



2023 PORTFOLIO

What is Twinkly?

Twinkly decorative lights are the most advanced around and bring true innovation to the lighting industry.



Lighting, reinvented

Twinkly was founded in 2017 by a team of experienced entrepreneurs in digital marketing and consumer electronics, with private capital funding only.

Our growth has been exponential, with revenues more than doubling each year.



Digital core

The Twinkly App is the core of the Twinkly ecosystem. Full of unique features, it automatically recognizes the position of Twinkly lights in a given space, offering virtually unlimited creative potential in a matter of a few clicks.



Computer vision is the key

Our heuristic computer vision mapping function scans Twinkly lights to create a precise virtual layout, allowing whole groups of lights to be controlled as a single decorative display.

Using a quick sequence of encoded light flashes, the app pinpoints the position and corresponding identification code of each LED.



VIEW 1

VIEW 2

VIEW 3

VIEW 4

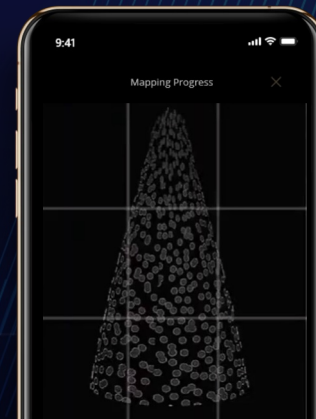


VIEW 1

VIEW 2

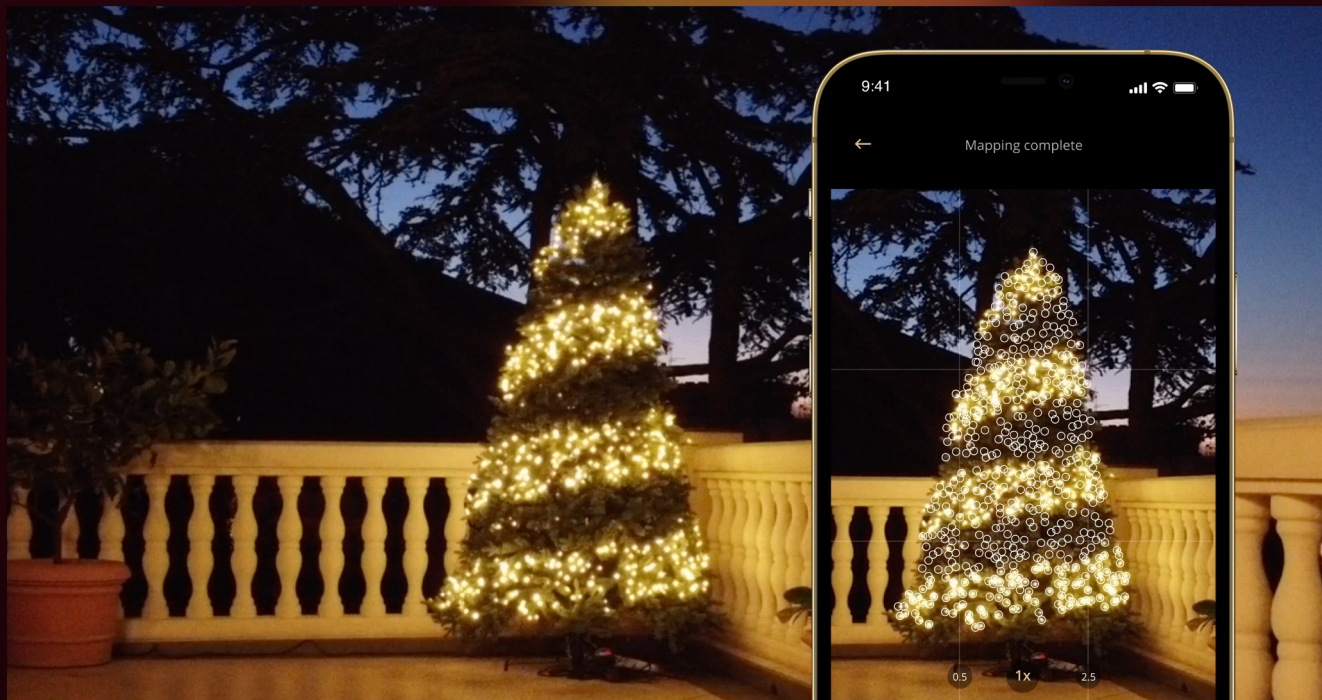
VIEW 4

VIEW 3



The Twinkly experience

Point your phone at your decorations.
Twinkly does the rest.

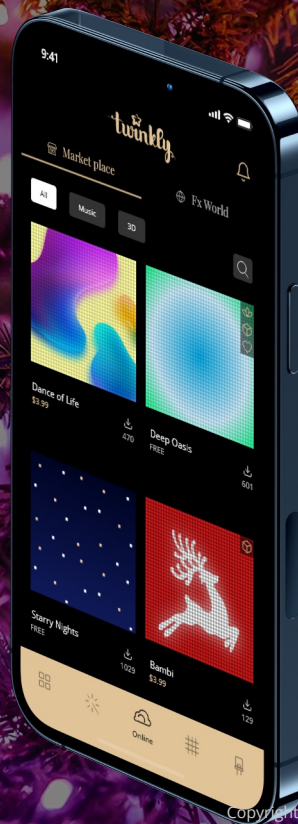
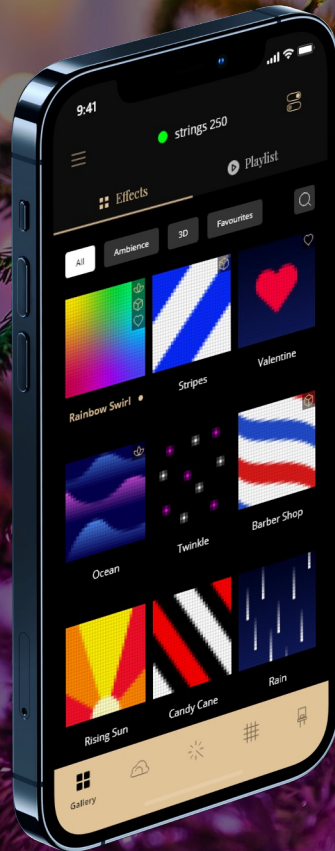


Effects

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.



