

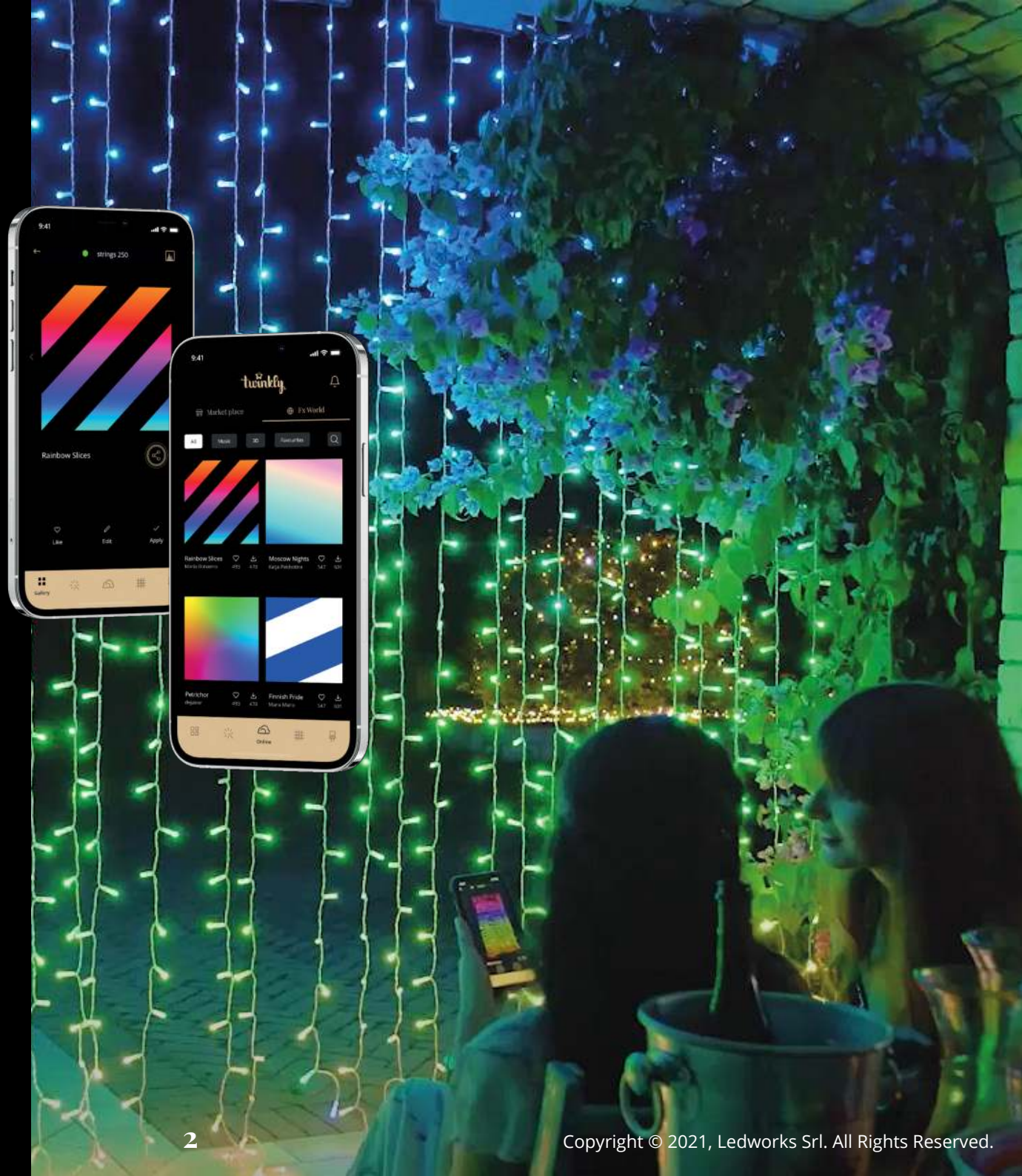


# Twinkly for Business

2021 | ENGLISH

# Welcome to a world where light meets technology for a limitless experience.

Twinkly's idea and vision originate from the opportunity to apply the latest technology from the digital world to the universe of lighting, through the development of new products – both for consumer and professional use – ready for the Internet of Things revolution.





# Your all-in-one solution to incredible lighting projects.

Twinkly is a smart lighting system you can use to illuminate anything and everything, from a home Christmas tree to an entire town. Twinkly combines best-in-class hardware with proprietary software to let you design and control the best lighting installations you can think of.

