

WiOO Switch turned the lights on at North Star 2022

Milano, 10/9/2022

North Star 2022, the Dubai's number one global startup and tech event is taking place in Dubai World Trade Center from the 10th to 13th of October.

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. North Star Dubai 2022 gave to WiDesign 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.

WiOO Switch, a “luminous” story at North Star Dubai 2022

WiDesign, the young start-up from Milan, Italy, introduced at North Star 2022 its first consumer product: WiOO Switch, a revolutionary HomeKit enabled light switch, 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 and the Made in Italy design of WiOO it's unique.

The versatility of WiOO Switch within the Apple HomeKit technology 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 will have also the chance to check all the exclusive 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 amazing technologies included in every WiOO Switch. WiOO Switch do not requiring additional hub, is the only HomeKit smart light switch that can work even if the network falls.

In addition to the WiOO Switch, WiDesign will show as a preview dedicated to North Star 2022 visitors, some LED lamps in which the union between design and technology becomes an accurate functionality.

WiOO lit up the 2022 edition of North Star, 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 Switch 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.

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.