating AI technology. Earlier in 2023, iConnectHue introduced its own AI-powered "magic scenes," indicating a growing focus on personalised smart home experiences across the industry.

As AI continues to permeate various business practices and consumer products, the launch of Philips Hue's AI lighting assistant marks a significant development in the intersection of technology and home automation, representing just one of the many advancements expected in the upcoming years.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://lightsnled.com/philips-hue-adds-generative-ai-assistant-in-2025-upgrade/> - Corroborates the introduction of a generative AI assistant in the Philips Hue app in 2025, enabling users to create personalized lighting scenes and interact using natural language.
2. <https://lightsnled.com/philips-hue-adds-generative-ai-assistant-in-2025-upgrade/> - Supports the feature of creating custom lighting scenes and schedules based on user preferences and moods.
3. <https://lightsnled.com/philips-hue-adds-generative-ai-assistant-in-2025-upgrade/> - Confirms the integration of the AI assistant with popular smart home ecosystems like Amazon Alexa, Google Assistant, and Apple HomeKit.
4. <https://lightsnled.com/philips-hue-adds-generative-ai-assistant-in-2025-upgrade/> - Mentions the feedback option for users to refine and improve the generated ambience based on their preferences.
5. <https://lightsnled.com/philips-hue-adds-generative-ai-assistant-in-2025-upgrade/> - Indicates the compatibility of the AI assistant with all existing Philips Hue lights and its expected availability within 2025.
6. <https://lightsnled.com/philips-hue-adds-generative-ai-assistant-in-2025-upgrade/> - Highlights the trend in the smart lighting sector towards personalized smart home experiences, including other companies like iConnectHue.
7. <https://www.philips-hue.com/en-us/explore-hue/works-with/the-google-assistant/google-commands-for-hue-lights> - Supports the existing voice control capabilities of Philips Hue lights using Google Assistant, which will be enhanced by the new AI assistant.
8. <https://www.philips-hue.com/en-us/explore-hue/works-with/amazon-alexa/alexa-commands-for-hue-lights> - Corroborates the integration with other smart home ecosystems like Amazon Alexa, which is also mentioned in the context of the new AI assistant.
9. <https://lightsnled.com/philips-hue-adds-generative-ai-assistant-in-2025-upgrade/> - Discusses the adaptive lighting adjustments based on time of day, mood presets, and energy-saving optimizations, which are part of the AI assistant's features.
10. <https://lightsnled.com/philips-hue-adds-generative-ai-assistant-in-2025-upgrade/> - Mentions the positive feedback from early beta testers regarding the ease of use and capabilities of the new AI assistant.
11. <https://www.engadget.com/ai/philips-hue-adds-ai-powered-lighting-options-to-its-app-131538165.html?src=rss> - Please view link - unable to able to access data