



## **iLuv Introduces a Smarter Way to Wake Up with the SmartShaker™ 2 at CES 2016**

***New Bluetooth® enabled pillow shaker introduces a more effective and customizable way to start the day***

**Las Vegas – January 04, 2016** – [iLuv Creative Technology](#) today announced the next generation in its line of unique alarm clock products, the SmartShaker™ 2. This discreet pillow shaker uses the latest Bluetooth® Smart technology to act as an extension of a smartphone alarm to provide a more effective and customizable way to wake up.

The patent pending [SmartShaker™ 2](#) features a small, sleek and lightweight circular design that fits comfortably under any pillow. The simple-to-use app allows the user to set and save their wake schedule and preferences. With a variety of alarm options, the device is guaranteed to wake up even the heaviest sleeper. Options include different tones, music, voice recordings, as well as adjustable sound and vibration levels. The 103 decibel panic sound or earthquake vibration setting will wake anyone up on time.

Additionally, the SmartShaker™ 2 can be connected to other household devices to trigger alarms, music and lights, allowing consumers to set the wakeup routine that is right for them. The device easily connects to any Bluetooth-enabled speaker to stream music as users wake up. The SmartShaker™ 2 also has the ability to pair with iLuv's Rainbow 7™ or Rainbow 8 Smart Bluetooth LED light bulb to light up a room to start the day.

"iLuv is dedicated to constantly reinventing and improving day-to-day life through connected mobile products at an affordable price point," commented Jason Park, Marketing Manager at iLuv. "Our 2016 CES Innovations Award winning SmartShaker™ 2 is the perfect example of how our innovative drive has created a device to solve a common problem. This compact and easy-to-use pillow shaker is the ideal way to wake up for anyone from travelers, couples, and roommates to the heavy sleeper and hearing impaired."

The SmartShaker™ 2 will be on display at the iLuv Booth #8625 at CES January 6-9 in Las Vegas. The booth will feature brand new products from iLuv, including portable Bluetooth® speakers, IP cameras and WiFi enabled light bulbs.

### **Pricing and Availability**

iLuv's SmartShaker™ 2 has an SRP of \$29.99 and will be available in March 2016 at amazon.com and other select retailers.

## **About iLuv**

iLuv Creative Technology, the premier provider of the most comprehensive line of accessories for Apple, Samsung and smartphone devices, rapidly delivers products for today's discriminating consumers. Since inception, iLuv has amassed a total of 47 prestigious awards including 6 Red Dot Awards, 4 iF product design awards, 11 Good Design Awards, and 26 CES Innovation Awards. iLuv was also recognized with 3 Global iBrand Top 20 awards. These awards serve as recognition for our innovative design and engineering across a range of mobile accessories, including Connected Home-Connected Life products, audio speakers, headphones / earphones, chargers, cables, and protective cases. Headquartered in New York, iLuv is a division of jWIN Electronics Corp., a leading consumer electronics company since 1997. All iLuv products are conceived, designed and developed in New York and continue to lead in quality, value, design and innovation. Learn more about our distinctive range of products and why iLuv means 'Innovation · Lifestyle · Unquestionable Value' at [www.iLuv.com](http://www.iLuv.com).

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