Our mission is to empower everyone to effortlessly create and manage small and big installations, with minimal technical knowledge. To make this possible, we developed a full ecosystem –our renowned LED lights, controllers, and our mobile and web apps– which will give you a seamless experience and full control over the creation and maintenance of your project.



# Our very own LEDs

Each Twinkly LED can perform 16 millions of colors. Or 16 millions shades of white. Or both.



## RGB



Red, Green, Blue  
perfect for multicolor effects



## AWW



Amber, Warm White, Cool White  
best for classical and bright set ups



## RGB+W



Red, Green, Blue + Warm White  
all the colors you dream of



# Mappable LED pixels

Magic 3D animations,  
displayed on your decoration  
Just like a video on your TV.

You can have incredible results, quickly and easily: the Twinkly app maps, through the smartphone camera, the exact position of each LED bulb in the 3D space letting you wrap any shape you want and apply amazing effects with pixel-perfect precision.



Several patents have been filed  
and granted to protect the  
result of Twinkly's investments  
in research & development

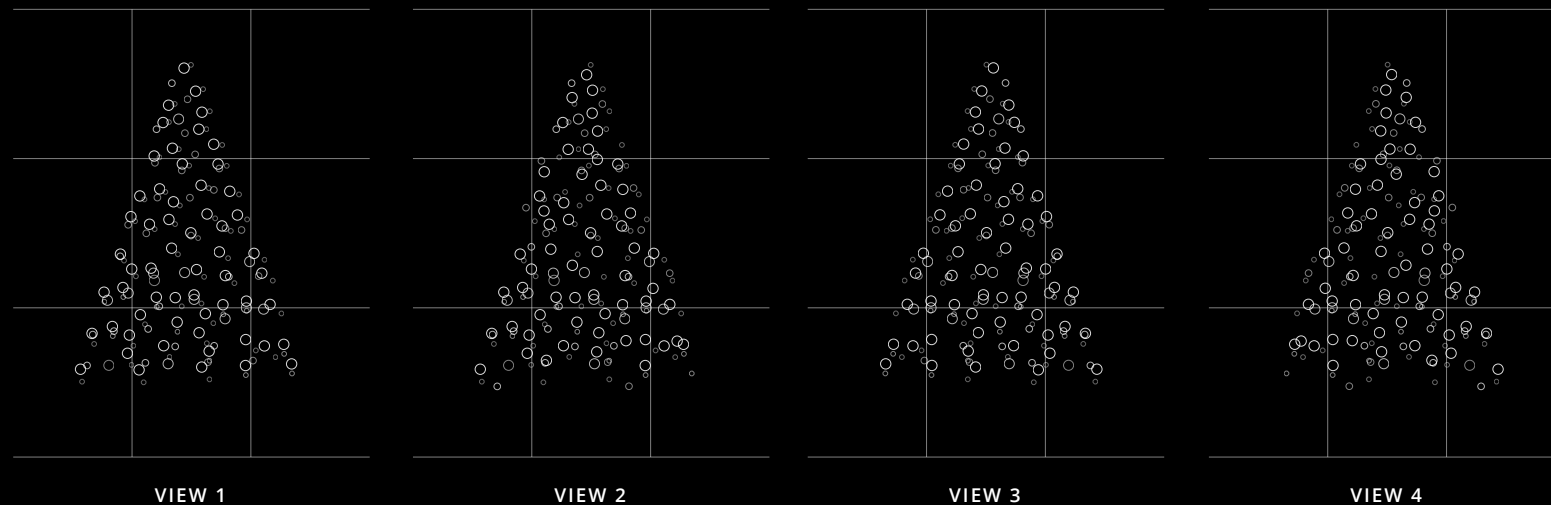


# 3D computer vision

Just frame your decoration.  
Twinkly will do the rest.

