



# ASX MARKET RELEASE

## LIFX Launches World's First Polychrome Smart Light Today

### SUMMARY

- The LIFX Candle Colour will today become available for presale on lifx.com exclusively in the United States, giving customers the opportunity to purchase from the first round of the Candle Colour produced for consumers internationally
- The Candle Colour is the first-ever multi-zoned, multi-coloured light bulb. With Polychrome Technology™, Candle Colour features 26 customisable light zones, billions of colour combinations and an extensive warm to white range. Plus, integrations with smart home and voice assistant technologies from industry leaders such as Amazon, Google, Apple and more.

### 11 October 2019 – Adelaide, South Australia

Buddy Technologies Limited ("Company") (BUD.ASX), a leader in IoT and cloud-based solutions for making spaces smarter, is pleased to announce that today it has launched pre-sales for the world's first multi-colour (in a single bulb) smart light, the LIFX Candle Colour. From 12:00pm AEDT, pre-sales for US customers will commence, with other regions and base fitting sizes to follow.

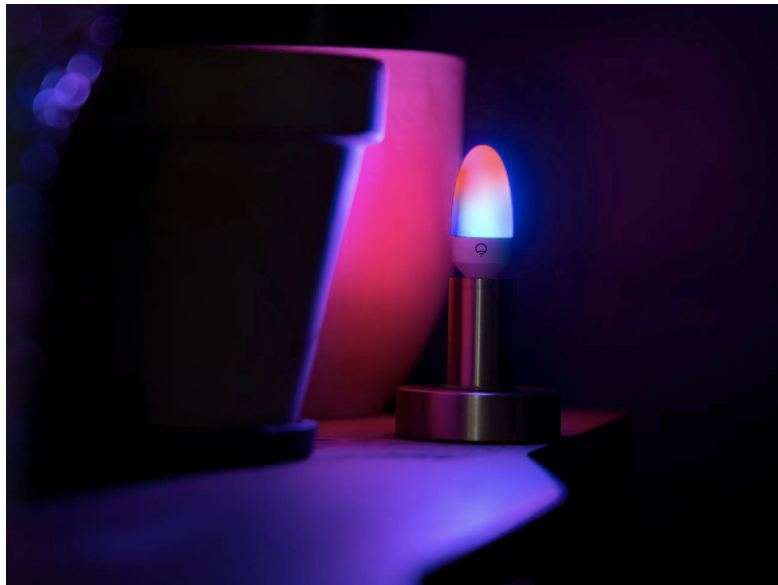


Figure 1. The LIFX Candle Colour features 26 customisable light zones, making it the world's first multi-colour light bulb.

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Featuring a B40 shape, the Candle Colour brings a new form to the LIFX range, perfect for small fixtures. It will be available in E14 and B15 fittings internationally (including Australia) and an E12 fitting for the United States and Canada.

The Candle Colour is the first-ever multi-zoned, multi-coloured light bulb. With Polychrome Technology™, Candle Colour features 26 customisable light zones, billions of colour combinations and an extensive warm to white range. Users can experience effects previously only available to LIFX feature lights such as morph, fire, and paint. This gives customers the unique ability to direct different light colours and shades to various sides of a room from a single light bulb. As with all LIFX smart lights, it also features integrations with smart home and voice assistant technologies from industry leaders such as Amazon, Google, Apple and more.

The first batch of Candle Colour is expected to begin shipping to customers in the United States by the end of October

For and on behalf of Buddy Technologies Limited,



**David P. McLauchlan**  
Chief Executive Officer  
Buddy Technologies Limited.

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## About Buddy

Buddy Technologies Limited (BUD.ASX) helps customers of any size “make every space smarter”. Buddy has two core businesses – its Commercial Business and Consumer Business.

**Buddy Ohm** and **Buddy Managed Services** are the company’s core Commercial offerings that empower its customers to fully leverage digital technologies and their impact in a strategic and sustainable way. Buddy Ohm is a resource monitoring and analytics solution that provides energy monitoring, reporting and auditing services for commercial and industrial customers. Buddy Managed Services licenses Buddy’s technology platforms to customers for integration into their own products.

Buddy’s Consumer Business trades under the **LIFX** brand and has established a leading market position as a provider of smart lighting solutions. The company’s suite of Wi-Fi enabled lights are currently used in nearly one million homes, viewed as second only to lighting giant, Philips Hue. LIFX products are sold in over 100 countries worldwide, directly and via distribution and sales partnerships with leading retailers and ecommerce platforms including Amazon, Google, Apple, JB Hi-Fi, Bunnings, Officeworks, MediaMarkt, Saturn and Best Buy (in both the US and Canada).

Buddy is headquartered in Adelaide, Australia, with offices in Melbourne (AU), Seattle (US), Shenzhen (CN) and Silicon Valley (US).

For more information, visit [www.buddy.com](http://www.buddy.com) and [www.lifx.com](http://www.lifx.com).

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