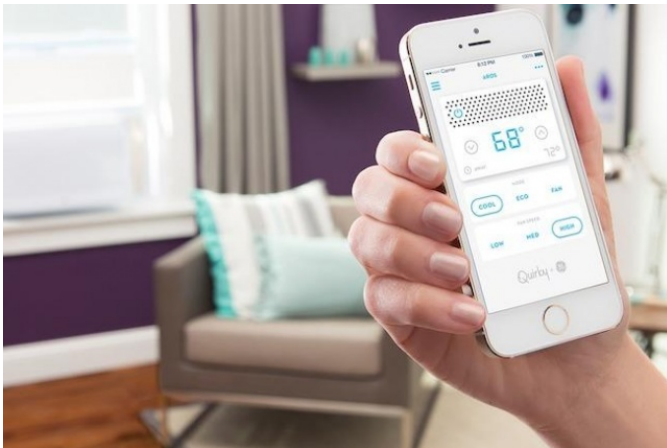


## Quirky Spins Off Smart Home Business

Written by Marco Attard  
02. 07. 2014

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Quirky, the aptly named maker of devices such as the [Aros app-controlled AC unit](#) , spins off its Wink connected home platform into a separate business unit and announces the Wink Hub automation hardware.



According to its developers the Wink platform synchs wireless-enabled devices around the home to the internet. It supports both iOS and Android operating systems, and even allows device control via [Android Wear-powered smartwatches](#).

The platform already names a number of big connected device makers and retailers as partners, including General Electric, Honeywell, Philips and Home Depot. Quirky tells the New York Times 15 companies plan to offer 60 Wink-enabled devices from July 2014, including light bulbs, video cameras, garage doors, water heaters and lawn sprinklers.

Wink-enabled devices will come in two variants-- "Wink app ready" devices can connect to the internet via home routers, and "Wink app compatible" products require ownership of a Wink Hub.

In turn the Wink Hub allows control of connected devices through the Wink app and wifi, ZigBee, Bluetooth and Z-Wave connectivity.

"We would love not to be in the hub business," Wink tells the NY Times before admitting hubs are a "near-term necessity" due to the lack of wifi in many smart home devices.

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The Wink Hub and updated Wink app will be available from July 2014.

Go [Quirky Establishes Wink as Standalone Business](#)

Go [Wink Brings Connected Home to Android Wear](#)

Go [Quirky to Create Smart Home Products Company \(The New York Times\)](#)