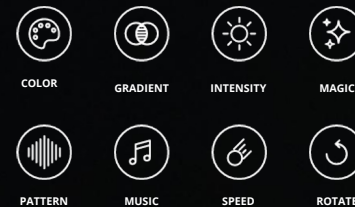
FX Wizard

The power of creation in your hands

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!



GIF / VIDEO Import

Upload your media and watch it play on your decorations.

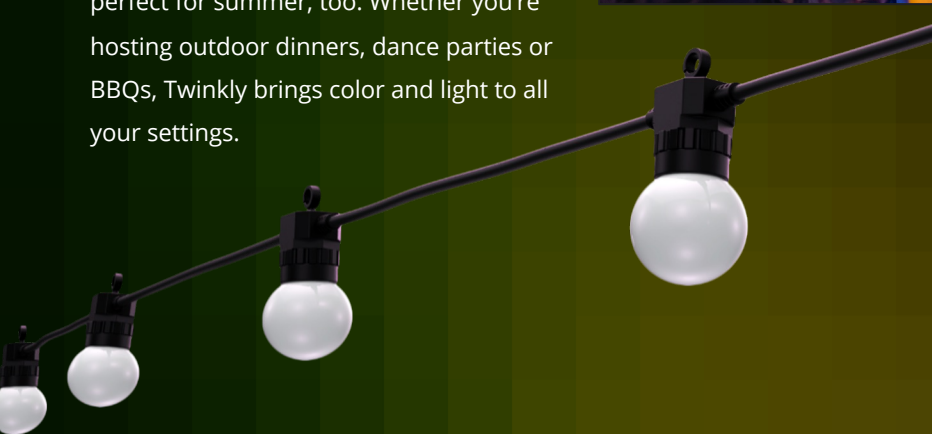
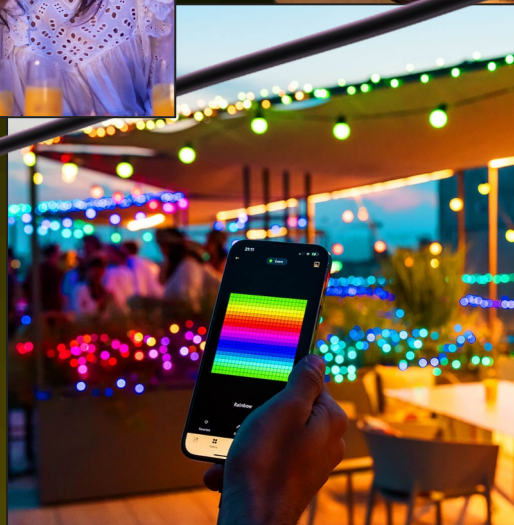
May it be a picture, a GIF or a video animation of your choice. Upload it on the Twinkly app and watch it play on your decorations, in real time.

Now that is pure magic.



Lighting for all seasons

Twinkly isn't just for winter festivities – it's perfect for summer, too. Whether you're hosting outdoor dinners, dance parties or BBQs, Twinkly brings color and light to all your settings.



Lights for Music

Twinkly Music and the Entertainment Hub syncs up with any Twinkly light set to offer a one-of-a-kind sensory experience. Cutting-edge algorithms decode any sound source in real time, whether it's classical music or Christmas tunes, and applies matching effects to Twinkly lights.



Decorative lighting

Twinkly technology offers endless possibilities for decorating the home and office. From ambient lighting to artistic displays to the perfect gaming area, Twinkly transforms work and play spaces with light and color.



Software Twinkly Entertainment Hub

A new software to create Twinkly immersive entertainment experience for **Gamers** and **Audio/Music Players**. With a powerful, accurate algorithm that makes Twinkly lights more playful and fun for any space and any occasion.



Game on

Thanks to Twinkly's Razer Chroma™ RGB, OMEN Light Studio integrations and the new Entertainment Hub, gamers can sync their Twinkly lights to best-in-class gaming products.

And this is just the start: Twinkly is busy designing tons of other cool products with gamers in mind.



Twinkly in the news

The awards and recognitions we've received are proof of our products, innovation and methods.

And the media agree: we've been mentioned time and again by experts in the field and big reviewers.

Forbes

WIRED



USA
TODAY



Mashable

BUSINESS
INSIDER

digitaltrends

The New York Times

What's New in 2023

Software

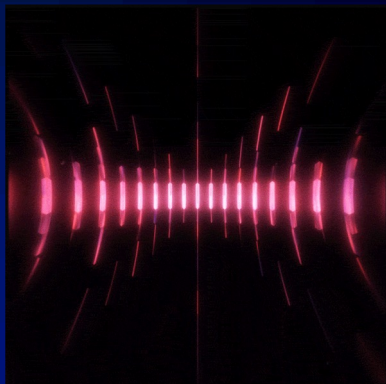
Music effect streaming

With the possibility to **reflect the on-screen visuals** in the form of light effects to Twinkly lights, this will unlock a lot of possibilities for audio visualisation in music parties.

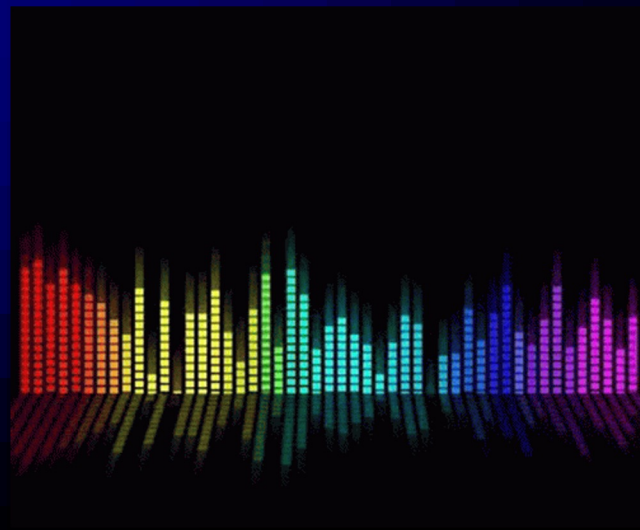
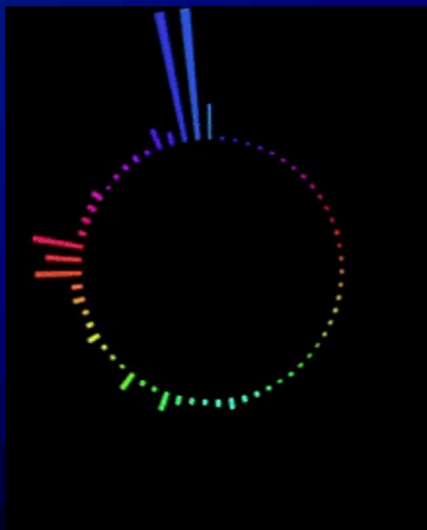
The **keyboard shortcuts** will enable users to switch between their favorite effects and features, for an ultimate real-time control!