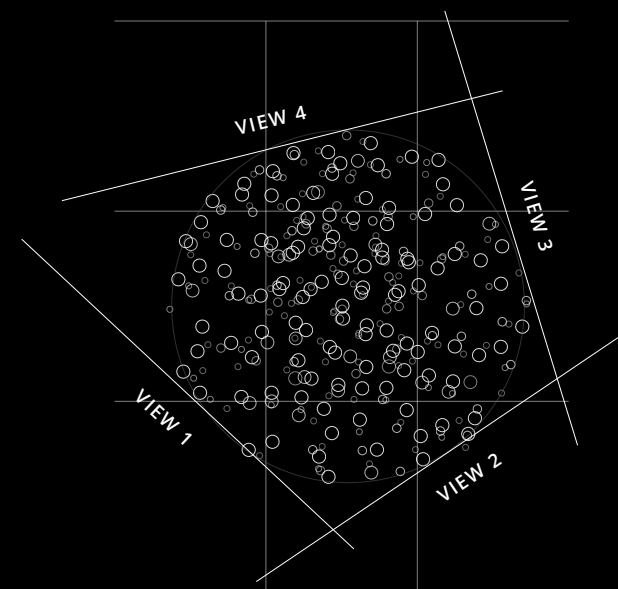
The heuristic Computer Vision mapping functionality performs a scan of your decoration to create a true virtual layout to precisely control the whole group of lights as one single object.

By a quick sequence of encoded light flashes, the app is able to determine the



position and corresponding identification code of each single LED.

A sophisticated reconstruction algorithm combines views made at different angles to create the best 3D model in a bunch of seconds.





# Effects

Choose from the Gallery.  
Download new ones.

Our new Effects Gallery is getting vastly improved with lots of effects to suit everyone's tastes, tags for different requirements and easy to preview effects grid.

Still want more? Head over to the Online section, which is constantly being updated with fresh new effects to download. You can never have too many.





# Wizard

The power of creation  
in your hands

FX Wizard simple but extremely powerful  
tool that anyone can use to create  
stunning effects in a matter of seconds.

The user will have the ability to choose,  
adjust, and mix different patterns to  
create unique compositions with ease  
using intuitive gestures.

Pinch, zoom, rotate and boom! Here is  
your new, very own, pro-grade effect!



Pattern



Colors



Adjust



Intensity



Speed



Direction





# Music

Another revolutionary technology ready to give color and shape to any sound.

Twinkly Music, in combination with any Twinkly light set, offers much more than just music sensitivity: its cutting-edge algorithms decode any sound source in real time (whether it's classical Christmas songs or dance music) to identify relevant musical elements to create a combined audio-visual experience.



# A Twinkly for every project

No matter how big (or small) your project is, you can make it shine with Twinkly.

A single Twinkly controller can handle up to 60K LEDs – And you can combine products from both our Professional and Consumer lines to light up your bespoke installation, be it a shop window, an entire building facade, a wedding venue, or an art installation – indoor and outdoor.





# Twinkly's system

## Hardware

### Addressable LED

Twinkly's LEDs are individually controllable and can change colour and brightness in real time.

Addressable LED



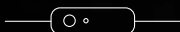
### Controllers

They run all the calculations and control elements necessary for the operation of your display. They're a communication device connecting lights and applications.

Ethernet Controller



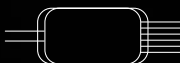
Wireless Controller



### Accessories

Our Pro accessory line helps you handle the connectivity of your larger installations and control them from any location, be it local or remote.

