



iLuv Introduces New Rainbow7 Smartphone-Controlled Multicolor LED Light Bulb

***-iLuv's Rainbow7 Lets Consumers Change Colors and
Set Schedules for Home Lighting Through Their Mobile Devices-***

Port Washington, NY – June 09, 2015 – [iLuv Creative Technology](#) announces the company's first app-enabled, Bluetooth® smart LED light bulb, Rainbow7™. Rainbow7™ is an easy-to-use, energy efficient LED bulb that allows owners to control their lighting wirelessly through their mobile devices. As part of iLuv's new Connected Home - Connected Life series of smart products, Rainbow7™ helps owners manage and control their lives with greater ease and efficiency.

“Our Rainbow7™ bulb serves as an excellent entry point into home automation,” said William Otte, Senior Vice President of Sales and Marketing at iLuv. “Lighting is absolutely essential to all households, and Rainbow7™ improves upon every aspect of traditional light bulbs. Rainbow7™ is not only energy efficient, but also provides a smarter, easier way for consumers to manage their lighting from the convenience of their mobile devices.”

[Rainbow7™](#) is easy to install and fits in most light bulb sockets. It delivers a new lighting experience.

Wireless Lighting

Turn lights on or off, or dim them from the convenience of your smartphone or tablet up to 30 feet away without having to get up to adjust the lights. The latest in Bluetooth® wireless technology, Bluetooth® Smart is incredibly energy efficient and minimizes power consumption, allowing devices to be used for a longer span of time.

A Color for Every Mood

Choose from over 16 million possible lighting colors to set the mood for any occasion. Select a clear white for reading, choose a warm tone to relax, or dim everything for a romantic evening with full control over brightness.

Customize Schedules

Rainbow7™ can be customized to follow a lighting schedule to suit a variety of situations, such as turning on automatically when the owner enters the home, at night when the family is away to deter burglars, or turning off automatically when going to sleep.

Group Multiple Bulbs

Control multiple Rainbow7™ bulbs at once. Group up to 6 bulbs and set up to 10 different groups, giving you control over up to 60 bulbs from one app.

Energy efficiency

As an LED light bulb, Rainbow7™ is incredibly energy efficient and has a lifespan of 20,000 hours, helping owners reduce their energy usage and their carbon footprint.

Rainbow7 will change the way you experience lighting.

Pricing and Availability

iLuv's Rainbow7™ has an SRP of \$39.99 and is available now at [Amazon](#) and other select retailers.

Follow us on [Twitter](#) @iLuv_World, or friend us on [Facebook](#) at iLuv Creative Technology.

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 43 prestigious awards including 6 Red Dot Awards, 4 iF product design awards, 8 Good Design Awards, and 25 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 headphones, adapters, speakers and chargers. 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 at www.iLuv.com.

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