Software Audio visualizer effects

An in-built library of advanced visual effects will be available in the application all of which are built keeping in mind the pro level use-cases and high end immersion.



Follow us @twinkly



Software

Accurate audio synchronization

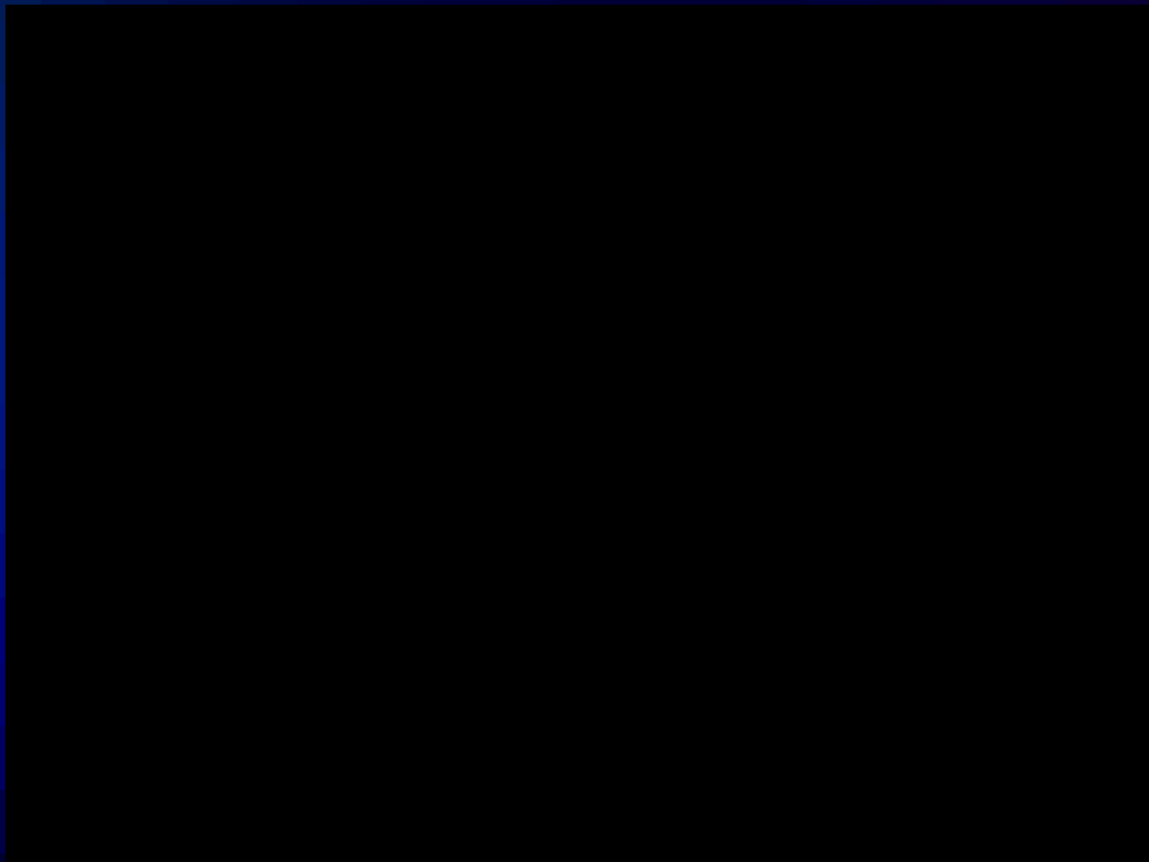
As the visual feedback will be created straight from the audio output source with the processing power of a computer, the responsiveness and accuracy of music based fx can achieve ever-high results.



Desktop APP

Dive into your gameplay

Make all your light setup (RGB peripherals included) move with your gameplay. You can either do a “screen reflection” or utilize the pure audio output to make your lights react to the in-game moves.



Software Screen mirroring

With the possibility to reflect the on-screen visuals in the form of light effects to Twinkly lights, this will unlock a lot of possibilities for the most immersive gaming experience.



Key features

Screen Mirror

With the possibility to reflect the on-screen visuals in the form of light effects to Twinkly lights, this will unlock a lot of possibilities from reactive gameplay to audio visualisers in music parties.

Accurate audio synchronization

As the visual feedback will be created straight from the audio output source with the processing power of a computer, the responsiveness and accuracy of music based fx, both will be really high.

Real-time Control

Use the mapped layouts from Twinkly mobile app, and handful keyboard shortcuts for effect selection. This brings out the best of your Twinkly lights and enhances your gaming space unlike any other!

