

## Features

Angle poise lamp is flexible and simple, featuring a spring and lever mechanism for easy position and angle adjustments. Its designs prioritize usability and functionality. It provides direct and focused light. On the other hand, the smart lamp offers programmable brightness and colour temperature control, multi-purpose lighting modes, and app-controlled features through smartphone app. Allows to customize the lighting.

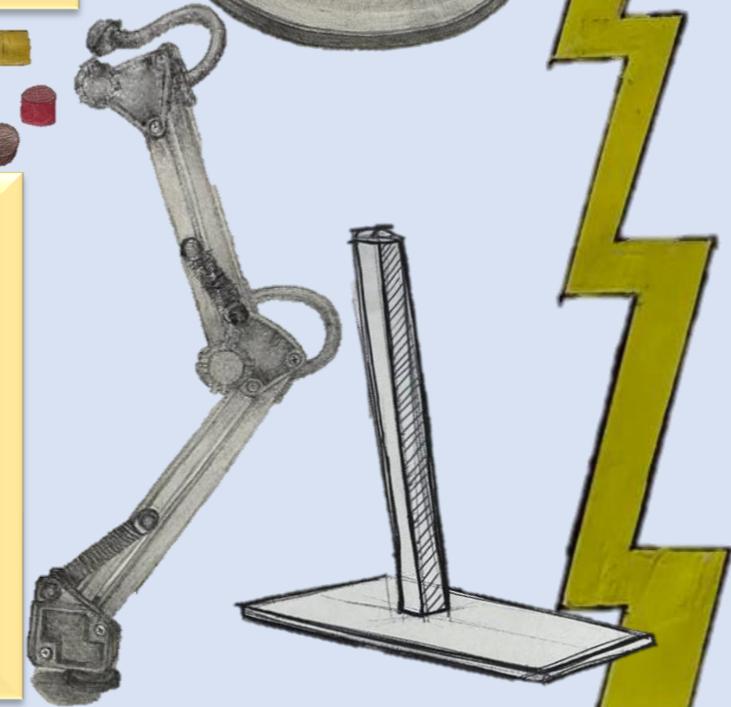


## Sustainability

The Angle poise lamp is built to last long as it uses good quality materials, which can contribute lower resource consumption and waste generation. The smart lamp is designed to be energy efficient, using LED bulb for lower energy consumption resulting in lower energy costs. It uses recycled materials which can also be recycled.