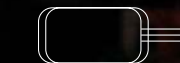
Connection Hub



4G Router



Music Player





# Twinkly's system

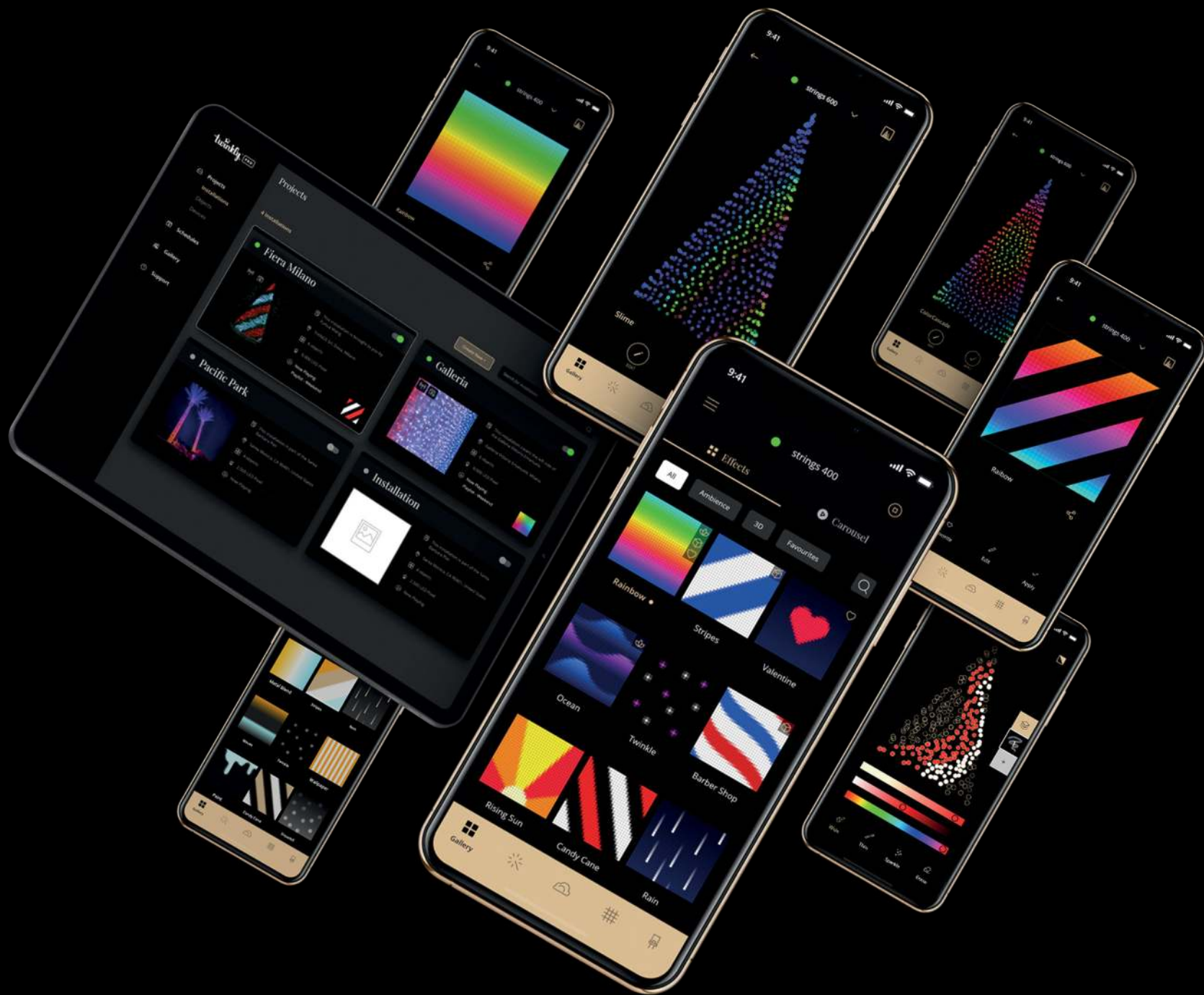
## Software

### Mobile App

The only tool you need to locally configure your display of one or more controllers.

### Cloud Console

It allows you to remotely control one or more installations from any location (all you need is an internet connection) with advanced features.





# Decoration, the Twinkly way

Twinkly is packed with technological innovations that redefine traditional processes.

Traditional professional installations involve lengthy processes and ongoing coordination between several specialists, leading to high hardware, software, and installation costs.

Twinkly rewrites all that with a simple, intuitive, and scalable process, giving you unlimited creative possibilities.

## INSTALLATION

Simple, effortless,  
seamless connectivity

## CUSTOMIZATION

Expression, creation  
and visualization

## FULL CONTROL

Over the management  
of your display

## SETUP

Interactivity between  
hardware and software

## ENTERTAINMENT

Lighting decoration at  
a whole new level

# Installation

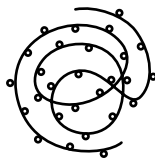
Simple, effortless, seamless connectivity



NEW

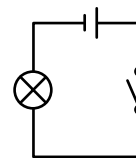
## No technical intervention

All our devices are IP65 rated and come with power connectors and ethernet ports, so you won't need any additional equipment – they are ready to use out of the box.



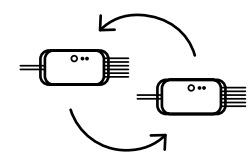
## No fixed light schemes

There's no need to design a matrix diagram with predefined light positions: just install your lights any way you want and the Twinkly app will do the rest, recognizing the position of each light in a matter of seconds.



## No wiring diagrams

You don't have to design electric diagrams or place electrical devices in a specific way – Twinkly's flexible system takes care of everything.