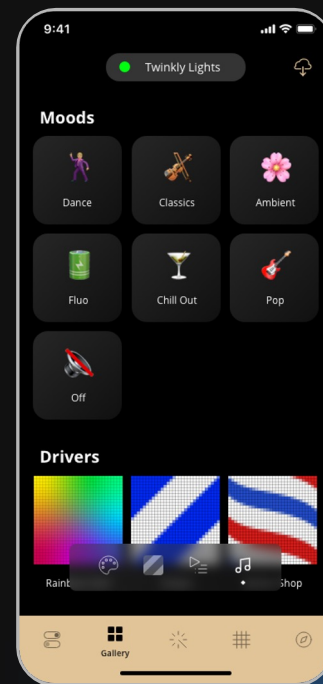
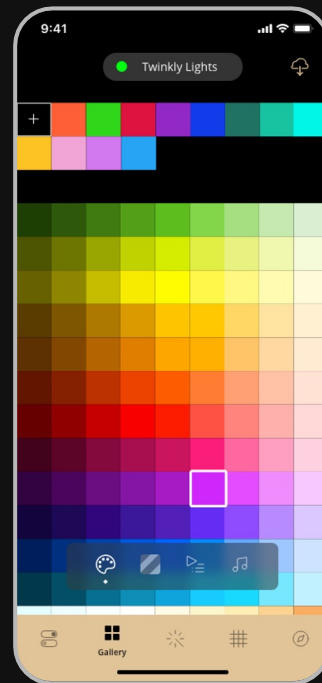
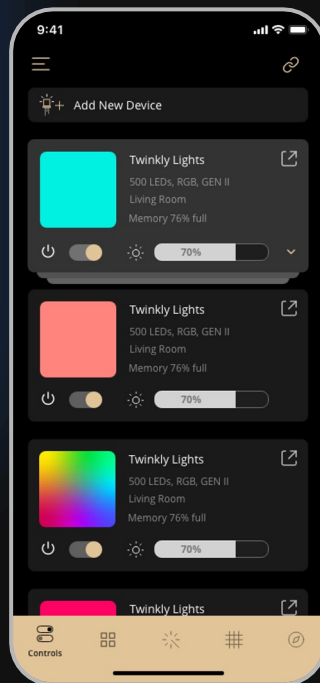
RGBfy everything together

Synchronize the entire range of Twinkly products with external RGB-supported devices and peripherals in one place with 16+ million colors to enhance both your experience and your gameplay.

App New design

Simplifying all options. Control brightness, on off, check status, from one place.

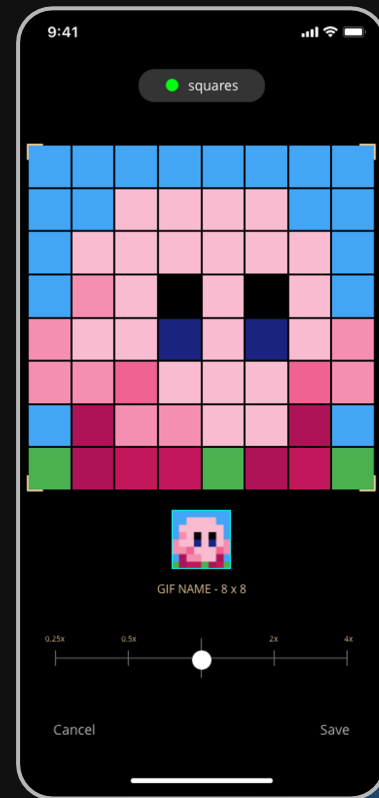
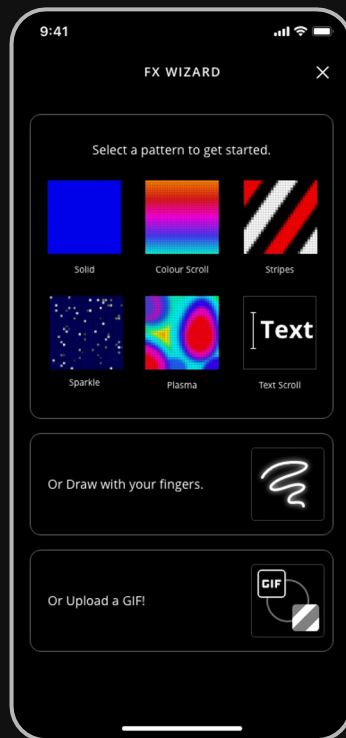
Whatever needs to be played on the device, do that from one place.



App Video Upload

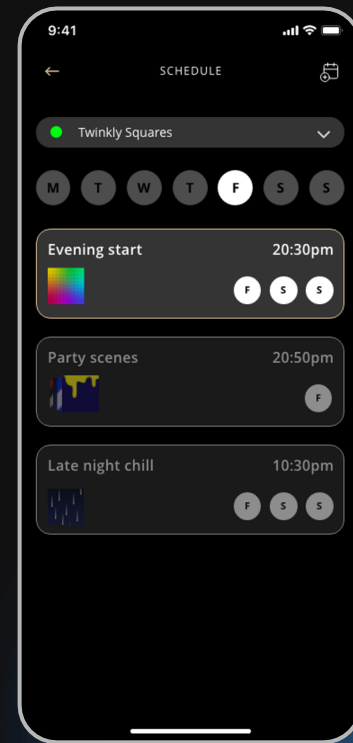
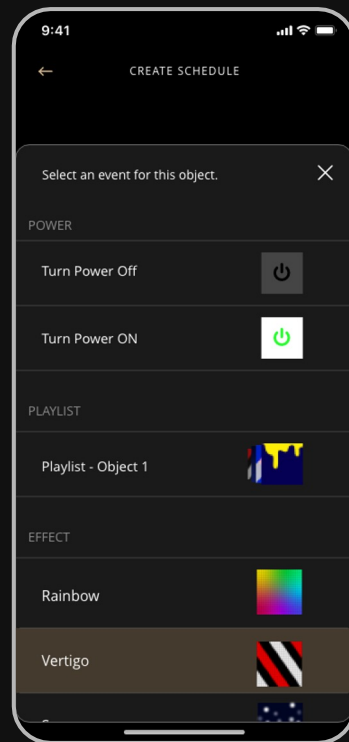
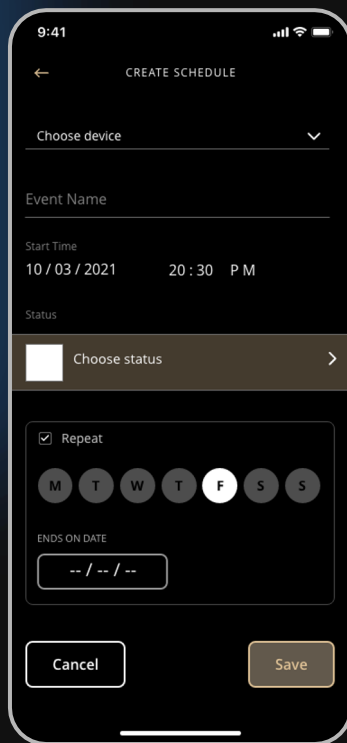
Any picture or video from the phone gallery can be a new source for creating gorgeous effects.

