



## PRESS RELEASE

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### ISELED Alliance welcomes IoT innovator Lucie Labs as new member

#### The Internet of Things platform comes to the automotive LED alliance

**Nuremburg, Germany, March 14, 2017** – ISELED, the open alliance formed to create innovative LED-related products and solutions for the automotive market, announces that [Lucie Labs](#) has joined it as a new member.

Lucie Labs will take its place alongside the founding partners of the ISELED Alliance: Inova, Dominant Opto Technologies, NXP, TE Connectivity and Pforzheim University. It will complement the solutions of existing ISELED members by contributing its IoT software platform, including firmware, a software development kit (for iOS and Android) and a cloud environment.

The ISELED Alliance is developing LED-related products and solutions based on an entirely new in-car LED lighting concept, which integrates a smart LED driver with three color LEDs into a tiny package. This drives down costs, simplifies control, and expands the functionality of LED lighting and display solutions.



Robert Kraus, CEO at Inova Semiconductors, said, “The synergies between ISELED members and Lucie Labs will ensure full interoperability of Lucie Labs’ solution in the automotive market, and fast-track its synthesis into motor vehicles by offering a fully integrated solution.”

Yan Lee-Dajoux, CEO and co-founder of Lucie Labs, said, “We are honored to have joined the ISELED Open Alliance and are truly excited about implementing our IoT Platform to further advance this modern in-car ambient lighting solution; I have no doubt that ISELED will be a great success.”

Lucie Labs is a French Internet of Things (IoT) startup that creates, develops and distributes tools and technologies via its IoT software platform. It enables its customers to transform traditional items into smart, connected, interactive and useful objects, and generates data that can be used to create a new generation of predictive services.

By integrating the Lucie Labs technology into the ISELED Alliance solution, new ambient lighting possibilities focused on creating a holistic user experience are made possible. For example, ambient lighting can be used in multiple new use cases: convenience and comfort, entertainment and infotainment, safety and security, branding and design, and communications and interconnectivity.

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#### **About the ISELED Alliance**

The ISELED Alliance develops LED-related products and solutions based on a new in-car LED lighting concept, which integrates a smart LED driver with three color LEDs into a tiny package. This drives down costs, simplifies control, and expands the functionality of LED lighting and display solutions. Founding members are Inova Semiconductors, Dominant Opto Technologies, NXP, TE Connectivity and Pforzheim University.

#### **About Lucie Labs**

Lucie Labs is a leading player of the digital transformation from traditional objects to connected objects. Lucie Labs, a French IoT startup, creates, develops and distributes tools and technologies via its IoT Platform that enable its customers to transform traditional objects into smart, connected, interactive and useful objects.

Data generated by the new connected objects enables Lucie labs to create a new generation of services using machine learning: predictive services. Part of the French Tech ecosystem, accelerated by 2 major French accelerators, Orange Fab and Allianz Accelerator, Lucie Labs have clearly positioned themselves as leading innovators of the Internet of Things revolution.

**About Inova**

Inova Semiconductors is a fabless semiconductor company and the developer of APIX: a serial high speed Gigabit multichannel link for interconnecting displays, cameras and control units over a single cable. Inova specializes in developing state-of-the-art products for serial data communications, with a focus on the digital video and automotive markets. Based in Germany, Inova was founded in 1999. Today, APIX is used by ten of the leading automotive manufacturers and more than 30 OEMs and tier 1 suppliers. Inova developed the concept of the „Digital LED“ and introduced it together with partners of the open alliance ISELED at the electronica exhibition in November 2016. For more information please visit <http://www.inova-semiconductors.com>.

**Contact for the press**

Anja-Maria Hastenrath

Embedded PR | Bozzarisstr. 4 | 81545 Munich | Germany

Phone +49 89 / 64913634-11 | Cell +49 171 / 19 59 330 | Skype [embedded\\_pr\\_anja\\_ah@embedded-pr.de](https://www.skype.com/en/contacts/voice/0049896491363411) | [www.embedded-pr.com](http://www.embedded-pr.com)

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