

TBIdeas Launches Loochi on Indiegogo, the First Bluetooth 4 Connected Lamp

TBIdeas is breathing new light into the world of connected things with its launch of Loochi, the first ever smart lamp controlled with the stroke of a hand from your iPhone or you iPad (and tomorrow Android).

Santa Cruz (CA) - Paris, December 20th 2012. Loochi, now available on the crowd-funding platform Indiegogo.com, is a powerful multi-colored lamp equipped with a 10 W LED light, making it stronger and more brilliant than the classic 40 W light bulb (~500). The Loochi application allows the user to choose a color, an ambiance (ie. winter firelight, tropical storm, starry nights, Santa Cruz sunset) and to create themes to share with other users.



Loochi lets one project the mood he wants to decorate for a party, relax and kick back or even fall asleep gently and wake up with soft simulated rays of sunlight. It allows one to synchronize his mood to music and can be set up to alert the user when his phone receives an sms or email.

Loochi even knows when the user comes home, and lights up the house! The best part is that there is no configuration necessary, thanks to Bluetooth 4 Low Energy technology (already available with older generations of iPhone (4S/5) and iPad (3/4/Mini).

« We believe smart objects should be accessible to everyone but most of them are just too complicated to setup and use. Loochi is extremely easy to use - I wanted even my grand mother to enjoy the 'Internet of Things'. »
- Thomas Sarlandie, co-founder TBIdeas

TBideas is an avid supporter of open source products, and is publishing Loochi's details so that anyone can manufacture or improve it. Loochi's electronic design, source code and mobile application are all available online. A tutorial describing how to create new lamp compatible with Loochi, is also available online.

Loochi is the simplest solution to light up a connected lifestyle. It is available now at <http://www.getloochi.com>, the first buyers will receive a special price of \$79.

About TBideas - Bright ideas start with light

TBideas is an innovative start-up exploring ways to improve daily life by connecting physical objects with the internet, mixing quality design and technology.

www.tbideas.com

facebook.com/tbideas

@tb_ideas

Press Contact

Boris de Lastours - boris@tbideas.com