Previously available only for .gif and Twinkly Squares, this feature will rock on all any Twinkly device or group!



App Schedules

New, enhanced scheduler for a complete and precise light and effect planning

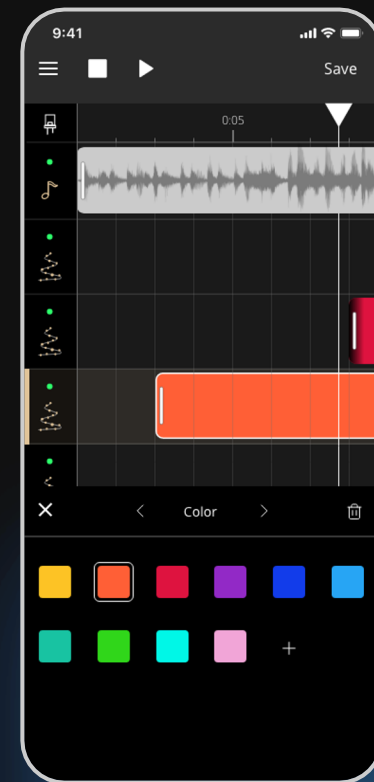
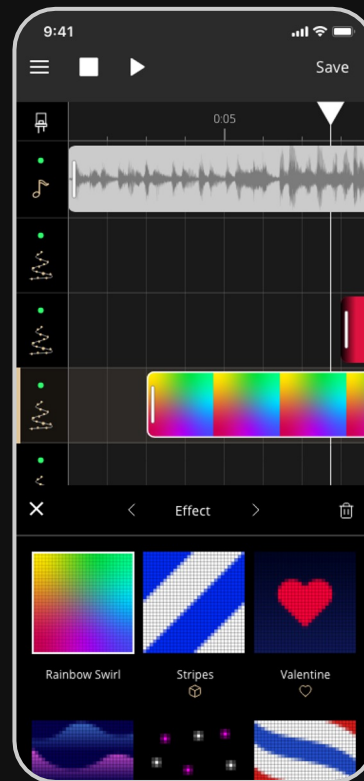
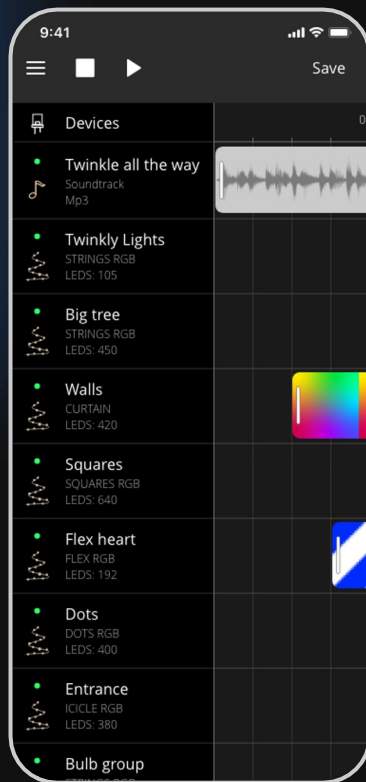


App Timeline

A brand new way to create a truly unique and fully customized light show of your own. With this, you can go beyond grouping your devices together.

Command each and every device individually with different effects and colors. What's more, you can sync everything together with a lovely soundtrack of your choice!

All in an easy to use, intuitive format on your smartphone.



BESTSELLERS

STRINGS CLUSTER

Not just for Christmas, Strings brings joy and colorful light to any room or space, while Cluster offers even more LEDs per string, for even greater creative potential.

Multicolor

STRINGS

Red, Green, Blue **4 mm addressable lens**

100 LEDs Total length 26.25 ft / 8 m (SRP 69,99)

250 LEDs Total length 65.62 ft / 20 m (SRP 119,99)

400 LEDs Total length 104.99 ft / 32 m (SRP 169,99)

600 LEDs Total length 157.48 ft / 48 m (SRP 229,99)



Multicolor + Warm White

STRINGS

Red, Green, Blue, Warm White **5 mm addressable lens**

250 LEDs Total length 65.62 ft / 20 m

(SRP 139,99)

400 LEDs Total length 104.99 ft / 32 m (SRP 199,99)

600 LEDs Total length 157.48 ft / 48 m (SRP 269,99)



CLUSTER

Multicolor

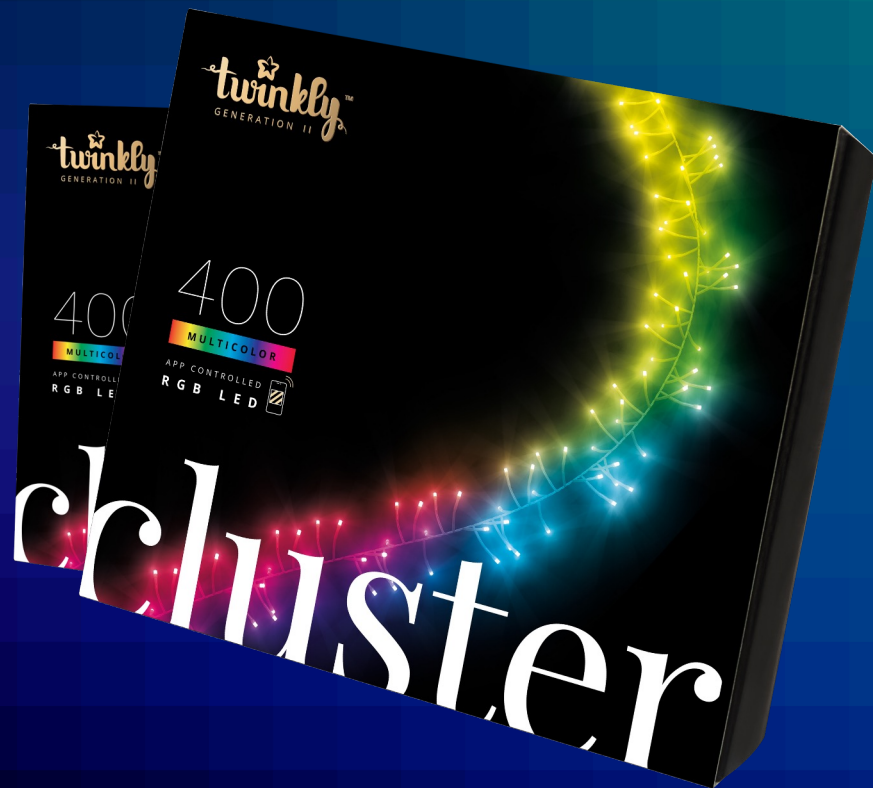
Red, Green, Blue 4 mm addressable lens

400 LEDs Total length 6 m / 19.6 ft (SRP 169,99)

Multicolor + Warm White

Red, Green, Blue, Warm White 5 mm addressable lens

400 LEDs Total length 6 m / 19.6 ft (SRP 169,99)



CLASSIC CURTAIN ICICLE

With vibrant hues plus a dedicated white channel, Curtain and Icicle were designed to be the perfect streaming backdrop and decoration for indoor and outdoor spaces and occasions.





