



PRESS RELEASE

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## **IKEA launches its first digital home furnishing product – an app to adjust lighting**

**March 31<sup>st</sup> IKEA takes the next step in the smart home by releasing its first completely digital home furnishing product. The TRÅDFRI app lets people design the lighting they want through their phone or tablet. The app is part of the smart lighting collection which includes solutions for dimming, switching from warm to cold light, remote steering and personalisation of light.**

Smart lighting enables people to adapt their lighting to the activity they are doing and to create atmosphere. The technology has been around for some years but has not yet been adopted by the many people. Through home visits and customer surveys, IKEA identified two key challenges to solve in order to enable smart lighting for the many:

“Our research told us that the existing technology was perceived as being too expensive and difficult to understand. With this in mind, we set out to make our smart lighting solutions easy to use and affordable,” says Björn Block, Business Leader for IKEA Home Smart.

Since October 2016, IKEA has been piloting a selection of smart lighting products on four markets, e.g. LED bulbs, lighting panels and doors. March 31<sup>st</sup>, all smart lighting products become available in all stores in Europe and North America, including a couple of new products such as wireless dimmers, a motion sensor and a gateway and app.

IKEA Smart Lighting is a plug and play solution, meaning there is no need for hardwiring or hiring an electrician. All it takes is replacing a light bulb with a TRÅDFRI LED bulb. By using the gateway and TRÅDFRI app, people can design their lighting through dimming, switching from warm to cold light in three steps and setting lights for different moods.

“With the app you can for instance choose a light for early mornings, another for late evenings and a third for cooking or working at home. Just as with our other smart lighting products, we’ve strived to make the app as simple and easy to use as possible,” says Björn Block.

Smart lighting is IKEA’s second step in IKEA Home Smart, which started with the launch of wireless charging products for mobile phones 2015. IKEA sees a great potential in the smart home business. In the years to come, there will be additional launches, enabling people to build onto their smart home solution.

“IKEA Home Smart is not about making gadgets. It’s about adding functionality to our entire product range by integrating technology into our home furnishing offer,” says Jeanette Skjelmoose, Business Area Manager for Lighting and IKEA Home Smart.

*IKEA is one brand and many companies. Around the globe, a large number of companies operate under the IKEA trademarks.*

*IKEA Range & Supply, consisting of IKEA of Sweden in Älmhult and IKEA Supply, have the responsibility to develop, design, produce and supply IKEA stores around the world with home furnishing solutions available to the many people. Each year IKEA Range & Supply introduces 2,000 new products in the IKEA stores. The total range is almost 10,000 products.*