



PORTFOLIO 2022

Twinkly world

WELCOME TO THE WORLD WHERE LIGHT MEETS
TECHNOLOGY FOR A LIMITLESS EXPERIENCE.

Our vision originates on the opportunity to apply the latest technologies coming from the digital world to the lighting universe, through the development of new products, both for consumer and professional use, ready for the Internet of Things revolution.



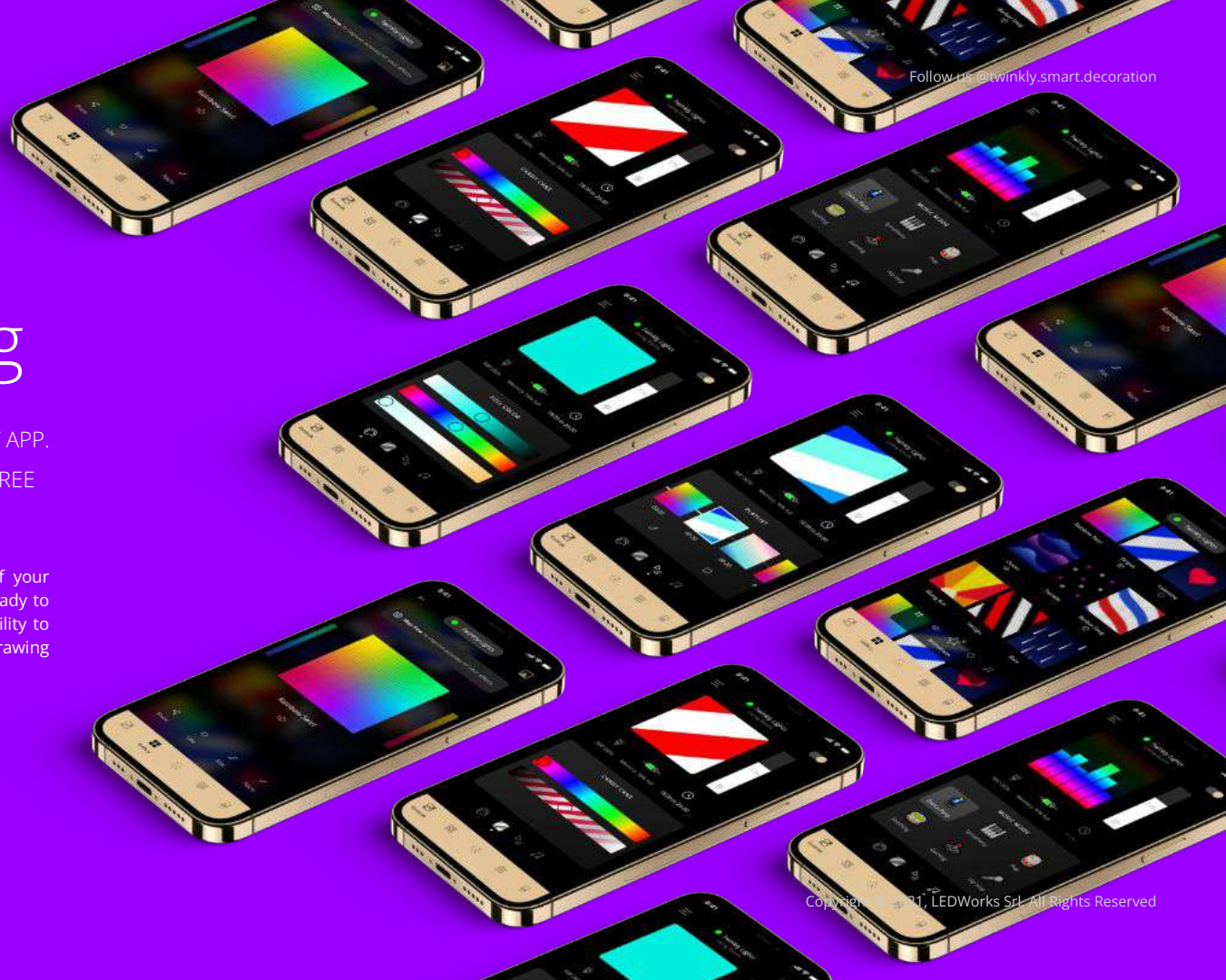
What's Twinkly?

TWINKLY IS THE MOST ADVANCED PRODUCT FOR LIGHT DECORATIONS, AND A REAL INNOVATION FOR THE LIGHTING INDUSTRY OVERALL.

Twinkly combines bright, colorful addressable LEDs, a Wi-Fi + Bluetooth controller and a state-of-the-art smartphone application, ready to perform amazing animations easily and quickly.

Twinkly offers a wide variety of stunning effects, ready to be played and customized, and full access to the FX gallery, where new animations are always available for download.





Digital lighting

THE CORE POWER OF THE SYSTEM IS TWINKLY APP.
FULL OF UNIQUE AND ENABLING FEATURES, FREE
FOR IOS AND ANDROID.

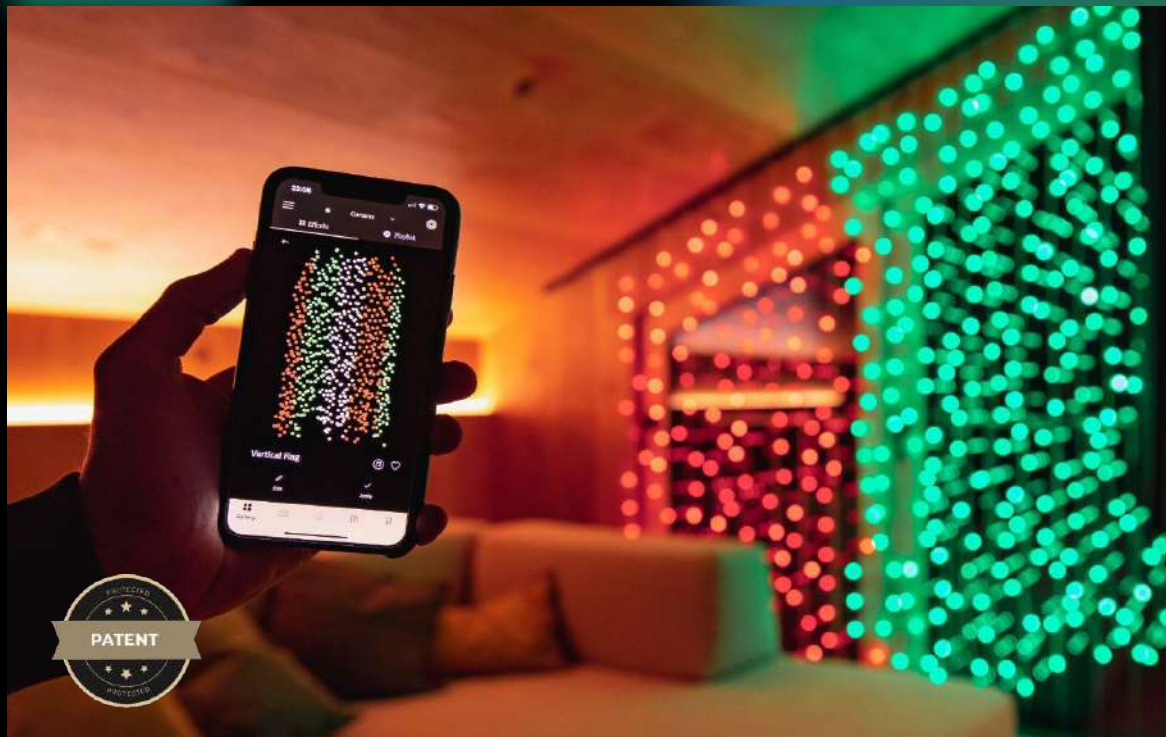
Twinkly app is much more than the remote control of your decorations. It features thousands of stunning effects, ready to play just with a tap on the screen, and gives you the ability to customize them or to create your very own, just by drawing with a finger.