Multicolor + Warm White

CLASSIC CURTAIN

Red, Green, Blue, Warm White **5 mm addressable lens**



210 LEDs Total area 3.28x6.89 ft / 1x2.1 m
(SRP 119,99)

400 LEDs (High Density) Total area 3.28x6.56 ft / 1x2 m (SRP 199,99)



CLASSIC ICICLE

Multicolor

Red, Green, Blue 4 mm addressable lens

190 LEDs Total length 2.29x16.40 ft / 0,7x5 m (SRP 99,99)

Multicolor + Warm White

Red, Green, Blue, Warm White 5 mm addressable lens

190 LEDs Total length 2.29x16.40 ft / 0,7x7 m (SRP 109,99)



FESTOON

Festoon takes classic party string lights to the next level with the power of Twinkly technology. Perfect for lighting up backyards, terraces and balconies, these lights add a splash of magic to outdoor occasions.

TWINKLY 2023 PORTFOLIO | 2023 CATALOG: FESTOON



Multicolor

FESTOON

Red, Green, Blue

20 RGB BULBS Total length 32.8 ft / 10 m
(SRP 99,99)

40 RGB BULBS Total length 65.6 ft / 20 m
(SRP 169,99)



(SRP

(SRP



Gold & Silver

FESTOON

Amber, Warm White, Cold White

20 AWW BULBS Total length 32.8 ft / 10 m
(SRP 99,99)

40 AWW BULBS Total length 65.6 ft / 20 m
(SRP 169,99)



C9 FACETED

This year Twinkly takes the classic C9 faceted string lights to the next level with the power of Twinkly technology. Perfect for roof decoration, lighting up backyards, terraces and balconies, these lights add a splash of magic to outdoor occasions.

Multicolor

C9 FACETED

Red, Green, Blue

40 RGB BULBS Total length 19.7 ft / 6 m
(SRP 99,99)

80 RGB BULBS Total length 39.4 ft / 12 m
(SRP 189,99)



DOTS LED STRIPS

This unique, first-of-a-kind product is a streamlined version of classic strings. Perfect for Christmas, workspaces, gaming, or anywhere in the home, Dots avoids the hassle of managing classic wires, offering crystal-clear hues and a sleek, button-shaped design.



Multicolor

DOTS LED STRIP

Red, Green, Blue **7 mm addressable lens** - flat PVC cable

60LEDs (IP20) Total length 9.8 ft / 3 m (SRP 49,99)

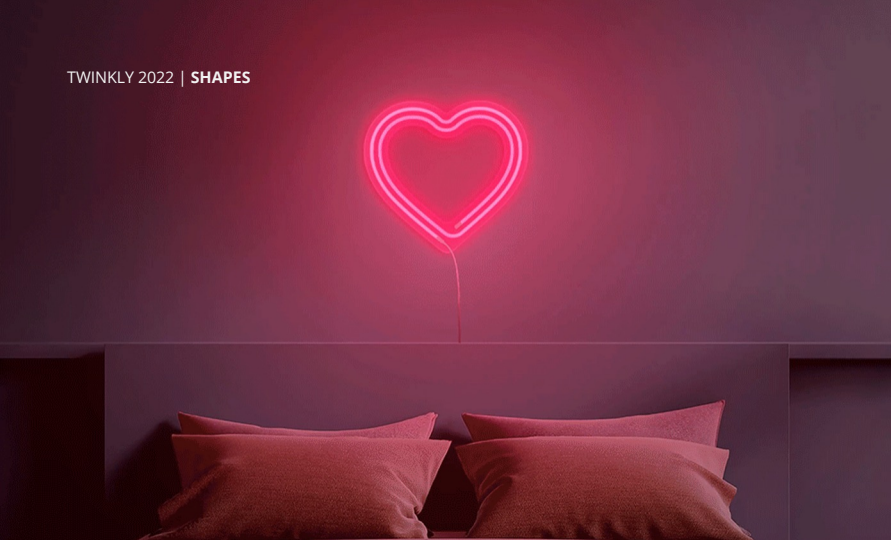
200 LEDs (IP20) Total length 32.8 ft / 10 m (SRP 89,99)



FLEX

With its neon-like continuous glow and ability to bend into any shape you want, Flex is a perfect fit for anyone who wants truly unique decorative lighting. Shape and reshape it on your walls: Twinkly's technology is perfect for any space.







Multicolor

FLEX

Red, Green, Blue **Flex Tube** addressable LEDs



2m / 6.5ft RGB LED flex tube (SRP 79,99)

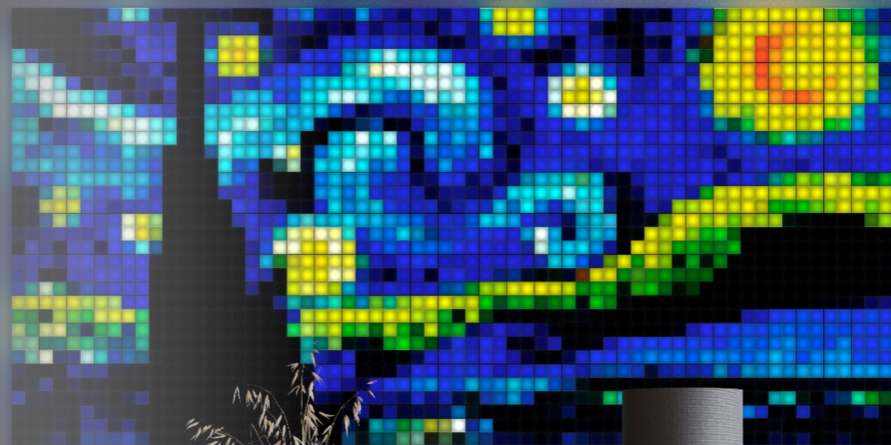
3m / 9.75ft RGB LED flex tube (SRP 119,99)