NEW

## Easy to swap

Each controller can be easily replaced without reconfiguring your installation: all data is saved onto the cloud rather than on the physical device.

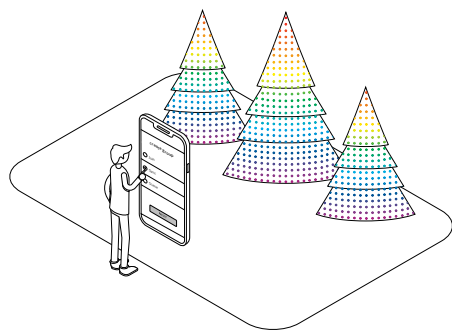
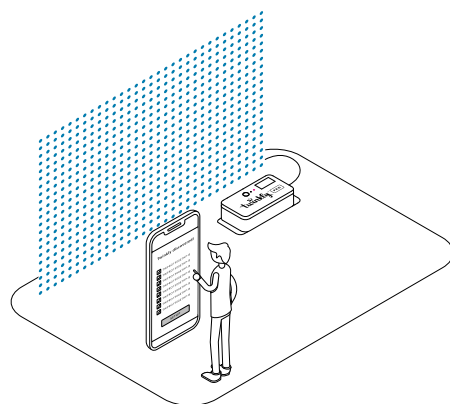


# Setup

Interactivity between hardware and software

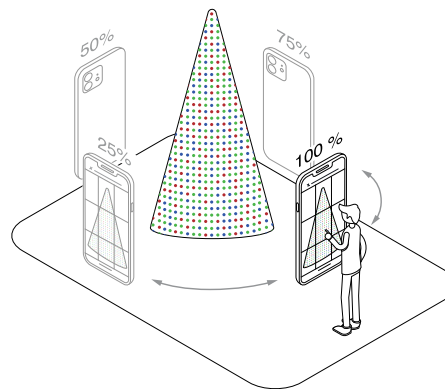
## Setup

Easily configure your devices and connected lights via a guided onboarding process on the Twinkly App.



## Configuration

On the Twinkly App, you can virtually group your devices by creating one or more objects, and choose between different options that best suit your needs.



NEW

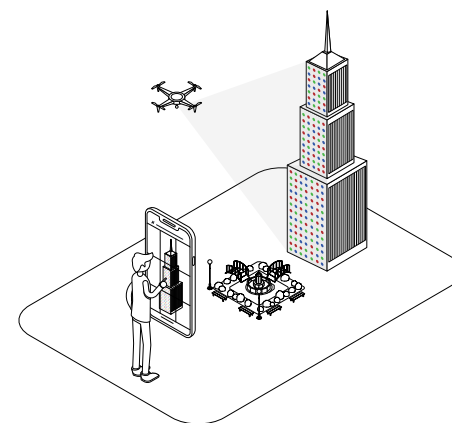
## Drone Mapping

It allows you to frame LEDs at heights or positions that can only be reached with the aid of mechanical platforms.

TWINKLY PRO ONLY

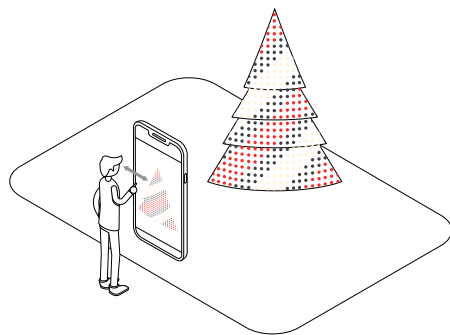
## 3D Mapping

If the object to be mapped is three-dimensional or too large to fit in a single camera frame, the system will guide you to acquire a precise map via a step-by-step process.



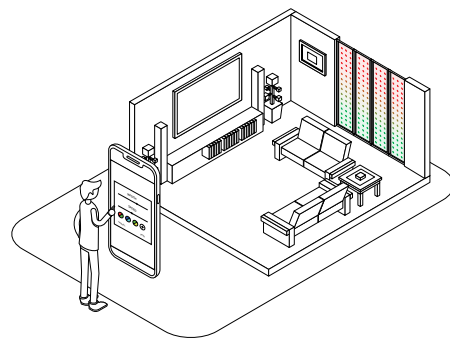
# Customization

Expression, creation and visualization



## Play

Choose from a wide variety of effects available in the Twinkly App gallery, each with its own set of customisable parameters.



