

LG Intros Bendy, Smart Lighting

Written by Marco Attard
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LG showcases interesting lighting products at Light+Building 2014, including the recently launched Smart Lamp, the visually striking OLED Table Lamp and the Colour Tunable Flat Light.



In the case of the Smart Lamp the name says it all, really. It is the LG take on app-controllable (iOS and Android) lightbulbs complete with 9 customisable operation presets. These include a Sleep Mode where the bulb dims as the user falls asleep and brightens once the alarm clock rings.

The OLED Table Lamp is more interesting, since it uses the same kind of flexible OLED panel found in the company's curvy TVs as a light source. It looks like a piece of modern sculpture, and like the Smart Lamp is controllable via mobile device app.

Also launched at Light+Building is the Colour Tunable Flat Light-- a lighting product with app-controllable colour and colour temperature. According to LG light has "amazing" effects on people, and as such it "can play a key role in promoting the well-being of individuals and creating a pleasant ambience."

All the above mentioned lighting products are controllable via HomeChat, a service allowing users to send home automation commands via everyday language and the LINE messaging app. For example an "I am going out" message triggers security mode, which randomly cycles lights on and off to give the impression of an occupied home.

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Other LG lighting products at the show include the slim LED Flat Light, LED Streetlights and Downlights, and the Essentials commercial LED product lineup.

Go [LG Breaks With Conventional Concepts of Lighting at Light+Building 2014](#)