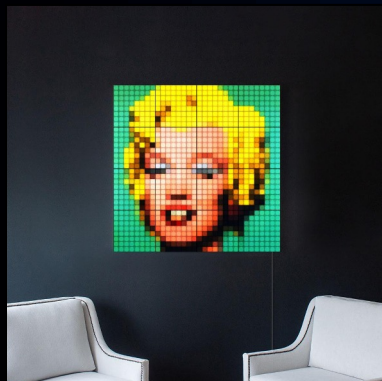
SQUARES

Squares is a revolutionary product that combines the power of a LED wall with the style of interior decoration.

Perfectly integrated with the Twinkly ecosystem, it can be the focal point of your living room or sync with other devices to create incredible experiences, from DJ set lighting to immersive gaming consoles.



Key features



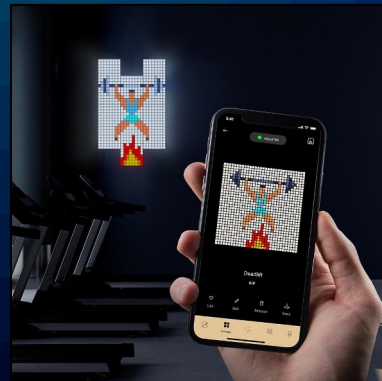
ACCENT & MOOD LIGHTING

Express your distinctive style with Squares and apply endless colors, gradients and effects.



GAMING LIGHTING

Get ready for the ultimate immersive experience when Squares reacts to all your gaming moves.



PIXEL ART

Design and display stunning 8-bit pixel artwork and GIFs to convey emotions, jokes and concepts.



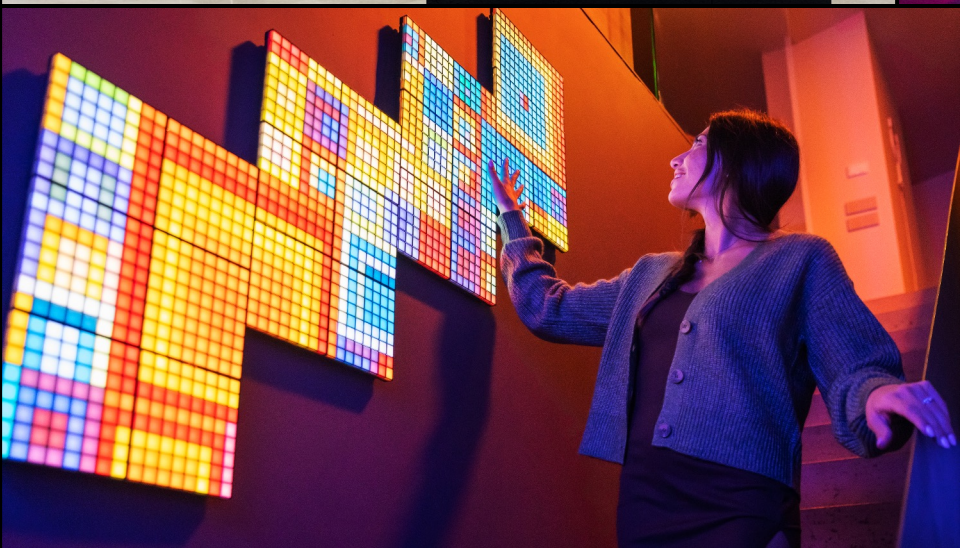
WIDGETS (coming soon)

Add widgets for extra fun and function like weather forecasts, timers and more.

Home decor

Light is emotion. Use it to focus, to feel energized, or to wind down. Express your creative style with color, gradients and effects. Create a world that is exactly how you imagine it.

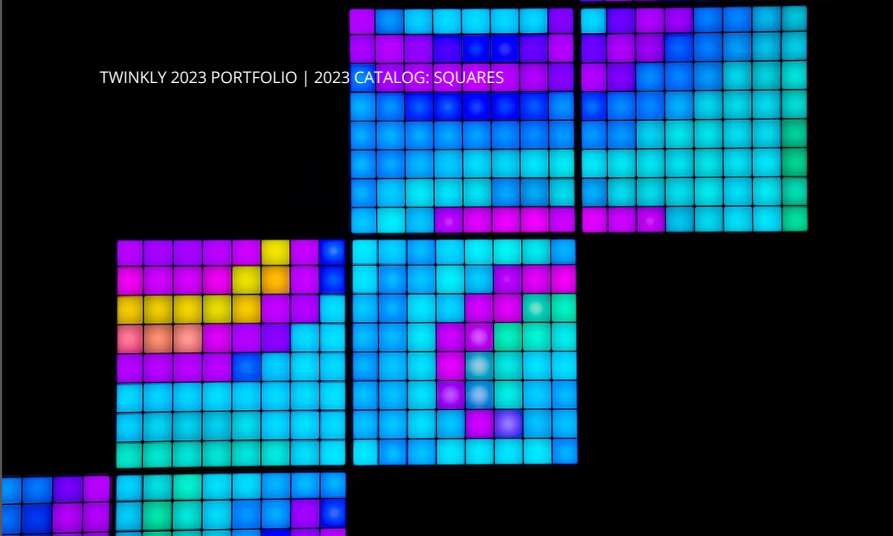




Next-level gaming

Squares unleashes huge new potential for gamers. Add a secondary screen or ambient lighting that syncs up with your gaming action.





Multicolor

SQUARES

Red, Green, Blue 16x16 cm addressable LED panels

1 MASTER + 5 EXTENSION PANELS (SRP 249,99)

3 EXTENSION PANELS

(SRP 99,99)

1 EXTENSION PANEL

(SRP 39,99)

USB-C 65 WATT ADAPTER

(SRP 29,99)



LIGHT 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.