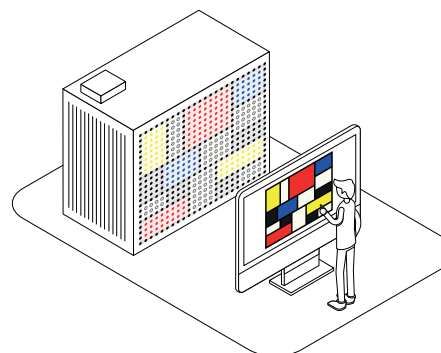
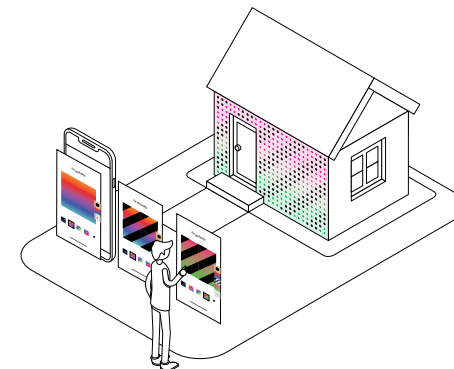
## Edit

Each effect can be completely customized in a very easy way, changing the speed, colors and other key parameters of each animation.

NEW

## Create

The new creation tool on the Twinkly App gives you the ability to design powerful effects with ease and full editing control.



## Import

Upload video or image content from your device, and the Twinkly Pro Cloud Console will automatically adapt it to the layout of your installation.

TWINKLY PRO ONLY

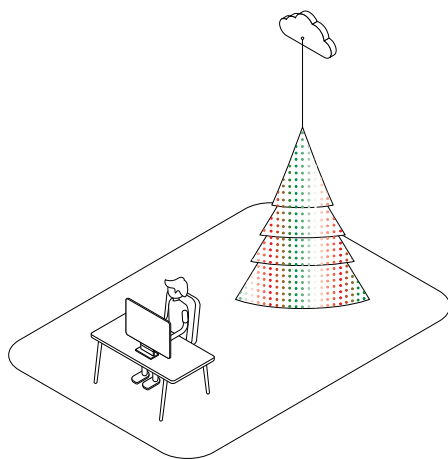
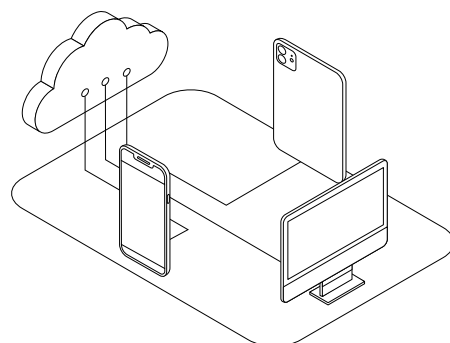


# Control

Power over your decoration

## Account

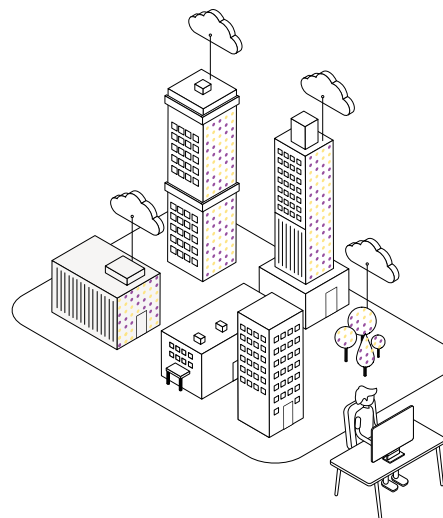
All your data is synced from the cloud, access your installations at any time, anywhere, on any device.



## Remote Control

With the Twinkly Pro Cloud Console your objects are yours to control, wherever you are, as long as they're connected to the internet.

TWINKLY PRO ONLY



## Synchronize

You can virtually group all your installations, even if they're located in different locations, and control them simultaneously.