LED Pixels

MAGIC 3D ANIMATIONS, DISPLAYED ON YOUR
DECORATION JUST LIKE A VIDEO ON YOUR TV.

You can have incredible results, quickly and easily: the Twinkly app maps, through the smartphone camera, the exact position of each LED bulb in the 3D space letting you wrap any shape you want and apply amazing effects with pixel-perfect precision.



Computer Vision

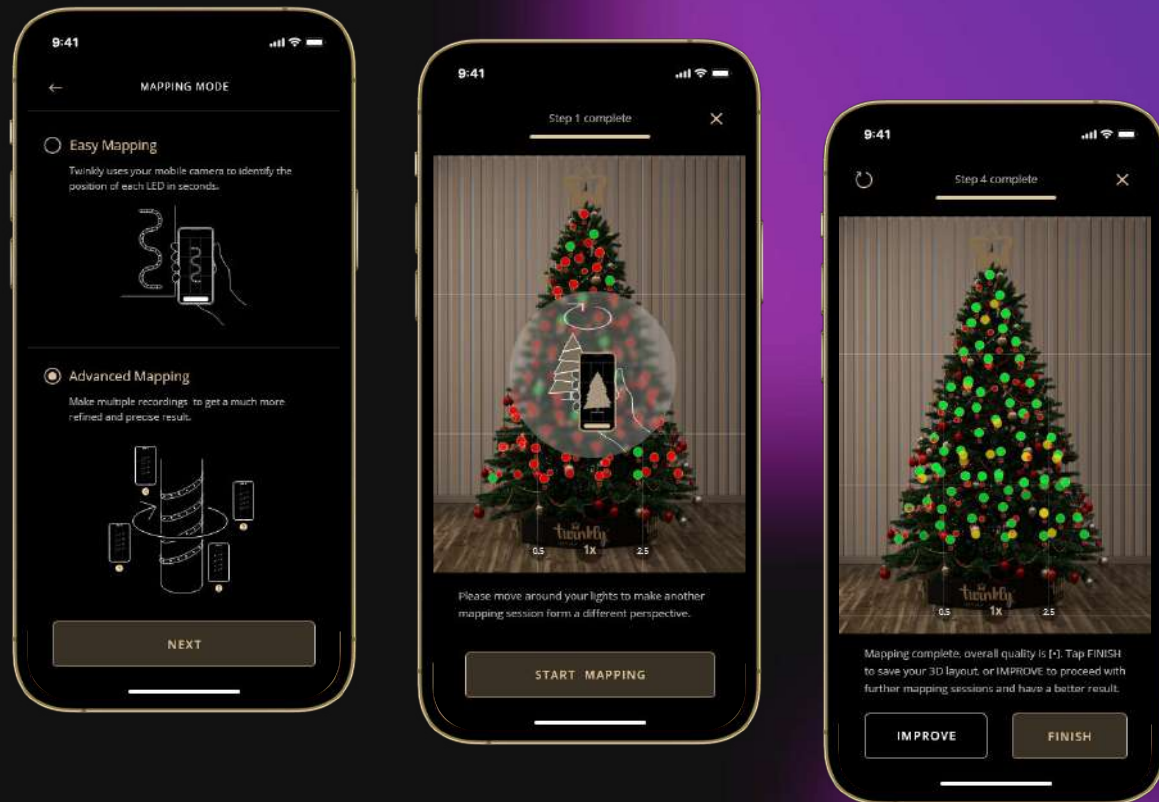
JUST FRAME YOUR DECORATION.

TWINKLY WILL DO THE REST.

The heuristic Computer Vision mapping functionality performs a scan of your decoration to create a true virtual layout to precisely control the whole group of lights as one single object.

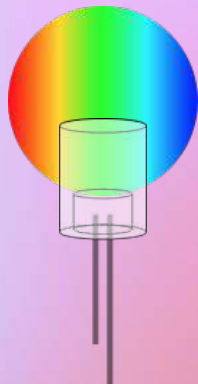
By a quick sequence of encoded light flashes, the app is able to determine the position and corresponding identification code of each LED.

A sophisticated reconstruction algorithm combines views made at different angles to create the best 3D model in a bunch of seconds.

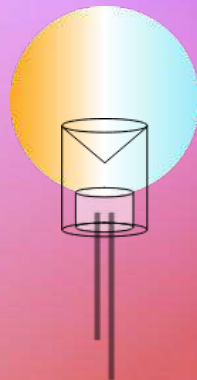


Our very own **LEDs**

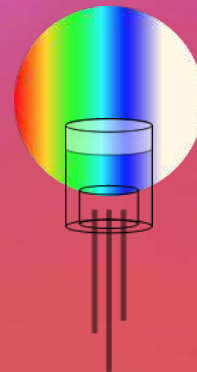
EACH TWINKLY LED CAN PERFORM 16 MILLIONS OF COLORS. OR
16 MILLIONS SHADES OF WHITE. OR BOTH.



RGB: Red, Green, Blue
perfect for multicolor effects



AWW: Amber, Warm White, Cool White
best for classical and bright set ups



RGB+W: Red, Green, Blue, Warm White
all the colors you dream of

Eco friendly Twinkly

A TREE FOR A TWINKLY

Twinkly goes green. We are moving more and more towards using sustainable materials for our products and packaging.

What's more, for every Twinkly pack, we vow to plant a tree.

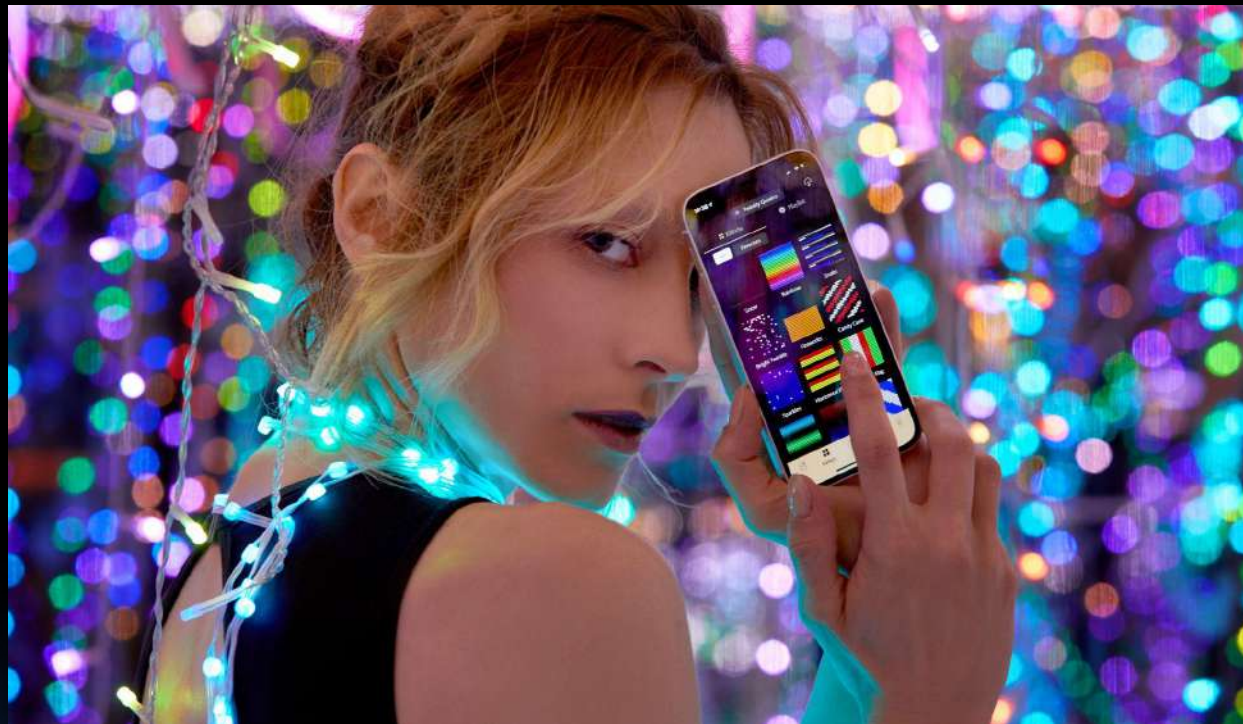
Effects gallery

CHOOSE FROM THE GALLERY.