Multicolor + Warm White

LIGHT TREE 3D

Red, Green, Blue, Warm White **5 mm addressable lens**

300 RGB+W LED Total height 6.5 ft / 2 m (SRP 199,99)

450 RGB+W LED Total height 10 ft / 3 m (SRP 299,99)

750 RGB+W LED Total height 13 ft / 4 m (SRP 399,99)

1000 RGB+W LED Total height 19.68 ft / 6 m* (SRP 499,99)

* Pole not included






Multicolor + Warm White

LIGHT TREE 2D

Red, Green, Blue, Warm White **5 mm addressable lens**


70 RGB+W LEDs Total height 6.5 ft / 2 m (SRP 59,99)



Twinkly Music

Twinkly Music syncs up with any Twinkly light set to offer a one-of-a-kind sensory experience. Cutting-edge algorithms decode any sound source in real time, whether it's classical music or Christmas tunes, and applies matching effects to Twinkly lights.

TWINKLY MUSIC

(SRP 29,99)



PRE-LIT TREE

Multicolor
Red, Green, Blue **4 mm addressable lens**

270 RGB LED Total height 5 ft / 152 cm (SRP 399,99)

435 RGB LED Total height 6 ft / 183 cm (SRP 499,99)

540 RGB LED Total height 7.5 ft / 228 cm (SRP 599,99)

Multicolor + Warm White
Red, Green, Blue, Warm White **5 mm addressable lens**

435 RGB+W LED Total height 7.5 ft / 228 cm (SRP 599,99)



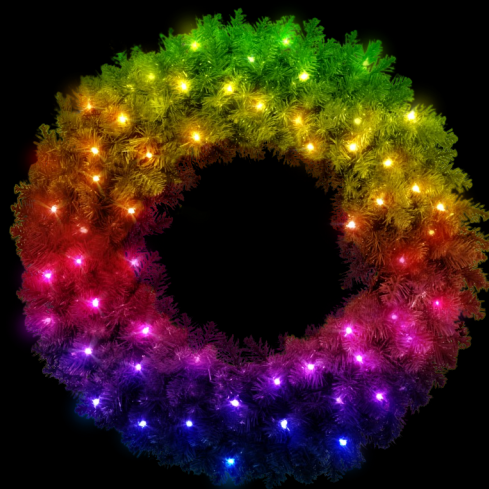
Multicolor + Warm White

PRE-LIT WREATH & GARLAND

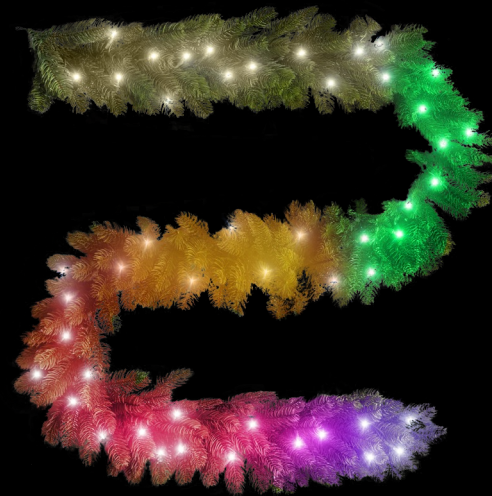
Red, Green, Blue, Warm White **5 mm addressable lens**

100 RGB+W LED Diameter 60 cm / 24 in (SRP 99,99)

100 RGB+W LED Total length 2.7 m / 9 ft (SRP 99,99)



24" / 60cm



9' / 270cm



Multicolor

TWIG TREE

Red, Green, Blue 4 mm addressable lens



100 RGB TWIG TREE Height 5 ft / 150 cm
114,99)

(SRP



TWIG TREE 5ft

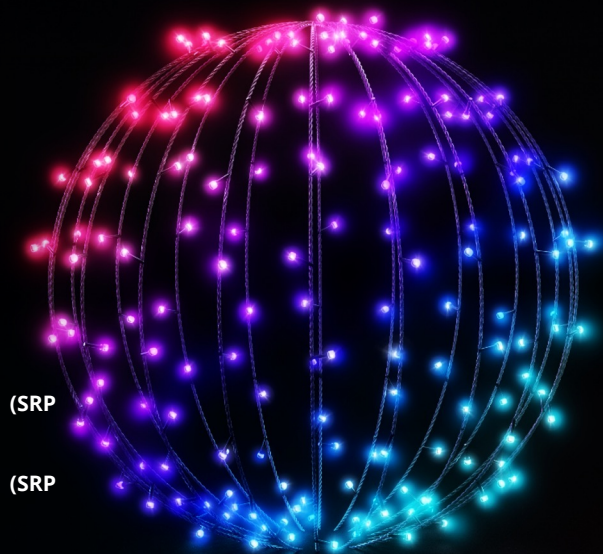
Multicolor

3D FIGURES

Red, Green, Blue 4 mm addressable lens

210 RGB 3D STAR 1.31 ft / 40*40 cm
(SRP 99,99)

210 RGB 3D BALL Diameter 1.31ft / 40 cm
(SRP 99,99)



(SRP

(SRP

3D BALL



3D STAR

POP 2023 Catalog

A new way to show the product in the stores *

In 2023, Twinkly will develop a new Twinkly corner with impressive pre-lit tree that will play advanced effects. In their typical installation with Twinkly packs as Christmas gifts under the tree.

*Brainstorming phase. Not confirmed yet.



Madrid

Self-standing carton pallbox that can contain up to:

- 24 Twinkly packs
- 24 Twinkly Music packs

Dimensions:

45 x 31 x 120 cm | 18 x 12 x 47 in

Comes with 15" HD monitor



Berlin

Self-standing carton pallbox that can contain up to 120 Twinkly packs.

The front panel can be removed to provide easy access to the product boxes.

Dimensions:

80 x 60 x 160 cm | 31.5 x 23.5 x 63 in

Comes with 15" HD monitor



Paris

Large in-shelf solution, showcasing:
Flex, Squares, Dots and Strings

Dimensions:

120 x 28.6 x 31.8 cm | 47.2x11.2x12.5 in

Comes with 12" HD monitor



London

Small in-shelf solution, showcasing:
Squares, Flex, and Line or Dots

Dimensions:

30 x 30 x 30 cm | 12 x 12 x 12 in





Thanks and stay tuned!