WiOO: redefining the concept of the Smart light switch

A revolutionary and "illuminating" product lands at CES 2022 to be introduced to the USA market

Las Vegas, 1/5/2022

WiDesign, an Italian startup specializing in designing and producing innovative products dedicated to the Smart Home, introduces its first consumer product for the American market: WiOO, a system that completely redesigns and redefines the very concept of the "light switch." Rather than just switching on and off the lights or other house appliances, WiOO serves as a central controller in the modern home.

WiOO perfectly reflects the WiDesign philosophy: It's easy to use, functional, and beautiful.

WiOO easily integrates into any home and operates as soon as it is connected. It can be installed on the wall using the housing of regular switches, it doesn't require any changes, and it can control a light point even if placed in another room. It is unique and simple, yet features some of the most complex and innovative technology in the IoT world. It is totally and naturally integrated with the Apple HomeKit system (*), allowing the management of its many functionalities – and there are many of them! – directly from an iPhone using Siri.

The WiOO system is available in two units, the WiOO Master Switch that wirelessly connects to and coordinates up to 30 WiOO Switches, without requiring any hubs or any additional hardware. Thanks to the WiOO app, all the WiOO Switches are automatically detected and a mesh network is created to link them to the home Master. We call it functional because "it just works." It controls any on-off switch, both Smart and standard light bulbs, home appliances, doors, blinds, and music of the Apple HomeKit ecosystem. But it's more than just a switch; we like to call it a "lighting body" because the LED halo with customizable color, brightness and animations allows WiOO to detect motion and show programmed events in endless combinations. The same LED halo can also be changed to reflect unlimited moods, serving as an interior design element.

Characteristics of world-famous Italian design are incorporated into WiOO. It is available in black and white versions, and both integrate beautifully into any environment.

Safety is also very important to the WiOO project: WiOO doesn't just manage all your household appliances with seamless integration with Apple HomeKit and Siri, but protects the house and its occupants. Its integrated sensor can detect motion, and activate light signals for alerts and notifications. It can set up courtesy lights that turn on when someone walks by, eliminating the need to switch on lights manually. WiOO can also turn on cameras

and video door-phones remotely and control everything based on conditions you decide: even the weather. An upcoming update to the WiOO app will allow users to program the system to function when they are not home and simulate their daily habits in the house. The entire system has been designed with external components that work with low power and take advantage of all the strict protocols of Apple HomeKit to protect the user's privacy.

The American market is sure to appreciate the innovation, style, and functionalities of this revolutionary device.

For any request (photos, videos, tech specs, interviews with the WiDesign founders), do not hesitate to get in touch with our press office: **info@wioo.it**

WiDesign srl is a startup born in 2019 in Milan (Italy). Among the founders are professionals who worked many years at Apple and know well its ecosystem and philosophy: this was the inspiration in defining the values and approach to the excellence of WiDesign itself. The other enthusiastic team members take care of all the steps of production, from ideation to software and hardware development, to 3D design. The first product introduced by WiDesign for consumers is WiOO, presented today at CES for its launch to the North American market, but many new innovative products are on the way, dedicated to home automation and indoor lighting, as well as B2B solutions.

- (*) pending
- WiOO is patent pending

WiOO turned the lights on at CES 2022

Milan, 1/20/2022

CES 2022, which took place in Las Vegas from the 5th to 7th of January, saw the participation of over 40,000 people that showed up with enthusiasm and interest despite the last-minute withdrawals of many tech companies. In this - apparently negative - scenario, there are actually interesting and positive aspects that make us look with optimism at the future of digital innovation. This future we got to take a peek at during the event, while being still strongly guided by the biggest names in the market (the absentees of CES 2022), let us breathe the atmosphere and spirit that's typical of start-ups – the ones that, through multiple revolutions, have driven the market and its vision for the past 30 years.

The stories behind small yet dynamic start-ups are always interesting, but they don't often reach a wide audience or media outlets because the spotlight is always on the big companies and names. CES 2022 gave us the chance to turn on the light on many others, with smaller booths perhaps, but the biggest enthusiasm in showing off the results of the hard work that went into designing and engineering their visionary products.
The story we want to tell you today is the story of one of these bright start-ups that shined brightly at CES 2022.

WiOO, a "luminous" story among the CES 2022 booths

WiDesign, the young start-up from Milan, Italy, introduced at CES 2022 its first consumer product - WiOO, a revolutionary light switch - which was acclaimed one of the most interesting home automation ideas of the event. Presented in the dedicated area of the lively Eureka Park, organised by the Italian Trade Agency, WiOO was the perfect product for those looking for innovative ideas and visions.

The comments confirmed on an international level (after the exceptional feedback received in its home country) that the revolutionary concept behind this product is brilliant. The CES 2022 audience especially appreciated the Made in Italy design of WiOO, the versatility within the Apple Homekit* ecosystem and its ability to be not only a system that easily controls lights, home appliances, windows, blinds, alarms and security cameras, but also an interior design element, reflecting custom moods for every moment of the day, thanks to the iconic LED halo that can be changed to reproduce 16 million colours and endless light sequences. The attendees had also the chance to check all the esclusive security-related features, the simplicity of the installation even in traditional electrical systems, and WiOO's "superSmart" approach that allows it to control any electric load using the motion sensor included in every WiOO, no additional hub needed.

WiDesign

WiOO lit up the 2022 edition of CES, illuminating a new path for the "smart home": not just a connected house, but one that can understand and anticipate the occupants' needs and wishes.

AI is a field that needs to seek answers more in empathy than in tech components, which should be complex and complete enough to be used seamlessly and as easily as turning on and off a light switch. This is the spirit that brought WiOO to life.

For any request (photos, videos, tech specs, interviews with the WiDesign founders), do not hesitate to get in touch with our press office: **info@wioo.it**. We also invite you to visit our website: **www.wioo.it/en**.

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