DOWNLOAD ALWAYS NEW ONES.

Our new Effects Gallery is getting vastly improved with lots of effects to suit everyone's tastes, tags for different requirements and easy to preview effects grid.

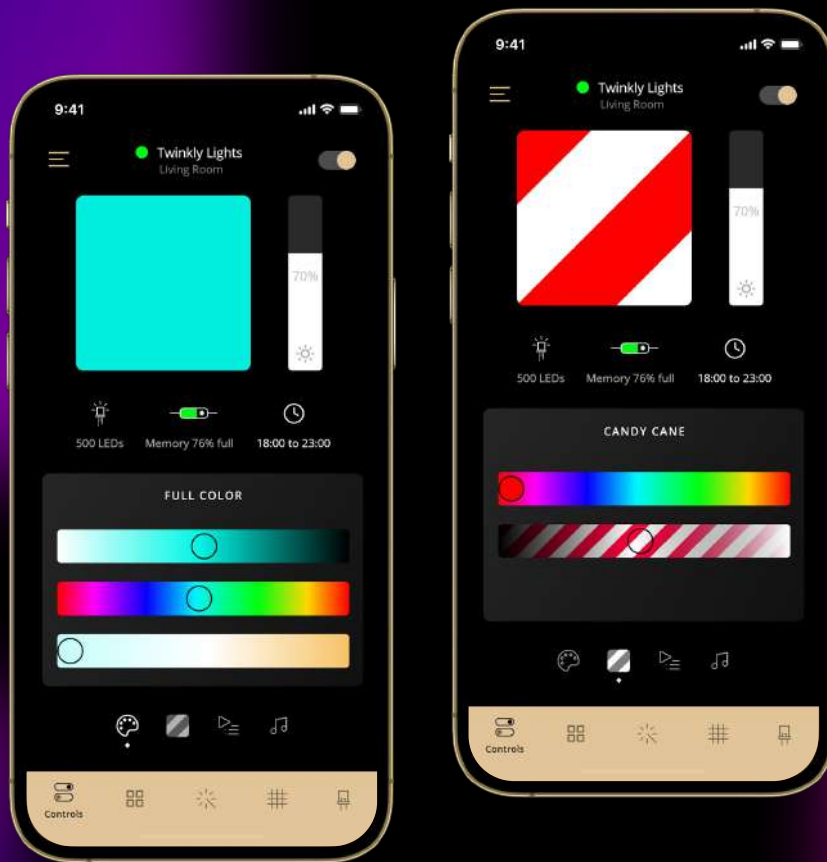
Still want more? Head over to the Online section, which is constantly being updated with fresh new effects to download. You can never have too many.



Control Panel

A new place to control your smart decoration. Check the status of your device. Change modes between Full Color, Effect, Playlist, and Music.

The Full Color option brings better harmony with simple digital assistant commands like "Turn lights Blue", reflecting the same on the app and giving the option to alter it.



Fx Wizard

THE POWER OF CREATION IN YOUR HANDS.
NOW SMOOTHER, MORE INTUITIVE.

Fx Wizard simple but extremely powerful tool that anyone can use to create stunning effects in a matter of seconds. The user will have the ability to choose, adjust, and mix different patterns to create unique compositions with ease using intuitive gestures.

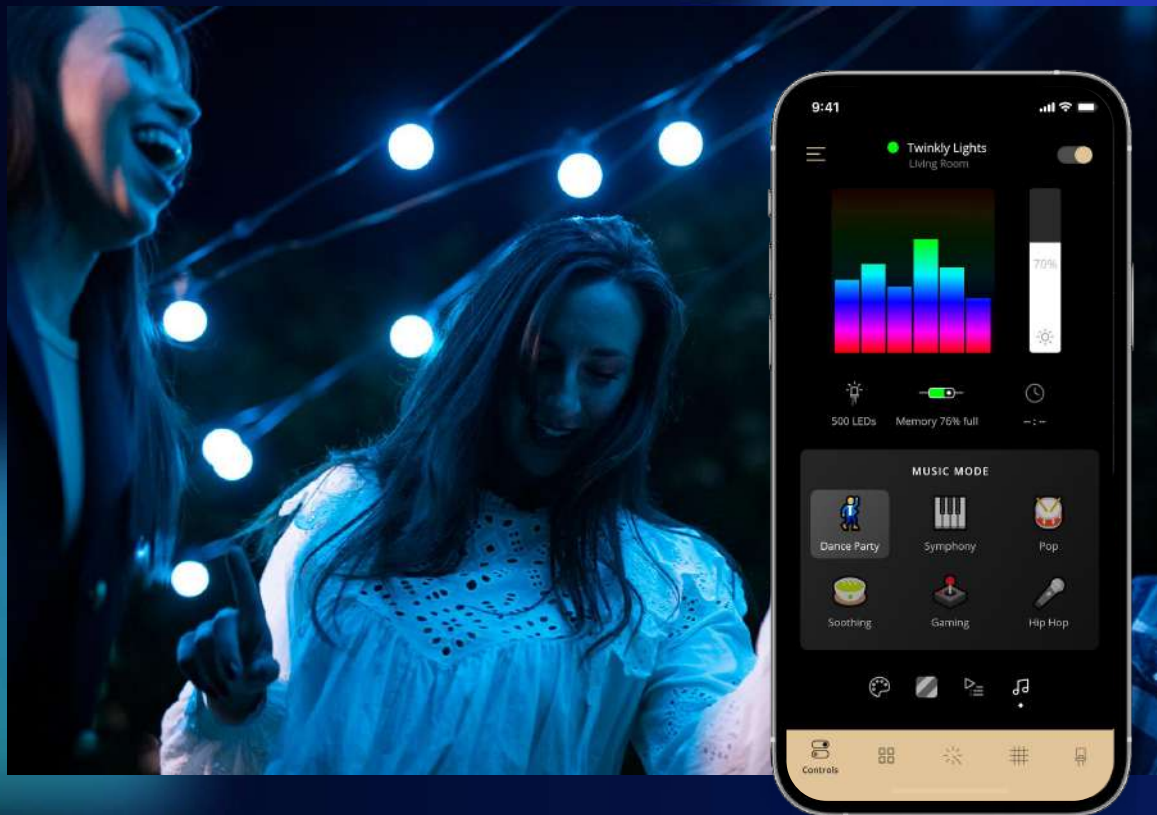
Pinch, zoom, rotate and boom! Here is your new, very own, pro-grade effect!



Twinkly Music

ANOTHER REVOLUTIONARY TECHNOLOGY READY TO GIVE COLOR AND SHAPE TO ANY SOUND.

