



## **iLuv Extends Line of Home and Office Security Cameras at CES 2016 with the mySight™2K**

### ***New WiFi connected IP camera records and streams in 2K HD video quality***

**Las Vegas – January 05, 2016** –[iLuv Creative Technology](#) today expanded its family of connected home and business security cameras with the introduction of the [mySight™2K](#) - a WiFi enabled IP camera offering users 2K HD video resolution and an elegant, stylish design. With the ability to record and stream at resolutions higher than traditional full HD cameras, the mySight™2K delivers incredible clarity and detail for those who wish to stay connected and keep an eye on their home or business, even when they are not there.

“Demand for connected home products is continuing to grow, especially among consumers searching for solutions that address security and convenience,” said Jason Park, Marketing Manager at iLuv. “mySight™ 2K was designed specifically to meet the needs of these consumers, offering a suite of high-tech features simplified for everyday use. With 2K resolution, a unique, sophisticated design and user-friendly operation thanks to an intuitive iOS and Android app, it offers everything a consumer could want of an IP camera at a price point that makes it even more attractive.”

### **Elegance Meets High-Tech**

Boasting an elegant design inspired by the beauty of a fine wine goblet stem, the stylish new camera would complement almost any home décor. Beyond its aesthetically pleasing design, the mySight™2K is also one of the most advanced WiFi IP cameras on the market today. The camera uses the latest Ambarella™ chipset, delivering higher resolution than other 1080p cameras. Moreover, mySight™2K incorporates iLuv’s Real HDR technology which enhances picture quality in even the most challenging of lighting environments.

Ideal for environments in which the viewing area features conditions ranging from extreme light to shadow - such as a living room with windows - the camera blends multiple sensor exposures to improve dynamic range and offers an optimal visibility of the entire area. This technology ensures that details in view, both outside and in, remain clearly visible to users. With an ultra-wide angle lens offering 150-degree coverage and automatic lens distortion correction, users won’t be confined to simply monitoring a small space. Thanks to IR LEDs, mySight™2K also performs in low-light with 1Lux night vision.

Streaming and downloading 2K video can be a significant drain on bandwidth and drive data use; however, thanks to mySight™2K’s Smart AVC technology, the camera compresses video data with the ultra-efficient H.264 algorithm. The H.264 video compression provides approximately twice the compression of MPEG-4 and offers the highest video quality with the lowest bit rate in the industry.

### **Easy-Setup and App Driven**

With iLuv's easy-to-use smartphone and tablet application, setup for the mySight™2K takes just 60 seconds. Users simply scan a QR Code on their mobile device to automatically launch the setup process which offers easy to follow instructions to connect the camera to one's home network. Once connected, the app will allow users to access live feeds of each camera connected to their account no matter where in the world they may be. The app also lets the user fine tune the camera's audio and motion detection settings. Via the app, users can define specific areas to monitor, such as a door or window, to help reduce false alarms for motion within a scene. If audio or motion is detected while monitoring, the mySight™2K will automatically record a 10 second clip of the event and send an alert to the user so that they can immediately review the footage and take the appropriate actions if needed. In addition, should the camera be tampered with - such as being covered or moved - or lose power, the user will also be immediately notified via a push message sent using the app.

### **Security in the Cloud**

For added security, mightSight2K™ is supported by a secure cloud service for private video storage. Offering capabilities similar to a DVR, the service automatically saves live video on a rolling basis as well as audio and motion triggered events, which are stored securely in the cloud with the highest level of encryption for privacy and protection. Basic service is provided free, which includes 24-hours of storage for 10 second sound and motion event clips. Higher-end service is also available for \$9.99 (GOLD) and \$19.99 (PLATINUM) per month which saves full alert footage for up to seven and thirty days, respectively. Each mySight™2K camera will come with a free 30-day trial of the GOLD cloud recording service.

The mightSight2K™ will be on display at the iLuv Booth #8625 at CES 2016 January 6-9 in Las Vegas. The booth will feature brand new products from iLuv, including portable Bluetooth® speakers and WiFi enabled light bulbs.

### **Pricing and Availability**

The mightSight2K™ has an SRP of \$179.99 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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