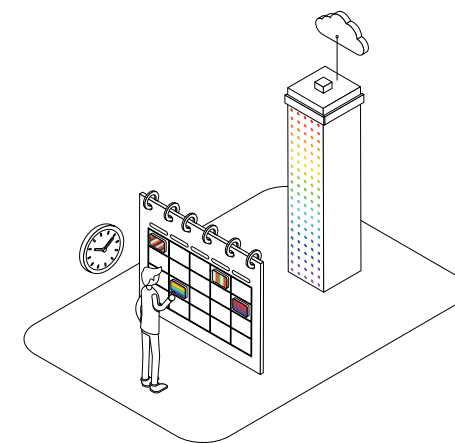
TWINKLY PRO ONLY

NEW

## Schedule

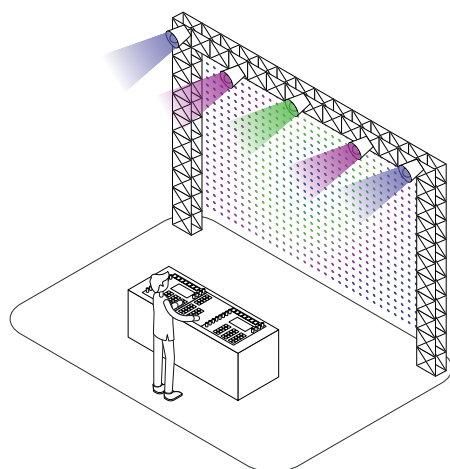
Don't worry about remembering when to change or play effects: with the schedule/playlist feature you can set effects to play whenever you wish.

TWINKLY PRO ONLY



# Extra

Lighting decoration at a whole new level



NEW

## Third-party Integration

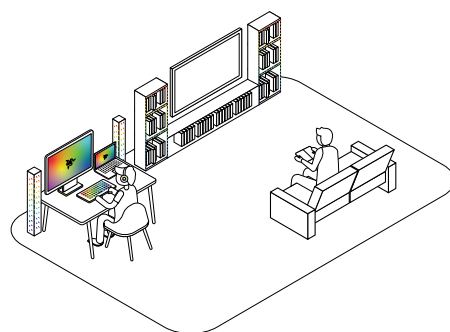
You can trigger an effect from a playlist through the ethernet interface via a proprietary control system in real time.

TWINKLY PRO ONLY

## Razer Chroma™

Razer Chroma™ RGB and Twinkly now bring reactive lighting to your gameplay so you can flood your room with the color of every winning move.

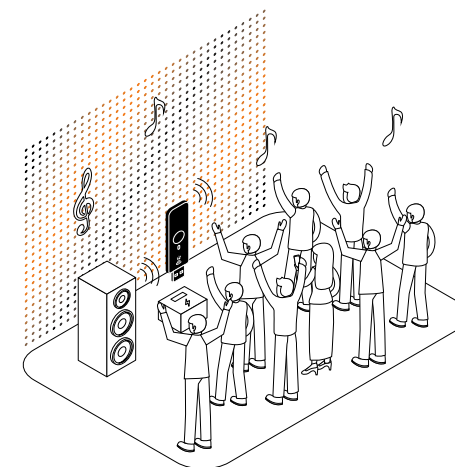
TWINKLY & TWINKLY PLUS ONLY



## Twinkly Music

The Twinkly Music Dongle is a USB-powered device that enables all Twinkly's Wi-Fi controllers to create amazing effects in sync with the music you're playing.

TWINKLY & TWINKLY PLUS ONLY

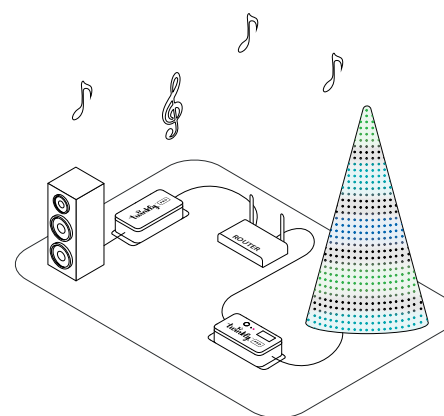


NEW

## Music Player

Through the Twinkly Pro Cloud Console you can import audio and video content: the controllers will then synchronize the lighting and sound effects on your decorations.

