



## **ilumi solutions Receives US Patent for Intelligent Wireless Lighting System on Heels of Appearance on ABC's Shark Tank and Investment by Billionaire Mark Cuban**

*ilumi color tunable LED Smartbulbs on display at Lightfair Booth # 2910.*

**DALLAS, TX. – June 3, 2014** –Billionaire owner of the Dallas Mavericks, Mark Cuban knows a bright idea when he sees one. Following an appearance on the hit ABC television show "Shark Tank", ilumi solutions landed a \$350,000 investment from the Texas billionaire and today, received U.S. Patent No. 8,742,694 from the United States Patent Office for their Wireless Lighting Control System. The issued patent discloses a novel intelligent wireless lighting system which significantly simplifies and improves the everyday use of intelligent lighting. Lightfair attendees can see the market-ready patented LED lighting system at the Avnet Booth #2910.

ilumi solutions, is a Dallas-based company specializing in tunable and intelligent next generation LED lighting and control. The company's appearance on Shark Tank and issued patent coincides with the market release of their first product, the ilumi® Smartbulb. Deemed the world's smartest lights, ilumi is a series of color tunable LED Smartbulbs controlled wirelessly via Bluetooth® Low Energy (BLE) using an app for iOS or Android. In 2013, the company raised over \$200,000 in crowdfunding via Indiegogo and Kickstarter to help bring the ilumi Smartbulb to market. Supporters of the crowdfunding campaign are now some of the first to receive and enjoy the Bluetooth controlled LED lights.

“The past few weeks have been very exciting but is truly the result of many years of hard work coming to fruition,” said Co-founder & CEO, Corey Egan. “Receiving the patent certainly further solidifies our entrance into the emerging sector of smart lighting but is also proof of the many unique and compelling technological ingenuities developed and found in the ilumi Smartbulb that result in a simpler and better experience for the customer.”

U.S. Patent No. 8,742,694 protects the company's HyperLux™ LED technology and wireless control and meshing used in the ilumi Smartbulbs. The wireless mesh via Bluetooth Low Energy, also known as Bluetooth® Smart, provides systematic and scalable networked lighting control from one to 50 ilumi Smartbulbs. Key is the system's ease of use and implementation, such as the 'plug & play' automatic pairing process that makes the intelligent lighting system as easy as screwing in a light bulb. In addition, this scalable and elegant BLE based solution is possible without the complexity of Wi-Fi networks, bridges, or hefty installation costs.

U.S. Patent No. 8,742,694 is expected to be the first of many as ilumi solutions has a strong pipeline of US and international patent applications. These additional patent applications include a wide array of technical innovations in intelligent and tunable wireless lighting and control such

as the company's proprietary HyperLux™ LED technology, which allows for the highest efficiency in multicolor and tunable white LED lighting systems.

The company currently offers two sizes of ilumi Smartbulbs in an A21 and PAR30 form factor. The A21 Smartbulb produces over 800 lumens at less than 13 watts and the PAR30 produces 1100 lumens at less than 17 watts. A user can conveniently use a mobile "app" to wirelessly control the color and brightness of any combination of ilumi Smartbulbs. Available as a free download for iOS and Android platforms, the ilumi app gives a user the flexibility to choose from tunable white light when needed and rich colors when wanted. A clock, memory, and a processor inside every ilumi allows for a user to program and enjoy a number of personalized lighting experiences from a simulated sunrise alarm in the morning to a dancing light synchronized to music, and more. An SDK will also be made available for developers around the world to create more amazing ways to use ilumi. With leading LED and control efficiency, ilumi is also vastly more energy efficient than a regular light bulb and will last for up to 20 years.

"ilumi is a powerful combination of light source and intelligent controls, with ultimate simplicity and affordable scalability. Facilities managers will love the ease with which they can install intelligent lighting and sophisticated controls. OEMs will find the ability to plug-in ilumi intelligence simply transformational" according to Dr. Chips Chipalkatti, former innovation chief at Osram Sylvania, and now Managing Director of Dr. Chips Consulting LLC and member of ilumi solutions' board of advisors.

The ilumi Smartbulb will be on display at the 2014 Light Fair Exhibition in the Avnet Electronics booth #2910 in Las Vegas. Avnet Electronics is leading supplier of integrated circuits and electronic components and is a key partner to ilumi solutions.

"We like to say: 'Don't just love your light, live your light™', and when you experience the new ilumi LED Intelligent Wireless System at Lightfair you'll see and feel how we take light to new levels," added ilumi solutions Co-founder Swapnil Bora.

### **About ilumi solutions**

ilumi solutions is a company that makes ordinary things extraordinary. Beginning with light, the company provides intelligent, simple and innovative wirelessly controlled LED lighting solutions. Based out of Dallas, TX.

Limited quantities of ilumi Smartbulbs are available for order on the ilumi website at [www.ilumi.co](http://www.ilumi.co) and commercial interest can be directed to [Sales@ilumi.co](mailto:Sales@ilumi.co). Follow ilumi on Twitter at [@ilumisolutions](https://twitter.com/ilumisolutions) and Facebook at [facebook.com/ilumisolutions](https://facebook.com/ilumisolutions).

For more information on ilumi, visit [www.ilumi.co/press](http://www.ilumi.co/press) or contact Corey Egan by e-mail at [press@ilumi.co](mailto:press@ilumi.co) or by phone at (888) 502 0575 ext. 3.

**About Shark Tank**

Mark Burnett, Clay Newbill and Phil Gurin are the executive producers of “Shark Tank,” which is based on the Japanese “Dragons’ Den” format created by Nippon Television Network Corporation. The series is produced by Sony Pictures Television.

“Shark Tank” is broadcast in 720 Progressive (720P), ABC’s selected HDTV format with stereo sound. This program carries a TV-PG parental guideline.

For more information on “Shark Tank,” visit [ABC.com](http://ABC.com).

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