



Smart Lights and the IoT allowing Homeowners to easily Automate and Control the Lighting in their Home from Anywhere in the World



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Lynn Fosse, Senior Editor
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CEOCFO: Mr. Noori, what is the idea behind Emberlight?

Mr. Noori: The idea behind Emberlight is to create simple to use and install, home automation products. Our first product is the Emberlight socket, which turns any light to a smart light. It is a little plug and play adapter you screw into your existing light socket, then add any dimmable bulb that you already have. It connects to your home WiFi and you can control, program and automate your lights from anywhere in the world. It is a very simple product and does not have an extra hub, gateway or wires to install. It is literally plug and play and installs in less than 30 seconds. Once you install it, it allows you to do with a lot more with your lights. It brings your lighting into the modern world.

“Our mission is to enable simple and modern building automation. When you think of large scale home automation or building controls, you think of these complicated wired in systems. Our approach has always been from the ground up to come up with products, and the socket is just one of these products, that enable a simple-to-install retrofits for building automation. By building automation, it is not juts controlling a light from your phone, but eventually having an autonomous building that conforms to your everyday life, whether you are living there, shopping there or being entertained there, we want to enhance your experience and at the same time, save energy. We believe you can use IoT to save energy while also enhancing the user’s experience.”- Atif Noori

CEOCFO: Are people looking to manipulate their lighting or does this require a little education or prompting?

Mr. Noori: It is not just about turning your lights on and off from your phone but adding value to your everyday life, saving energy, improving peace of mind through enhanced security and integrating with the rest of the home automation ecosystem so things interact with each other. There are a lot of use cases that I think most people already know they need them for. The first is around security, coming home late at night, turning on the light before you enter a dark home. The other is while you are away on vacation. Many people use those old, mechanical timers to have their lights turn on and off or they just leave their lights on and waste electricity. This is a more modern way to turn your lights on and off while you are away on vacation to simulate that you are at home while you are away. Another example of that is the way I use Emberlight at home where I have it connected to my Piper security system and if the security alarm is triggered, it automatically turns on all the lights. Those are very obvious use cases that adds security to people’s lives. The second is around energy efficiency. This product has a dimmer in it. Normally to install a dimmer, the user would have to hire an electrician, turn off the circuit breaker and install a dimmer circuit. This way the average use can put in a dimmer quickly and dim their lights from a smart phone or other interface and save energy. The third thing is around convenience, of course. Convenience is when at the end of the night and you are in bed, you realize you have left your lights on in the basement, so you pull out your phone and turn your lights off or you tell Alexa to turn all the lights off. There are many use cases that we have not even thought of yet, but as people use it more and more, they are coming up with great use cases that add value.

CEOCFO: Have similar products been tried?

Mr. Noori: We have seen a lot of home automation products and they have been around for a while, but most are designed only for early adopters and tech enthusiasts. There are a complicated to install and loaded with a lot of features.

To get to the mainstream user, the person that is going to shop at a Target, to get them to buy a product and use it on a day to day basis requires a lot more emphasis on design simplicity and ease of use. I do not think there have been products that have focused as much as we have on simplicity, while still having useful features. There are many of these connected light bulb systems but we found that they are either really hard to install and use or they are just not useful at all and once you install them, they are essentially just turning a light on and off from your smart phone. We designed ours to work out of the box with the rest of the eco system.

CEOCFO: *Are people typically buying one or two to try?*

Mr. Noori: People will buy on average, two or three or maybe just one and just try it out. If they like it, they will go back and buy more, which is how we designed it; we designed to be modular. There is no starter pack, no set up kit. Many of the other products, you have to buy a 100-200 dollar starter pack which has a hub and a couple bulbs, but we did not want to force someone into buying a whole system. If you just want to try one light, you buy one Emberlight socket and if you like it or see other use cases, you can buy more and more. We definitely designed it to allow people to tip toe into the Internet of Things and we designed it to be the simplest way to get into IoT. We call it a smart retrofit.