TWINKLY PRO ONLY





# 2021 Improvements

## Mapping

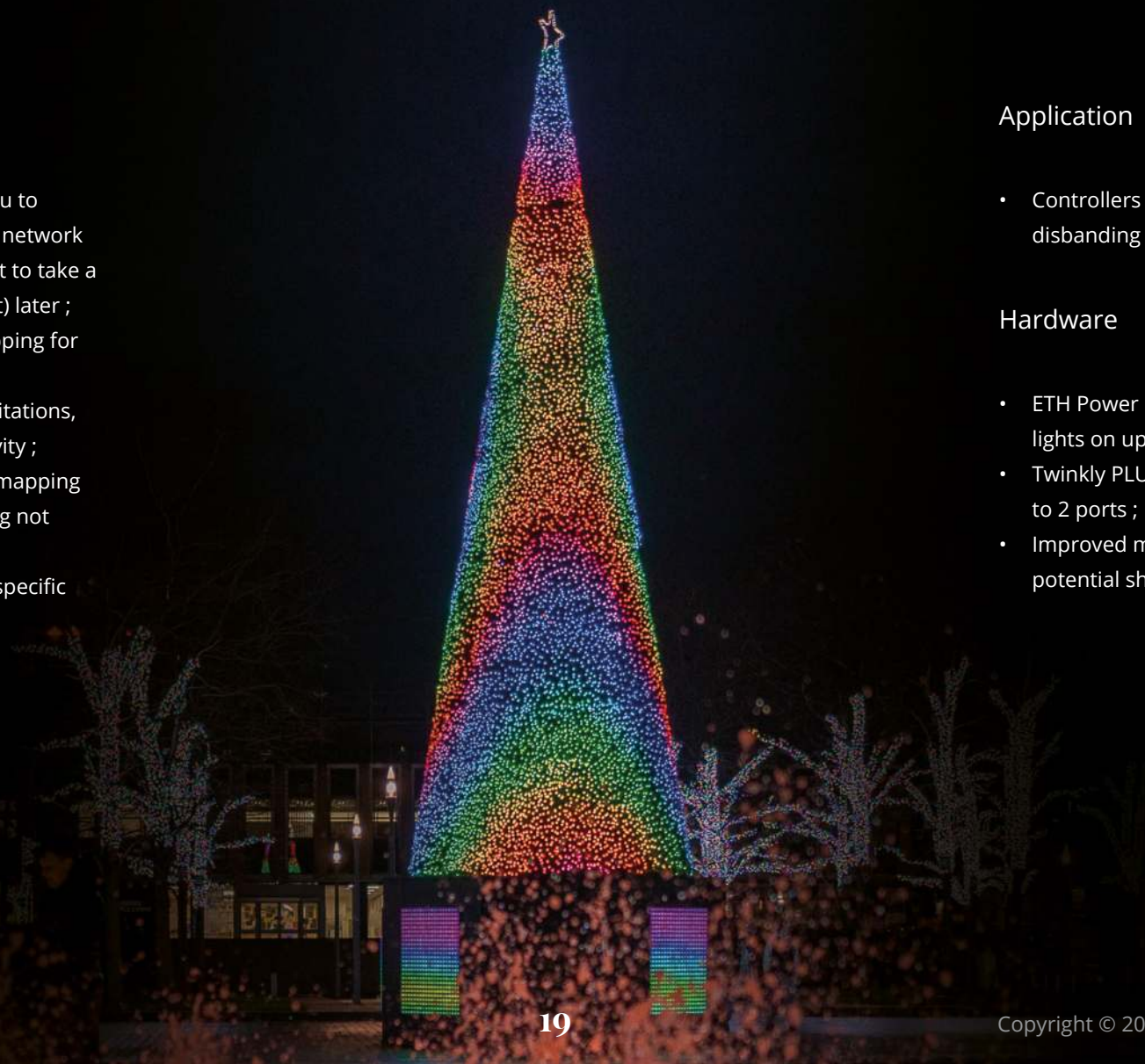
- A map recovery process allows you to save and resume your work if the network encounters an error or if you want to take a break and complete (or improve it) later ;
- Optical zoom and wide angle mapping for distant or large surfaces ;
- 4G connection free from Wi-Fi limitations, mapping process via 4G connectivity ;
- Open loop to have a determined mapping cycle with 0.5sec long steps (timing not variable) ;
- Improved mapping algorithm on specific lighting environments.

## Application

- Controllers can be replaced without disbanding the devices' grouping.

## Hardware

- ETH Power Line Controller supports RGB+W lights on up to 6 ports ;
- Twinkly PLUS supports RGB+W lights on up to 2 ports ;
- Improved male/female connectors to avoid potential short circuit.













# Contact

For more information please contact us  
at [sales@twinkly.com](mailto:sales@twinkly.com) or visit [business.twinkly.com](https://business.twinkly.com)