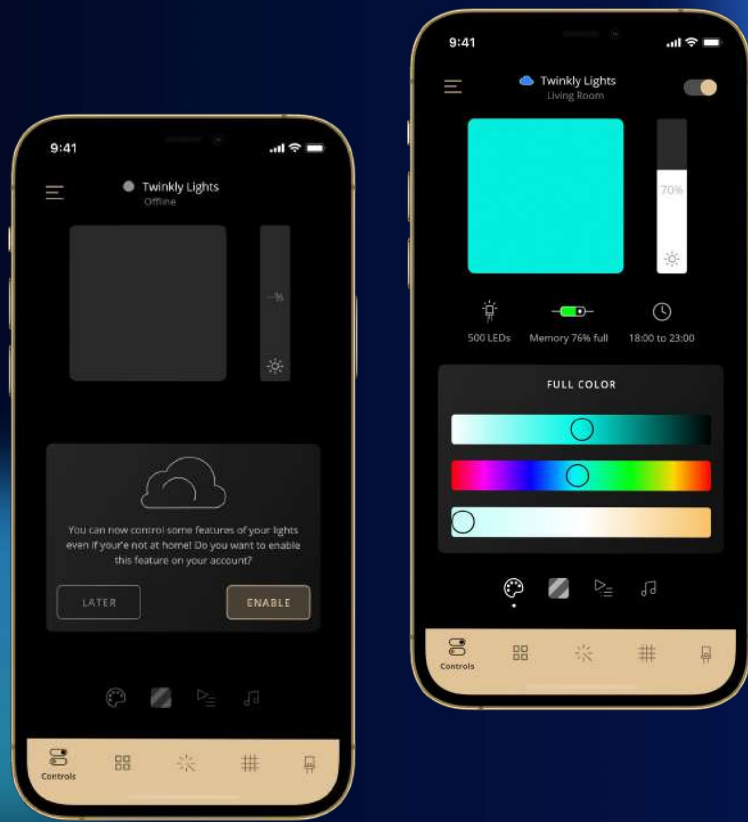
Twinkly Music, in combination with any Twinkly light set, offers much more than just music sensitivity: its cutting-edge algorithms decode any sound source in real time (whether it's classical Christmas songs or dance music) to identify relevant musical elements to create a combined audio-visual experience.



Remote Control

THE ABILITY FOR THE USER TO CONTROL THEIR TWINKLY DEVICES WHILE AWAY FROM A DIFFERENT LOCATION.

With this functionality turned on, they can control the power on/off, brightness, change color and switch to different modes like effects, playlist or music.



Sync

LINK DEVICES JUST BY SELECT THEM FROM THE DEVICE LIST. TWINKLY WILL AUTOMATICALLY SYNC THEM TOGETHER.

It is always good to have more LEDs. Specially when unifying them to make a giant installation is so easy.

With Twinkly App, you can virtually connect multiple Twinkly lights to create a big scenario, all within a few taps.

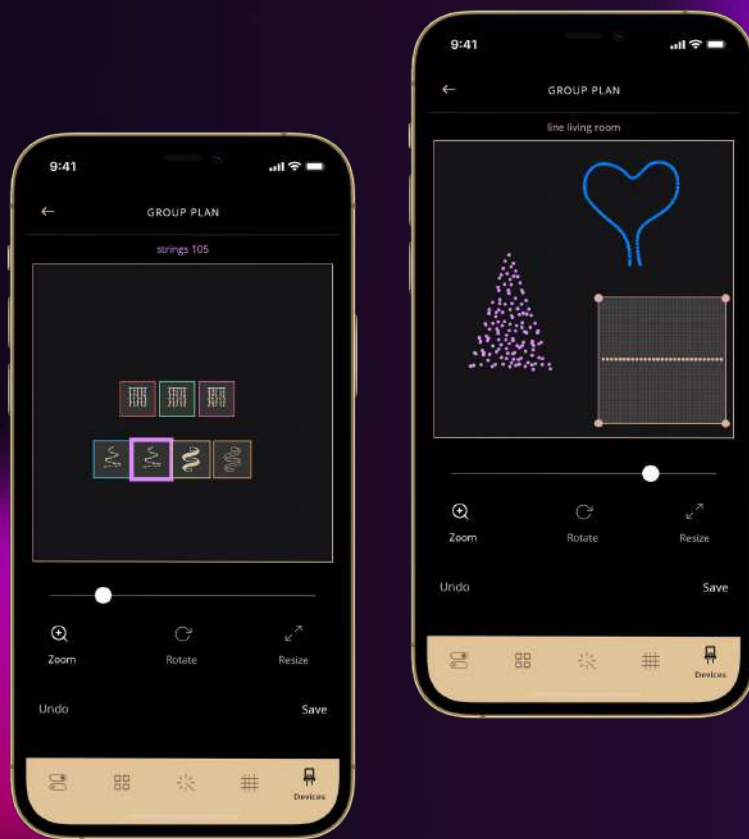


Group Creation

Sometimes, the devices might be hidden from the eye of the camera. Or it is just not feasible to map the entire scenario.

In such cases, users can choose to create their scene manually by dragging, zooming and rotating their devices to match real life setup.

Layout Switch allows to zoomed in, users see the layouts; while zoomed out, they see icon tiles



Fall - Winter

Christmas is our greatest passion and where we started from.

But we have come a long way: Twinkly, day after day, is entering our lives more and more.

Up to 365 days a year.



Spring - Summer

Twinkly is not just for winter festivities. It can light up your summer scenes equally well.

Outdoor dinner scenes, music parties, BBQ;
Twinkly can bring colors to all eventful evenings.



Smart Home

AN ENTICINGLY NEW PRODUCT LINE
DESIGNED FOR SMART LIGHTING
LOVERS

A brand new form factor products for beautiful
interior decorations aided with Twinkly
technology is going to give rise to countless new
use-cases.

From ambient lighting, to artistic collages, to the
perfect gaming zone!
Way too many possibilities, all too beautiful.



Party Time

WHATEVER THE OCCASION, TWINKLY
LIGHTS UP YOUR BEST MOMENTS

A dinner scene with extended family, a party-hard night with friends, or those special moments with that special someone; Twinkly is more than capable of brightening up all your times of sharing joy and happiness.



Game on!

TWINKLY DELVES DEEPER INTO THE INDUSTRY WITH MASSIVE POTENTIAL.

In 2020, Twinkly implemented Razer Chroma RGB standard to make Twinkly lights work with the best in class gaming products.

This is just the beginning of peering into the gaming market for Twinkly: the future products are being designed keeping in mind also this target audience.

And a whole lot of cool features are being developed to support this scenario.

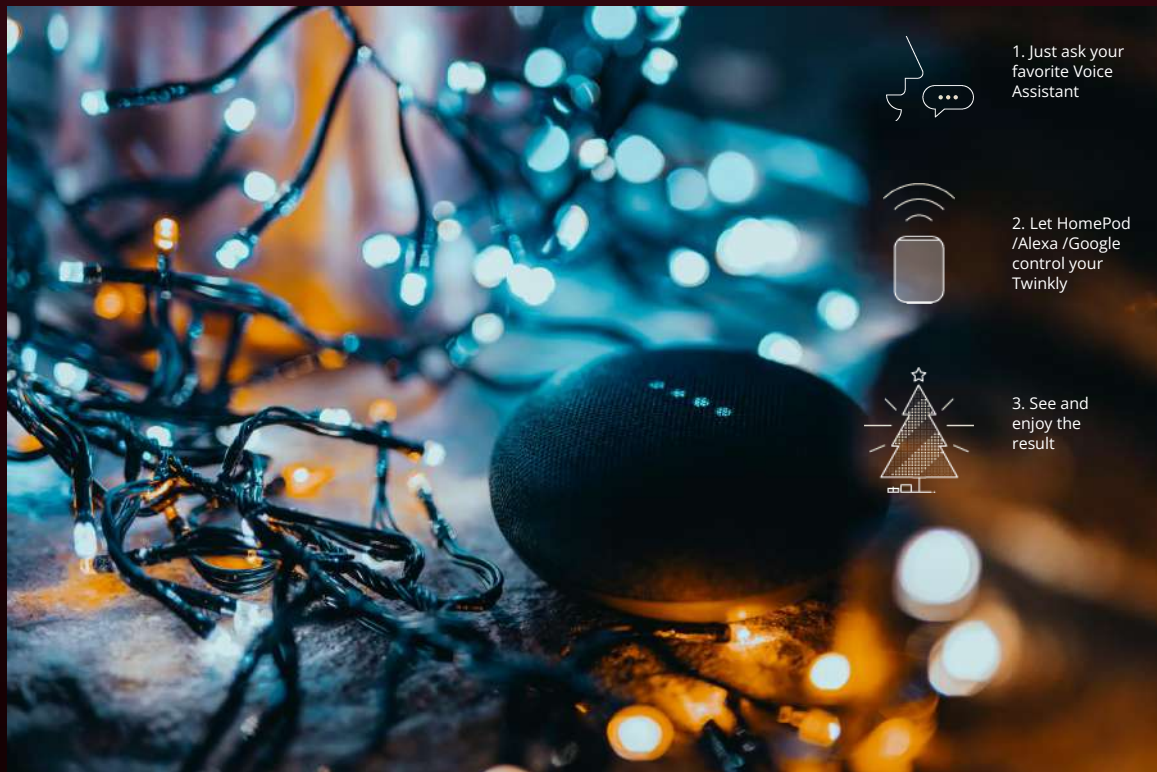


Works with...

