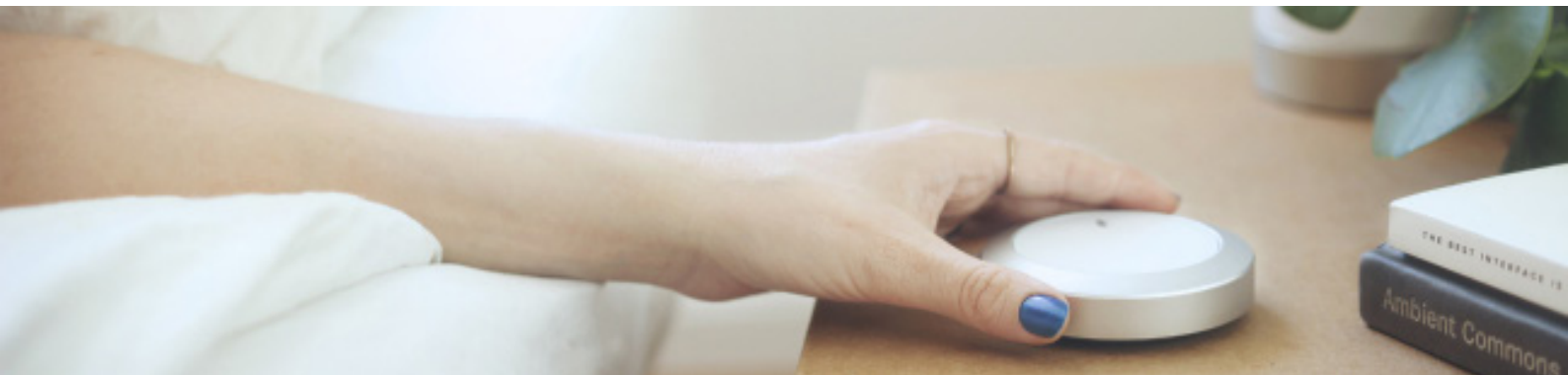


PRESS RELEASE



NUIMO: SMART HOME CONTROLLER MADE IN GERMANY

Design award winning smart home controller, Nuimo is now available on Amazon Germany Launch Pad. To experience Nuimo first hand together with their partner Raumfeld, visit IFA Berlin 2016.



BERLIN, 30.08.2016 - Smart Home with Style : The Berlin Hardware Startup Senic is launching its award winning smart home controller Nuimo on Amazon Launchpad Germany. Senic has also teamed up with Raumfeld to show at IFA Berlin 2016.

Nuimo is a universal wireless smart home controller for direct and intuitive control of smart devices in the home. Nuimo is compatible with smart speakers, lights and more including Philips Hue, Raumfeld and more.

[PRESS KIT & PHOTOS](#)

| [WEBSITE WITH TECHNICAL DETAILS](#)

| [MORE ON THE SENIC BLOG](#)

QUICK FACTS

- Nuimo is made from glass-bead blasted aluminum and double-hardened acrylic glass.
- Integrated with more than 30 devices and applications
- Bluetooth 4.1, compatible with Apple TV, Android TV, iOS and Android
- Indoor range of up to 20 meters
- Battery Life: 1 month average life on a single charge. Rechargeable with supplied micro USB cable.
- Input options: physical click, high-precision rotary ring, touch interface and gesture control
- Output: 9x9 LED matrix for visual feedback
- Control light, speakers or other devices by switching mode with a vertical swipe over the surface
- Magnets included for mounting on a refrigerator or can be mounted on a wall with the magnetic wall plate
- Honored with the German Design Award 2016 & Red Dot Design Award 2016
- Designed and manufactured in Germany - process can be seen at bit.ly/MakingNuimo
- Now available for 199 Euro (worldwide shipping included) in silver-white and black on [Amazon Launchpad](#) and senic.com

SALES START ON AMAZON LAUNCHPAD GERMANY AND SENIC.COM FROM AUGUST 30, 2016

The Berlin-based hardware and software startup Senic has announced the launch of the design award-winning smart home controller Nuimo. With Nuimo, users can control their smart lights, speakers, thermostats and more, with one central device. Nuimo was successfully crowdfunded receiving over 500,000 USD in pre-orders.

For the first time, Nuimo is now widely available since its successful crowdfunding campaign. Nuimo can be ordered on Amazon Launchpad Germany or directly at Senic.com for 199 euro. Nuimo was designed and manufactured in Germany. The making of Nuimo has been documented in a [7-minute film](#) shedding light onto the inner workings and production of the designed object. Recently, Nuimo was recently awarded the prestigious Red Dot Design Award and the German Design Award.

SEE NUIMO IN PARTNERSHIP WITH RAUMFELD FROM 02 TO 07 SEPTEMBER AT IFA BERLIN 2016

At IFA Berlin, Senic will show alongside their new partner – the renowned multi-room speaker manufacturer Raumfeld, also a Berlin-based company. IFA visitors are invited to experience direct and natural interaction with technology and its benefits to the home. Nuimo will be showcased on the Raumfeld Stand in Hall 1.2, Stand 105 from September 2-7th, 2016.

"We believe that people should determine how they interact with technology - and not vice versa. With Nuimo, we have developed the first in a series of products that engage the human senses including interfaces that use gesture, speech, haptics and vision" says Tobias Eichenwald, Co-founder of Senic.

NUIMO CONTROLS SMART DEVICES USING MULTIPLE HUMAN SENSES FOR A MORE SEAMLESS INTERFACE

Previously, smarthome control involved using multiple apps and numerous steps to navigate control of devices and services. Nuimo enables streamlined control with a simple and natural interaction. Nuimo uses haptic feedback, a touch interface, a high-precision rotary ring, gesture recognition for hands-free control and an LED matrix to interact with devices and services such as Raumfeld, Philips Hue, LiFX, Sonos and more. The full list of services and partners can be found on [senic.com](#).

ABOUT SENIC

Senic is a hardware and software startup based in Berlin, specializing in designing and developing new methods of interaction between humans and technology. Nuimo is the first product in a line of intelligent surfaces and objects that engage multiple human senses. The focus at Senic is not on technology - but on people, and how they can benefit from technology.

Senic was founded in 2013 by Felix Christmann, Philip Michaelides and Tobias Eichenwald and is a Y-Combinator backed company.

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