

# Signify Introduces Philips VitaUp in India: Revolutionizing Personal Well-being Through Light

Category: Business

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[Signify](#) (Euronext: LIGHT), the world leader in lighting, announced the launch of its revolutionary product, Philips VitaUp, in India. This innovative product is designed to support personal well-being by providing a low-intensity dose of UVB over a long period in an indoor setting.



### **Signify introduces Philips VitaUp in India**

Philips VitaUp aims to enhance overall health and well-being by promoting strong bones and teeth, supporting immune function, improving mood and overall cognitive functions. The importance of creating healthy indoor [environments](#) has become increasingly clear as today people are spending most of their time indoors. Philips VitaUp addresses this need by utilizing light to induce the production of Vitamin D, promoting overall [health](#) and well-being.



### **Philips VitaUp Powerbalance**

Research indicates that approximately 50% of the global population suffers from Vitamin D insufficiency, a concern exacerbated by modern lifestyles that limit exposure to [natural](#) sunlight. A study conducted in Sunderland, using similar [technology](#), demonstrated the effectiveness of low-intensity UVB exposure in boosting Vitamin D levels. This [research](#), along with internal data from outdoor exposure studies and VitaUp demonstration rooms, supports the efficacy of Philips VitaUp in providing a safe and effective daily dose of UVB, equivalent to a 15-minute walk at noon, two to three times a week.

Philips VitaUp's benefits extend beyond physical [health](#), providing a low-intensity dose of UVB, supporting emotional well-being as well. It also features an integrated proximity sensor and an inbuilt 8-hour timer for safety and [convenience](#), making it user-friendly and easy to use.

**Mr. Munish Peshin, Head of Offer Management, Professional [Business](#), Signify Geater India**, said, *"We are excited to introduce Philips VitaUp to our customers in India. This product is a result of extensive [research](#) and development, aiming to bring the benefits of natural sunlight indoors. With its MasterConnect compatibility and simple design, Philips VitaUp enables daily UVB dose throughout the darker months of the year, enhancing overall wellbeing and productivity."*

Furthermore, Philips VitaUp is designed for optimal lifetime with thermal protection. This [ensures that the product is durable and reliable](#), providing long-term benefits to users. In terms of integration and control, Philips VitaUp stands out with its seamless compatibility. It features a Zhaga LEX-M form factor, compatible with SNS accessories, and DALI and MasterConnect compatibility through an isolated port. It also includes selected diagnostics for operation time and fault [detection](#), ensuring seamless integration and control. The introduction of Philips VitaUp aligns with Signify's commitment

to enhancing [life](#) with light in line with the brand vision of #BrighterLivesBetterWorld. It represents another significant milestone in our ongoing mission to deliver innovative, sustainable, and human-centric lighting solutions in [India](#).

### **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 2023, we had sales of EUR 6.7 billion, approximately 32,000 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 seven [consecutive years](#) and have achieved the EcoVadis Platinum rating for four 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.