TWINKLY WORKS WITH THE BEST
SMART HOME SYSTEMS.

Twinkly Lights have always been on the frontier of latest technology and features. An aspect of it has been the compatibility with Google Home and Amazon Alexa.

We have gone a step further and made them controllable via Apple HomeKit* as well, encapsulating the full spectrum of smart home compatibility.



Homekit native

NATIVE APPLE HOMEKIT ON NEW
RELEASES

New Twinkly devices to have native Apple
Homekit.

Dots, drops, flex, line, squares.



Make it **BIG**

GO PRO WITH YOUR DECORATIONS.
TWINKLY FOR PROFESSIONALS.

Twinkly Pro is our super beautiful and easy to use Twinkly, but beefed up with next level tech-specs and functionalities for the Pro level decorators.

Twinkly Pro gives you the option to make next generation installations with utmost ease without the use of any high level engineering skills or software.

Just Twinkly App is enough.

CREDITS



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In the News

PEOPLE TALKING ABOUT TWINKLY.

It is not just us patting our backs. We have got awards and recognitions in innovation to prove it.

And the world of media agrees with us too. As we have been mentioned time and again by experts in the field and big reviewers all the same.

Forbes

WIRED



**USA
TODAY**



Mashable

**BUSINESS
INSIDER**

digitaltrends

The New York Times

What's **new**



Line

DIY INTERIORS, HERE WE ARE!

With this new product, Twinkly gets serious about year round interior decorations, with more options to customize your spaces than ever.

Runs with: everyone's favourite Twinkly Technology!



TWINKLY PORTFOLIO 2022



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WHAT'S NEW



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flex

NEON VIBES, MADE SMART.

A neon-like continuous glow, and the ability to be shaped into anything you want. This is flex, a perfect fit for everyone aiming to make their space truly unique.

Shape and reshape it on your wall: Twinkly's technology now gets to every corner of your home.



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WHAT'S NEW



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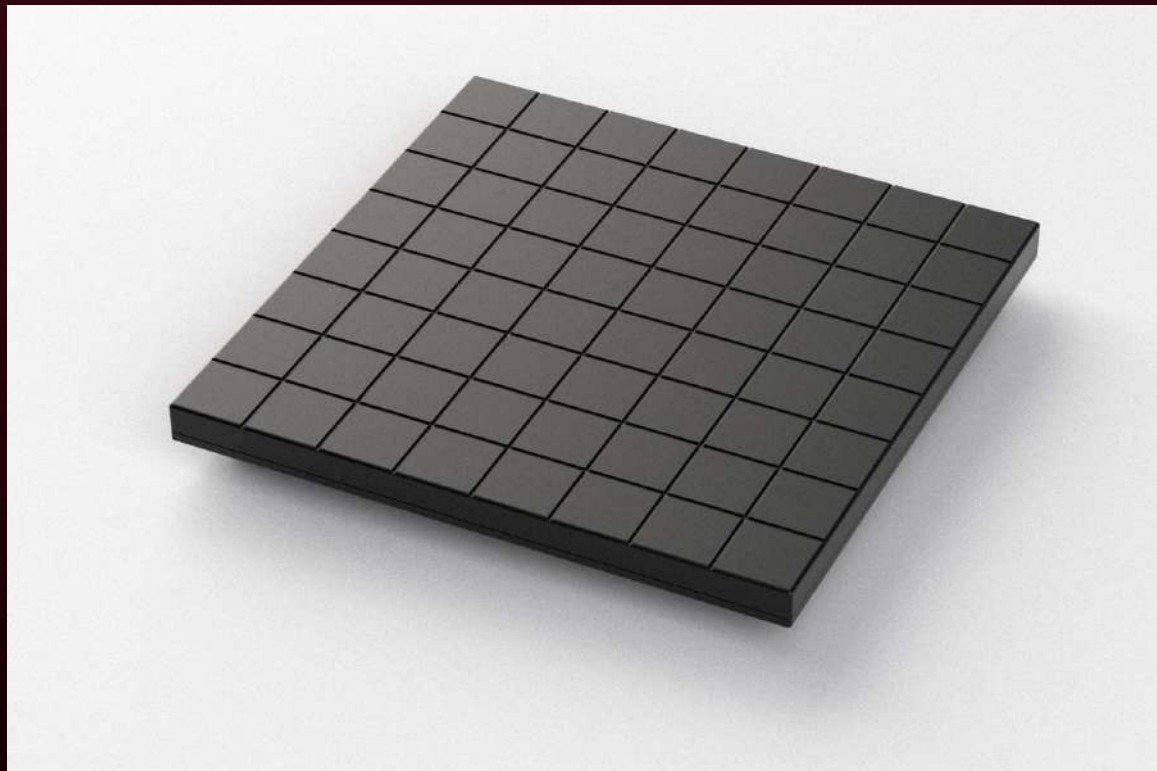


squares

BLACK MATRIX. BRIGHT RGB HEART.
SMART LIGHTING HAVE NEVER BEEN
SO COOL.

A revolutionary product that combines the
power of an LED wall with the style of interior
decoration.

Perfectly integrated in the Twinkly ecosystem,
can be the protagonist of your living room or
work together with other products to generate
incredible experiences, from DJ set lighting to
immersive gaming console.



