

ilumi Wins 2016 Bluetooth Breakthrough Award at CES 2016



The Bluetooth Special Interest Group selects ilumi Smartbulbs as the 2016 Bluetooth® Breakthrough Awards Product Category Winner at Discover Blue: CES Las Vegas Event

LAS VEGAS – (Jan. 5, 2016) – [ilumi solutions](#), a market leader in connected and smart lighting products, was awarded the Bluetooth Breakthrough Award this evening. The award, presented by the Bluetooth Special Interest Group (SIG) at the Consumer Electronics Show (CES), celebrates the most innovative Bluetooth enabled products and applications, and named the 2nd generation ilumi Smartbulbs as the best breakthrough Bluetooth product launched in 2015.

The ilumi Smartbulbs and companion app for iOS and Android help users to unlock the power of light and enjoy better lighting for better living. The energy efficient LED Smartbulbs screw in like a regular light bulb and last up to 20 years. Using the simple app, users can customize the color and brightness of their lighting or choose from the many available predefined lighting experiences to enhance mood, atmosphere, and daily routine. As example, a user can wake up to a scheduled Maui sunrise, activate wellness lighting that progresses throughout the day to support one's circadian rhythm, and relax in the evening with candlelight.

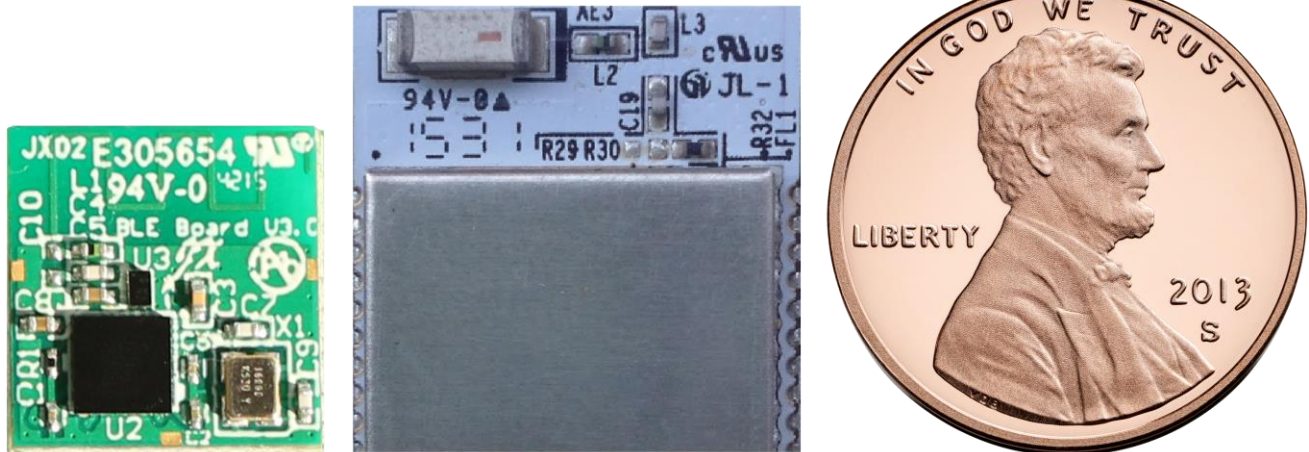
ilumi launched their 1st generation Smartbulbs in 2014, shortly after appearing on ABC's Shark Tank and receiving an investment from Mark Cuban. The 2nd generation new ilumi Smartbulbs launched in August 2015 via Kickstarter, raised over \$365,000 and are now sold in Best Buy stores across the US and Home Depot stores in Canada.

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One of the key differentiators and compelling reasons the ilumi Smartbulbs were recognized, is their use of advanced Bluetooth mesh wireless connectivity. The Smartbulbs are engineered with ilumi's proprietary MeshTek™ platform, which provides the first and only demonstrated Bluetooth Smart mesh that supports both broadcast and connection based meshing and boasts a potential range of up to 150 feet resulting in a combination of speed, reliability and simplicity. For users of the ilumi Smartbulbs, this creates an extremely simple plug & play setup that doesn't require a bridge, gateway, or even WiFi, yet still allows users to connect and control more than 50 ilumi Smartbulbs spread throughout large homes or commercial installations with a simple mobile app for iOS or Android devices.

In addition, ilumi is launching a series of MeshTek Bluetooth Modules at CES 2016 to allow other manufacturer's and developers to leverage ilumi's unique Bluetooth mesh connectivity to their own products as well. "The underlying technology behind the ilumi Smartbulb is a combination of beautiful design and revolutionary engineering," Co-Founder and CTO, Swapnil Bora, noted. "We initially developed MeshTek wireless connectivity to make our Smartbulbs simple and robust, but we are now excited to make MeshTek Bluetooth Modules available for others to add quick and robust Bluetooth connectivity to their connected products."



MeshTek modules with the integrated advanced connection and broadcast mesh stack are available in a long-range format for products that have access to mains power such as wall switches, smoke alarms, or lighting applications, and a low-power option best for battery powered applications such as sensors, remotes, and wearable devices.

ilumi will be showcasing their 2nd generation ilumi Smartbulbs and MeshTek Bluetooth modules along with other new products on the show floor at the Smart Home Marketplace of the Consumer Electronics Show (CES) in Las Vegas, located in **Sands Expo, Halls A-C, Booth #71334**.

For more information on the MeshTek modules and Development kits, with sample code for iOS and Android devices, please contact info@ilumisolutions.com. For additional information on ilumi Smartbulbs visit ilumi.co and follow ilumi on [Facebook](#), [Twitter](#) and [Instagram](#).

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About ilumi solutions:

ilumi solutions, inc. transforms ordinary things into extraordinary experiences, beginning with light. The company first launched the ilumi Smartbulb in 2014 after collecting more than \$200,000 via crowdfunding and a \$350,000 investment from billionaire Mark Cuban through an appearance on Shark Tank. Based out of Dallas, Texas, the company holds six issued patents and multiple patents pending covering a wide variety of smart lighting, advanced wireless networks and other unique technologies and was recently named one of Entrepreneur Magazine's top 100 most brilliant companies of 2015.

About Bluetooth® Wireless Technology:

Bluetooth wireless technology is the global wireless standard enabling simple, secure connectivity for an expanding range of devices and serves as the backbone of the connected world. Through an updatable platform and low power consumption, Bluetooth technology creates new application opportunities for the mobile phone, consumer electronics, PC, automotive, health & fitness and smart home industries. With nearly three billion devices shipping annually, Bluetooth is the wireless technology of choice for developers, product manufacturers, and consumers worldwide. The Bluetooth SIG empowers over 28,000 member companies to collaborate, innovate and guide Bluetooth wireless technology. For more information, please visit www.bluetooth.com.

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