



New Smartphone-Operated Million-Color LED Light Strip On Sale at FundAnything

New faster, cheaper LED light strips create a million colors via a Bluetooth app on iPhone or Android- now available at <http://www.fundanything.com/chameleon>.

NEW YORK CITY, NEW YORK, USA, August 29, 2013 /EINPresswire.com/ -- Early adopters and gadget freaks are electrified by the news that LED strips controlled from your mobile device are finally available to the public, with the launch of the new Chameleon LED Strip at <http://www.FundAnything.com/chameleon>.

"After an intense process of research and design, we're now ready to present a new lighting experience to the public," explains Peter Lakits, CEO of BlueBulb Ltd., the company which invented the smartphone-controlled [Bluetooth](#) Bulb. In June of this year, the company's Bluetooth Bulb became an overnight success, selling out in a matter of days.

The new Chameleon technology is simple to use but deceptively sophisticated. The 10-foot adhesive-backed LED strips attach easily to any surface. They are connected to a Chameleon Controller - a box that controls the color of the LED lights, and controlled with smartphones via Bluetooth.

How does Chameleon compare? Unlike the Philips Hue LED strip product, Chameleon Light Strips operate via Bluetooth 4.0 and require no starter pack or hub. It changes colors three times faster, and contains twice as many [LEDs](#) per foot.

In late 2012, the company started to develop the Chameleon smartphone-controlled LED lighting. Since then, the founders have underwritten the development of this revolutionary product. Now, with an indication of strong market demand, they're turning to crowdfunding at FundAnything.com to fund mass production.

Unlike most innovations found on crowdfunding sites, the Chameleon smartphone-controlled LED strip has been tested and approved, and now 500 units are ready to ship to contributors on FundAnything.com/chameleon. Once the campaign reaches its goal, the company will produce more of these sets.

"Our Chameleon smartphone-controlled LED strip doesn't need a base station or internet connection," explains Lakits. "All you do is stick the LED-strip wherever you want and download

the free app from Google Play or the Apple iTunes Store. People instantly fall in love with all the beautiful colors,” he said.

This energy-efficient Chameleon smartphone-controlled LED strip is controlled by Android devices and Apple iPhone 4S, iPhone 5, iPad 3, iPad4, and iPad mini. Using Bluetooth 4.0 technology, people can control the color, brightness and timer for the LED strips right from the palm of their hand.

“People are amazed at how much fun it is to use your mobile device to control one million colors, including a brilliant white light. With so many choices, suddenly plain white light seems really old and boring!” says Lakits.

Gotta have ‘em? The revolutionary Chameleon smartphone-controlled LED strip is available for a limited time to people who contribute to the campaign. Chameleon is available at pretail for \$49 vs. the Philips pricing of \$90 (plus \$199 for the required starter pack. To learn more, visit FundAnything.com/chameleon.

Journalists interested in interviewing BlueBulb CEO Peter Lakits and/or obtaining more information should contact Steven Greene at 917-656-1837 (US) or Steve@SGPPR.com. Images available at <http://www.prweb.com/releases/2013/8/prweb11053452.htm>. Video is available at <https://www.youtube.com/watch?v=Prqp5-9TxrY>

Chameleon RGB LED strip controller technical specs:

- Supply voltage:DC 12V
- Output voltage: DC 12V
- Output channels:3 (RGB)
- LED strip interface type: common anode
- Max. current per channel:10A
- Communication Interface:Bluetooth 4.0 Low Energy
- Dimensions:50x35x22 mm
- Cable length:2x150 mm
- Connector type:4-pin precision female header (2.54 mm)
- Power consumption:0.1W
- iOS Application available in the App Store
- Android app will be available in Google Play Store (Android 4.3 required)
- Free Wireless control from your smartphone without losing your WiFi internet connection
- Point to Point communication
- No settings or network management required
- Ultra-Fast connectivity
- Several Chameleon controllers can be used in the same location at once
- Colored lighting according to your mood
- Compatible with most RGB LED strips available on the market

- Easy installation

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