TWINKLY PORTFOLIO 2022



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WHAT'S NEW



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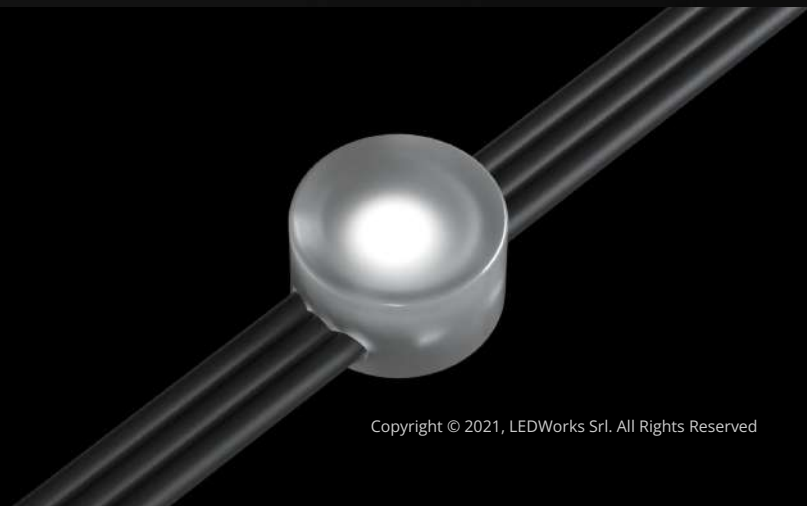
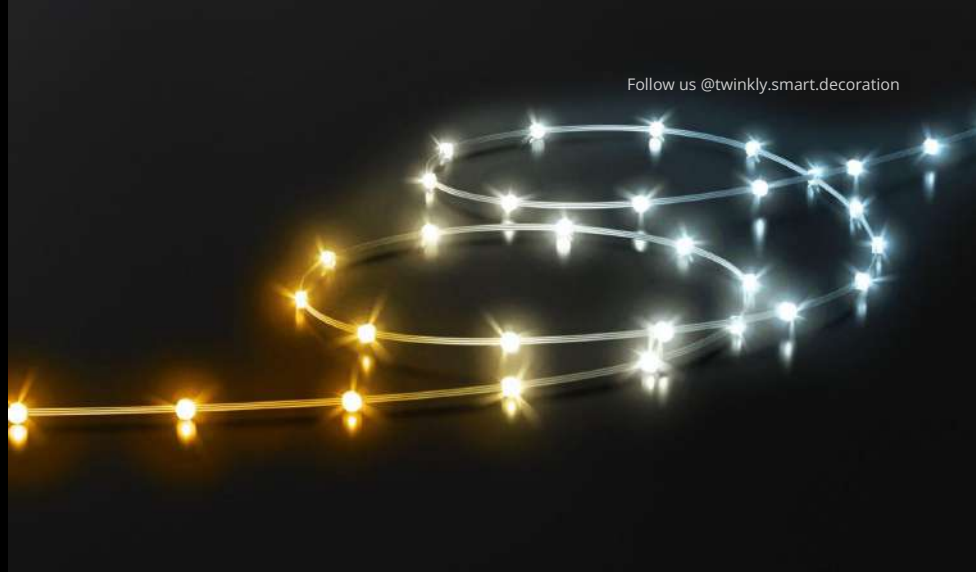
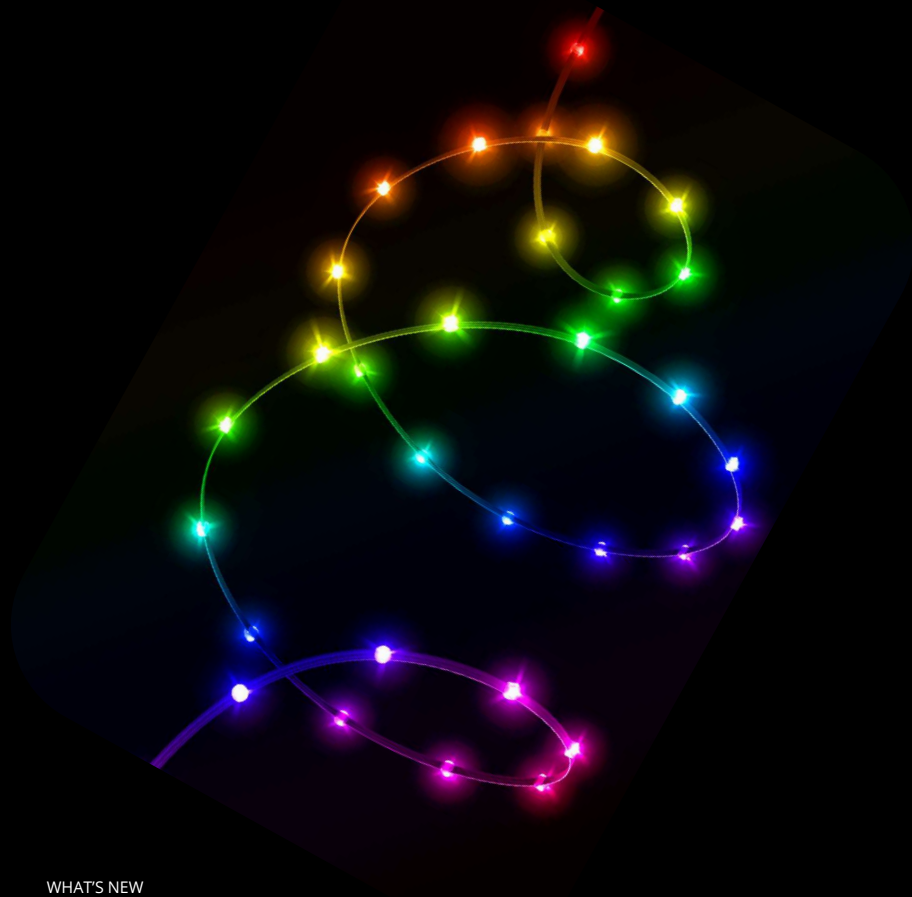


dots

FIRST OF A KIND OFFERING

A unique first of a kind product. Streamlined version of classic strings. For work space and gaming use case scenarios. Avoid the hassle of managing classic wires and enjoy the crystal clear hues from the clear button shaped LED design.





Dots

battery edition

FIRST OF A KIND OFFERING

A unique first of a kind product. Streamlined version of classic strings. For work space and gaming use case scenarios. Avoid the hassle of managing classic wires and enjoy the crystal clear hues from the clear button shaped LED design.

Unique IC design with innovative manufacturing for SPI recognition technology implementation. It uses USB-A for power supply and sports a smaller, sleeker controller to easily sit on table tops or alongside other cables and components.



Light tree

XMAS TREE WITHOUT A TREE!

Want to have a fabulous light show of a Christmas tree but doubtful about the tree itself? Twinkly Light Tree is here to bring your outdoor decors into the spotlight.

Easy to install, easy to store; and best of all, runs on Twinkly technology with 4 channel RGB + Warm White LEDs.



Light tree 2D

FLAT XMAS TREE ON THE WALL

A simple Christmas tree silhouette made up of Twinkly lights to put up on your walls and doors.

*Images are purely for representation of how the actual product will be.

WHAT'S NEW



Hanging Light tree

LIGHT TREE, BUT HANGING!

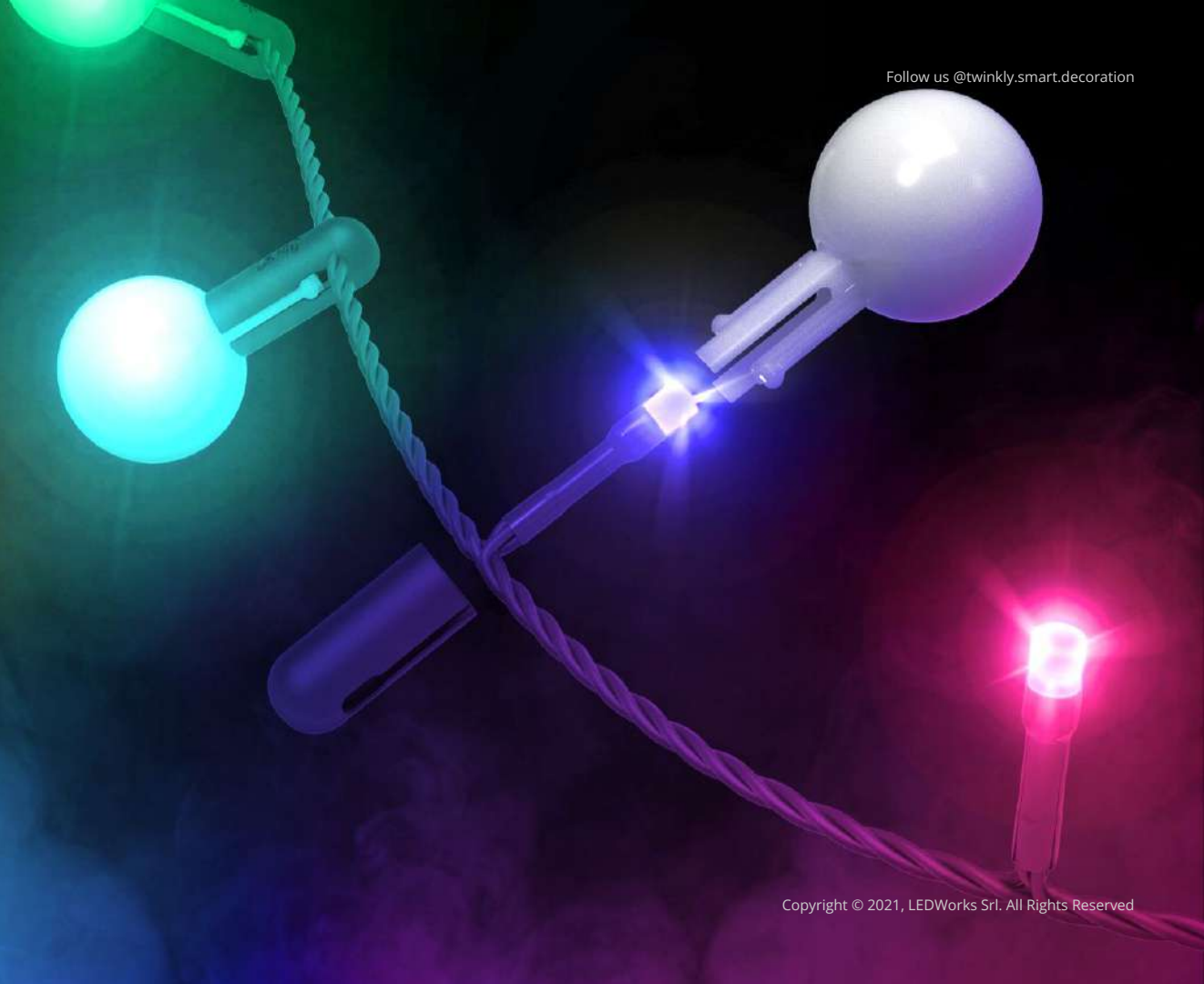
We took the light tree form factor and made it so that it could be hung from the top. You can use it as a lovely temp. chandelier for special occasions, or hang it on your angular flag poles. It will definitely make for a unique decoration.