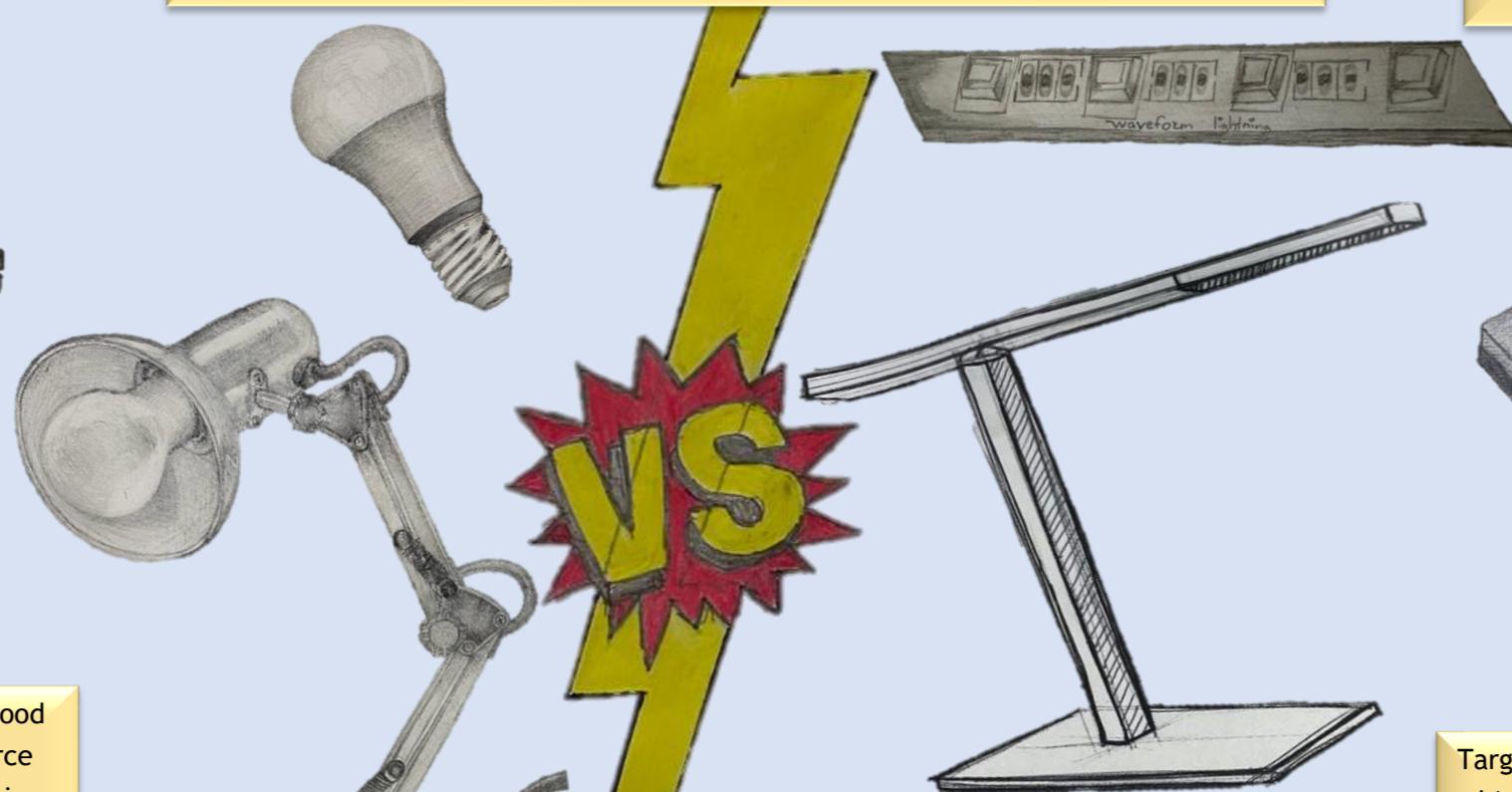
## Shape and Aesthetics

The angle poise lamp has a more complex shape compared to the simply designed smart lamp. The lamp implies different features as arms, springs, plates to keep the arms together and knobs which allows to adjust the lamps position. The lamp maintains a classic design. The smart lamp is a sleek and minimalist, influenced by technology. It's a truly simple shape and ergonomic. The neck can be adjusted only one direction up and down. Smart lamp exists as a mono part while the angle poise lamp is composed of multiple parts which implies its complexity in the shape and aesthetics.



## Light Bulbs

Incandescent, halogen, and LED bulbs are the only options that can be used in Angle poise lamp, brightness, and colour temperature while the smarter lamp uses LED bulb, with colour temperature options. It comes with integrated smart bulb, which can be controlled through an app or voice-controlled virtual assistants, allowing to customize lighting and alter space ambience. The led bulb in the lamp allow to adjust brightness levels and integrate into smart home ecosystems.



## Power Source

The angle poise lamp relies on constant energy supply it uses a traditional plug-in power source same as the smart lamp is operating on traditional plug-in power but it uses an USB rather than a normal plug implying a more compact design and a newer feature



## Target Market

Target Market of angle poise lamp would suit a design enthusiast who appreciate classic and iconic design, due to their functionality often popular in workspaces as well popular in interior designs where the focus is on aesthetics on the other hand the smart lamp would suit a techier person due to the technological integrations and multifunctional features it implies. Can suit consumers who value the ability to customise their light experience and well as individuals who are building a home ecosystem.



## Conclusion

In conclusion I can say that both lamps have advantages and disadvantages. The winner depends on your need of the lamp. If you need an aesthetic, good looking lamp which can also provide direct and focused light which prioritises usability and functionality your choice is the Angle poise lamp.

If you rely on sustainability and care about planet's ecology by using recycled (recycled) material, energy efficient LED bulbs, you love the ability to customise the light depending on your preference and building your own home ecosystem the smart lamp will be the great deal for you.

There cannot be a specific winner because both lamps are good in their way deepening on their use. More depends which lamp will suit your case more will be the winner for you.