



PRESS RELEASE

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## Control IKEA Home Smart products with Amazon Alexa, Google Assistant and Apple's Home app

**During the summer and early autumn, IKEA is adding functionality to its smart lighting range by enabling people to voice control their lighting with Amazon Alexa and Google Assistant and to set up and adjust lighting using Apple's Home app and Siri voice commands. This takes IKEA one step closer to making smart home technology accessible for the many.**

IKEA is on a journey to make smart home products easy to use and affordable for everybody. During the summer and early autumn, IKEA takes the next step into the smart home by making the IKEA smart lighting range work with Amazon Alexa, Apple HomeKit and Google Assistant.

"With IKEA Home Smart we challenge everything that is complicated and expensive with the connected home. Making our products work with others on the market takes us one step closer to meet people's needs, making it easier to interact with your smart home products," says Björn Block, Business Leader for IKEA Home Smart.

In 2015, IKEA entered the smart home with the launch of wireless charging products for mobile phones. In April 2017, smart lighting became available on all markets in Europe and North America.

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 a remote control or the TRÅDFRI app, people can design their lighting through dimming, switching from warm to cold light in three steps and setting lights for different moods. And this summer and autumn, it will also be possible for people to interact with their smart lighting using Amazon Alexa or Google Assistant and to set up and adjust their lighting using Apple's Home app, as well as have them work seamlessly together with other HomeKit, Google Assistant and Amazon Alexa enabled accessories such as thermostats, door locks, sensors, ceiling fans, shades and more.

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. Furthermore, IKEA will continue to make its connected products work with others on the market.

"We think that smart home technology should be accessible for everybody. That is why we will continue to make our products work with others on the market," 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.*