

Lights on: the revolutionary offer from WiDesign at Cersaie 2022

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WiDesign, the young Made in Italy startup specializing in the planning, design and production of innovative products dedicated to the SmartHome, is at Cersaie 2022 to meet architects and interior designers and show how the aesthetics of the modern home can be combined with the most innovative home automation technologies. The truly unique approach of WiDesign is to offer not only exclusive products that open new chapters for the domestic habitat, but also to offer design and technical partnerships to companies and designers to develop custom solutions for every need and vision.

At the Cersaie booth it will be possible to see the prototypes that will confirm the innovative approach of WiDesign, first of all **WiOO**, of which it holds the patent and which will soon be launched with a campaign on Kickstarter: this is a product that completely **redesigns and redefines the very concept of "switch"**. Instead of just turning on and off the lights or other appliances in the house, WiOO is in fact the absolute protagonist of the modern home. WiOO is simple to install and use, it integrates perfectly into any home and with the Apple HomeKit system, it works as soon as it is connected, it can be installed on the wall using the standard housings of the normal switches, it is not necessary to change anything, it can control a light point even if placed in another room through its own mesh network that allows it to work even in the absence of connection to the home router. It is definitely functional because... "it just works", it controls any switching on and off of both Smart and standard light bulbs, as well as all the HomeKit compatible devices. But that's not all: WiOO is, as mentioned, much more than a switch. The LED crown with customizable colour, brightness, animation and sides of the light, allows WiOO to signal movements or show an event that has been programmed, with infinite combinations and moods to define and characterize the day, becoming a complement to furniture that surrounds life, coloring it with emotions.

In addition to WiOO, it will also be possible to see the prototype of **Alveis**, a table lamp that, just like the riverbed that controls the flow of water, can be programmed to change the color of its light in a specific user-defined time span (from a few minutes to several hours), creating a gradient between two colors of your choice from over 16 million shades. The internal LEDs are individually programmed to create an ever-changing mood in the home's habitat and the fluid effect of the colour change is truly spectacular.

Finally, together with the research and development team, it will be possible to learn more about the many future plans for "furnishing with light", using the exclusive WiDesign technology that is able to map every single light LED and control its ignition, switching off, intensity and colour: a challenge and an opportunity for designers and architects, to design new environments and bring



emotions to life, effectively creating a metaverse of light that does not require helmets or screens, which does not require immersion in a virtual reality, but which on the contrary offers all the advantages of the digital world in a truly human dimension: the home.

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). The founders are professionals who worked for years in 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, but many new innovative products are on the way, dedicated to home automation and indoor lighting, as well as B2B solutions.