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22. 10. 2014



Home automation startup Avi-on launches what it says is the first wireless, movable light switch-- the Avi-on Movable Switch, a Bluetooth-powered device can simply stick on walls before pairing with devices.

The switch controls a number of GE-branded Bluetooth devices, such as Smart Bulbs and indoor and outdoor plugs, with on/off and dimmer controls. It needs no companion hub devices or wifi connectivity. Instead, Bluetooth LE handles connectivity, while setup duties take place on iOS/Android mobile device app.

The app adds further features such as timers, scheduling and smart device grouping, while a companion wifi bridge device allows remote access.

Avi-on also says it uses "industrial strength" encryption technology to ensure security, and the switch's battery should last multiple years.

Avi-on is currently selling the Movable Switch on a preorder basis via the Tilt Open crowdfunding platform, and shipments should take place on March 2015.

Go Avi-on Movable Switch