

[Title] Tangram Factory Is Transforming the High-End Lighting Industry

Tangram Factory is launching its very own lighting line, which will be spearheaded by two models: Aether, the desk lamp, and Aywa, the reading lamp.

The smart lifestyle company from South Korea was founded in 2014 as a design company. It has since been steadily building a strong portfolio in product development with a focus on ensuring better and fresher user experience by combining innovative design technology, and fine materials.

First, highlighted by its huge success in SmartRope, a smart jump rope that utilizes IoT technology with its own fitness application that connects people with jump ropes. Recognized for its beautiful design and innovative technology, it has been distributed into many online and offline platforms, such as Apple, Amazon, and Saks Fifth Avenue, in over 200 countries, and accumulated over 27 thousand in-app users.



Now, entering into the world of high-end lighting and interior design, Tangram Lighting's desk lamp, Aether, utilizes a special non-contact motion sensor to control power, brightness, light temperature, and timer with simple, yet intuitive, hand gestures. Further, as the light source comes from above the head, its elongated design allows the lighting to completely shine over the monitor while minimizing shadowing, which, in turn, further eliminates interference with the user's field of

vision. Since its initial release in 2023, it has been satisfying consumers' growing need for a refreshing take on lighting in the relatively still market.



Tangram Lighting is expecting another exciting new release with Aywa, a reading lamp marked by its compact, minimalist design as well as its vivid colors. All the while, it will maintain features like motion sensor control and 360-degree rotating hinge that allowed its predecessor, Aether, such high versatility.

According to a Tangram affiliate, they are “looking forward to showcasing Tangram Lighting’s very own design and technology in our upcoming releases,” further, they stated, “We hope to be the breath of fresh air everyone needed in the high-end lighting market.”

You can check out their newest updates regarding the release of Aether and Aywa and more on Tangram Factory’s official website (www.tangramfactory.com).