*Images are purely for representation of how the actual product will be.



Announcing **Twinkly Caps**

AN EXCITING NEW SET OF CAPSULES
DESIGNED TO TRANSFORM YOUR
TWINKLY LEDS INTO A LIGHTING
DESIGN PRODUCT FOR THE WHOLE
YEAR.



The **shape** of light

REINVENT HOW YOUR LEDS
LOOK EVERY SINGLE DAY.

Twinkly Caps work with Strings, Curtain,
Icicle, and Cluster.

With a simple touch, you can
customize the look and feel of your
lights, transforming them into a living
piece of design to fit any place and
style.





Catalogue

HOME 2022

Multi-color

line

addressable LED strip

Red, Green, Blue LED

1.5m / 5ft RGB LED strip

1.5m / 5ft RGB LED strip extension



BLACK STRIP



Multi-color

line

addressable LED strip

Red, Green, Blue LED

1.5m / 5ft RGB LED strip

1.5m / 5ft RGB LED strip extension



WHITE STRIP



NEW!

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Multi-color

flex

addressable LED flex tube

Red, Green, Blue LED

2m / 6.5ft RGB LED flex tube

3m / 10ft RGB LED flex tube

NEW!



Multi-color

squares

64 pixel addressable panels

Red, Green, Blue LED

Starter 9 RGB LED Panels

Add-on 6 RGB LED Panels



NEW!

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Multi-color

dots

7 mm addressable lens

Red, Green, Blue LED

200 RGB LEDs Total length 10 m

400 RGB LED Total length 20 m



NEW!

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Best Gaming light.

NEW!

Multi-color

dots (Chroma)

7 mm addressable lens

Red, Green, Blue LED

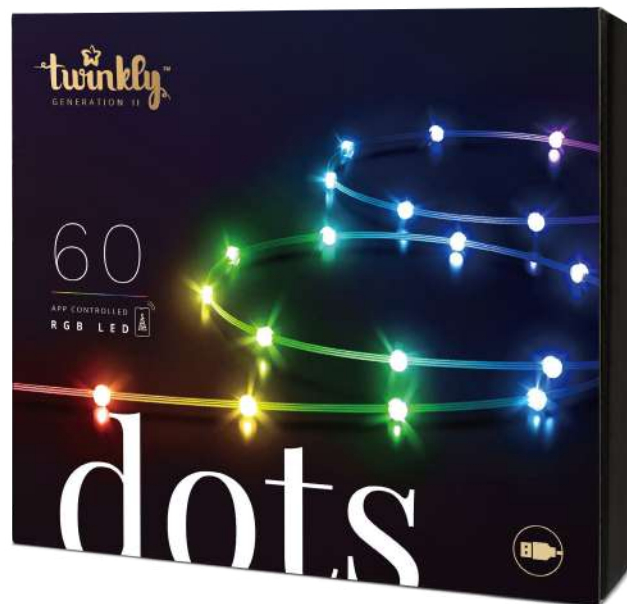
RAZER CONNECTOR

60 RGB LEDs Total length 3.6 m



*with Razer connector

CATALOGUE



Multi-color

dots (USB)

7 mm addressable lens

Red, Green, Blue LED

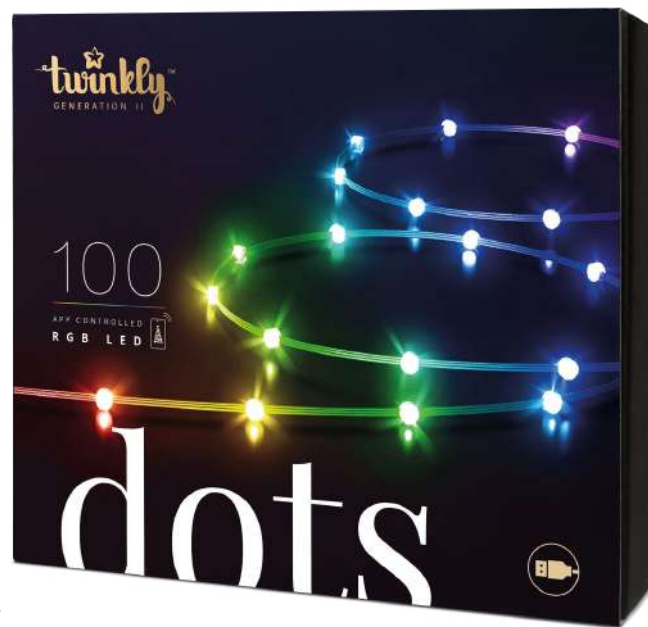
BATTERY OPERATIONS

100 RGB LEDs Total length 5 m



NEW!

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Best Gaming light.

Catalogue

SPRING SUMMER 2022

multi-color

festoon lights

G45 RGB addressable bulbs

Red, Green, Blue (matt lens)

20 RGB LED Starter - 10 m / 32 f

40 RGB LED Starter - 20 m / 65 ft

MORE BRIGHTER



*extension comes with a splitter to connect 2 lines

CATALOGUE
M V shape and not in serie



Gold Edition

festoon lights

G45 AWW addressable bulbs

Amber, Warm White, Cool White (clear lens)

20 AWW LED Starter - 10 m / 32 f

40 AWW LED Starter - 20 m / 65 ft

MORE BRIGHTER



*extension comes with a splitter to connect 2 lines

CATALOGUE
M V shape and not in serie



Special Edition

curtain

5 mm RGB+W addressable lens

Red, Green, Blue + Warm White LED



210 RGB+W LED 1 x 2.1 m / 3.3 x 6.9 ft

HD for
gamers

400 RGB+W LED 1 x 2 m / 3.3 x 6.5 ft





Catalogue

FALL WINTER 2022



Multi-color

strings

4 mm addressable lens

Red, Green, Blue LED

100 RGB LEDs Total length 8 m

250 RGB LEDs Total length 20 m

400 RGB LED Total length 32 m

600 RGB LED Total length 48 m



Our best seller.