CEOCFO: *How have you decided on a price point?*

Mr. Noori: When we first started in 2014, we started off as \$49.99. At that price point, it made a lot of sense, because at that time, you had the Philips Hue system that was \$200, and you had LIFX bulbs, which were \$100 each. We decided to start with \$49.99 without a starter pack. It would make it affordable and easy to get into the IoT ecosystem and smart home. In the last two years, things have changed quite a bit, which is better for the consumer as prices have gone down. Accordingly, we are now looking at reducing our pricing as well as we scale up volume. If you follow Emberlight, you see that we did a lot of promotions to enable people to buy more at an affordable price, and will continue to be price competitive and that comes with scaling up our volume.

CEOCFO: *What type of inventory have you maintained and will you need to as you move forward?*

Mr. Noori: We have enough inventory right now to take on the sales that are coming in and we are planning for a very successful Q4 and we have inventories to support that. As we scale up next year into larger scale retail, we will scale up our manufacturing to support that inventory.

CEOCFO: *How are you reaching out so that people find out about Emberlight?*

Mr. Noori: Right now, a lot of it is through online and digital. We sell on our website through Amazon.com, Target.com and also one store called Target Open House in San Francisco. We will be scaling up our channels this year as well as next year. So far, since our channels have been mostly online, we have been reaching out to people through digital method such as email marketing, Facebook and social media, using things like display ads and digital marketing techniques, but also reaching out to influencers. People that enjoy home automation, showing them our product, showing them what Emberlight is all about and how we fit into the home automation ecosystem and how we add value to the space.

CEOCFO: *What use has seemed to be most popular? What has surprised you?*

Mr. Noori: The biggest surprised we found was controlling your lights from your phone is okay and there are some use cases for that, but we found that when you add voice control, it's a game changer. The biggest driver that has enabled smart lighting in general is Amazon Echo and Alexa. We see that more and more of our users are starting to use natural user interfaces, specifically, voice. What surprised me is the amount of people who control their lights using the Alexa or other voice activated services.

CEOCFO: *Would it fit into any socket or does someone have to know what they are looking for when they order?*

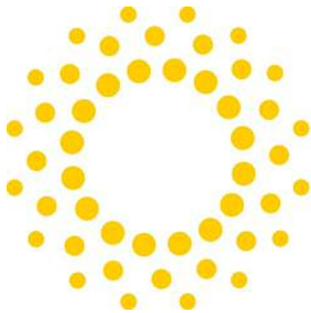
Mr. Noori: We use the standard Edison screw fitting with is called an E26 or 26 millimeter. It is not that every single light has that type of fitting but it is by far the most commonly used. Pretty much every standalone lamp in your house would have that. A lot of track lighting or recess fixtures will not use E26. They will use the two pin, GU10 type or the MR type, but you will have a lot of the standard sockets in your house. The beauty of that is even if you have different lights - light bulbs can come in many shades like globe, frosted, clear and different technologies such as incandescent, CFL LEDs - those all will typically use the standard socket. That is why we use that. If you look at a connective lighting product like a connected LED, you are stuck with a certain shape or style for 25 years or whatever the life of that bulb is. One of the reasons why we did the socket is it gives the user more flexibility on the lighting solution by decoupling the technology side and the lighting side and they can mix and match the best of both worlds.

CEOCFO: Are you looking for funding, partnerships or investment?

Mr. Noori: We are a Seed Stage startup. We are looking for partners that can add value to our mission, so if there are people out there that like the approach that we are doing and see value in it, we would love to talk to them.

CEOCFO: Why is Emberlight such a simple and important idea?

Mr. Noori: Our mission is to enable simple and modern building automation. When you think of large scale home automation or building controls, you think of these complicated wired in systems. Our approach has always been from the ground up to come up with products, and the socket is just one of these products, that enable a simple-to-install retrofits for building automation. By building automation, it is not juts controlling a light from your phone, but eventually having an autonomous building that conforms to your everyday life, whether you are living there, shopping there or being entertained there, we want to enhance your experience and at the same time, save energy. We believe you can use IoT to save energy while also enhancing the user's experience.



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