



PRESS RELEASE

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Now you can voice control IKEA Smart lighting

Earlier this year IKEA announced the initiative to add functionality to its smart lighting range by enabling people to voice control their lighting with others on the market. From November 1st you can steer IKEA Smart lighting with Amazon Alexa and Apple's Home app.

IKEA is on a journey to make smart home products easy to use and affordable for the many people. With the ambition to make the connected products work with others on the market IKEA have now taken the first step of becoming compatible with Amazon Alexa and Apple's Home app.

"We are super excited to announce that we now are compatible with Amazon Alexa and Apple's Home App. Our developers have worked hard to make our smart lighting products to work with others on the market and now we have taken the next step adding functionality to our range." says Björn Block, Business Leader for IKEA Home Smart

During the autumn there have been a software update of the TRÅDFRI gateway which enables different devices to work together with IKEA smart lighting range. The new software update for TRÅDFRI enables integration with the supported devices from Amazon and Apple. For the upcoming months further compatibility with others on the markets will happen, nearest in the future is Google Assistant with an estimated release at the end of the year.

Customer surveys shows that many people want to be able to change the light and mood depending on the activity. Lighting not only helps with functionality in the everyday life, it creates atmosphere, and we know that small changes in the lighting can have a great impact on people's well-being. The IKEA smart lighting products enables this by making it possible to adapt and personalise light in an easy way at an affordable price.

"This is just the beginning. In the years to come, there will be additional launches making it possible for more people to build onto their smart home solution with different functions in the home furnishing offer." says Björn Block, Business Leader for 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.