Multi-color

strings

4 mm addressable lens

Red, Green, Blue LED

White cable strings

250 RGB LEDs Total length 20 m **NEW!**

400 RGB LED Total length 32 m **NEW!**



Our best seller.

Gold Edition

strings

4 mm AWW addressable lens

Amber, Warm White, Cool White

250 AWW LEDs Total length 20 m / 19.6 ft

400 AWW LEDs Total length 32 m / 19.6 ft



Elegant Collection.

Special Edition

strings

5 mm RGB+W addressable lens

Red, Green, Blue + Warm White LED



250 RGB+W LEDs Total length 20 m

400 RGB+W LEDs Total length 32 m

600 RGB+W LEDs Total length 48 m **NEW!**



cluster

4 mm RGB addressable lens

Red, Green, Blue LED

4 mm AWW addressable lens

Amber, Warm White, Cool White

400 RGB LED Total length 6 m / 19.6 ft

400 AWW LED Total length 6 m / 19.6 ft



icicle

4 mm RGB addressable lens

Red, Green, Blue LED



4 mm AWW addressable lens

Amber, Warm White, Cool White



5 mm RGB+W addressable lens

Red, Green, Blue + Warm White LED



190 RGB LED 5 x 0.7 m / 16.4 x 2.3 ft

190 AWW LED 5 x 0.7 m / 16.4 x 2.3 ft

190 AWW LED 5 x 0.7 m / 16.4 x 2.3 ft



Special Edition

wreath/ garland

5 mm RGB+W addressable lens

Red, Green, Blue + Warm White LED



50 RGB+W LEDs Diameter 60 cm / 24 in

50 RGB+W LEDs Total length 2.7 m / 9 ft



Special Edition

wall tree

5 mm RGB+W addressable lens

Red, Green, Blue + Warm White LED



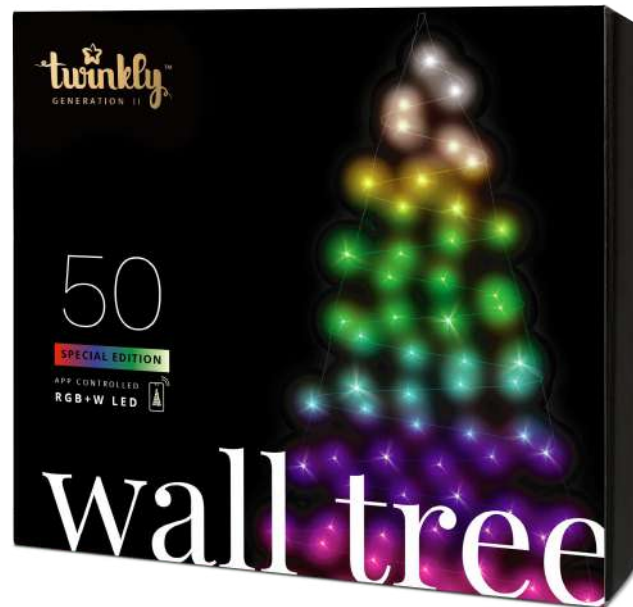
50 RGB+W LEDs Height 2 m

2 dimensional, flat tree layout



NEW!

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NEW!

Follow us @twinkly.smart.decoration

Special Edition

Hanging tree

5 mm RGB+W addressable lens

Red, Green, Blue + Warm White LED



300 RGB+W LEDs Height 2 m*



*including bottom ring

CATALOGUE

74 / 65



Special Edition

light tree

5 mm RGB+W addressable lens

Red, Green, Blue + Warm White LED



300 RGB+W LEDs Height 2 m

500 RGB+W LEDs Height 3 m

750 RGB+W LEDs Height 4 m

1000 RGB+W LEDs Height 6 m *

1250 RGB+W LEDs Height 8 m * **NEW!**

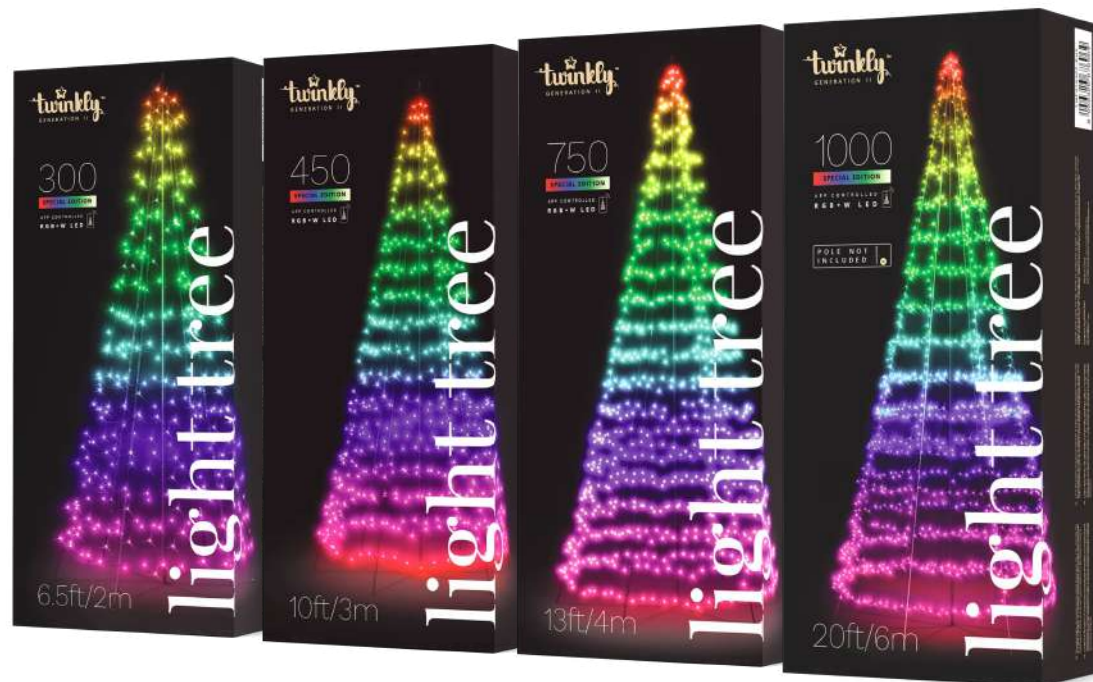
1500 RGB+W LEDs Height 10 m * **NEW!**



*version comes without a pole

CATALOGUE

75 / 65



multi-color

Pre-lit tree

4 mm addressable lens

Red, Green, Blue

250 RGB LED Total height 5 ft / 152 cm

400 RGB LED Total height 6 ft / 183 cm

500 RGB LED Total height 7.5 ft / 228 cm



5'



6'



7.5'



Gold Edition

Pre-lit tree

4 mm AWW addressable lens

Amber, Warm White, Cool White

250 AWW LEDs Total height 5 ft / 152 cm

400 AWW LEDs Total height 6 ft / 183 cm

500 AWW LEDs Total height 7.5 ft / 228 cm



5'



6'



7.5'



Special Edition

Pre-lit tree

5 mm RGB+W addressable lens

Red, Green, Blue + Warm White LED

400 RGB + W LEDs

Total height 7.5 ft / 228 cm

7.5'



Catalogue

ACCESSORIES 2022

TWINKLY

music

TWINKLY Music Dongle

USB power supply connector
compatible with all GEN II Twinkly
products



NEW!

TWINKLY

minicaps

Globe shape

Matte caps

50 Silicone caps

100 Silicone caps

250 Silicone caps



TWINKLY

corner

Twinkly want to give every store the possibility to showcase the Twinkly Experience.

- Twinkly Floor display
- 15" screen for promotional videos
- 6' prelit tree
- space for upto 24 twinkly packs
- space for 24 Twinkly music packs
- Branded base
- Twinkly Tree topper
- Twinkly Decorations



**Thank you &
stay tuned.**



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