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**Purple Communications teams with LIFX to deliver “POP” light for deaf and hard-of-hearing individuals**

*Innovative Wi-Fi flasher bulb ensures customers never miss a call*

Rocklin, Calif., November 1, 2016 - Today, Purple Communications, Inc., pioneers in Video Relay Service (VRS) technology, announced a new partnership with LIFX, makers of the world’s brightest color Wi-Fi-enabled smart light bulbs, to deliver an exciting new product—“POP”—that visually notifies deaf and hard-of-hearing individuals of incoming calls.

As a leading VRS provider and technology developer in the U.S. for over thirty years, Purple has a rich history of providing the highest-quality and most useful communication services and technology for deaf and hard-of-hearing individuals.

Now, Purple has teamed up with LIFX to add another breakthrough solution to their suite of offerings: the new Purple POP Wi-Fi smart bulb that flashes when an incoming call is received, giving a visual cue to a deaf or hard-of-hearing individual. The technology utilizes a connectivity approach that works on a direct link to Purple’s platform from the electronically-enhanced bulb itself, ensuring that notifications are always on (not dependent on Bluetooth, external hubs or third-party applications), thereby ensuring users *never* miss a call.

“Our customers want new solutions that really work for them,” says Purple’s Mark Bella, vice-president of sales, “and early response from our customers has proven that they’re particularly excited for POP. They especially like how they’ll be able to configure the five different flashing colors so different people in a household can get visual alerts of calls specifically for them.”

“This is a perfect opportunity for Purple to drive innovation within the IoT—that’s the Internet of Things that networks electronics-embedded physical devices—for our customers’ direct benefit,” adds Purple’s Chief Technical Officer, Dennis Episkopos. “It’s important that we, as a company and as an advocate for the community we serve, harness every potential to make people’s lives better.”

Marc Alexander, LIFX CEO is equally excited in this endeavor. “Working with Purple allows us to have an impact for those who are deaf or hard-of-hearing. We truly love knowing that our product can help this community.”

LIFX is similarly dedicated to improving the health and well-being of individuals, of all ages, worldwide. LIFX is actively working with partners like Purple to create functional and fun environments for the whole family, expanding the idea of a truly connected home.

**About Purple Communications, Inc.**

Purple Communications provides high-quality Video Relay Service (VRS), available from multiple platforms – TV, desktop, laptop, tablet and smartphone. VRS is a free service for deaf and hard-of-hearing customers who use sign language to communicate via video conference and a Video Interpreter (VI). The VI voices/relays the signed conversation in real-time to both deaf and hearing individuals.

Purple’s portfolio of solutions also include on-site interpreting services and Video Relay Interpreting (VRI), delivering a wide array of options to meet the varied communication needs of businesses and customers, collectively making communication between the deaf world and the hearing world accessible and enjoyable for all. For more information, visit [www.PurpleVRS.com](http://www.PurpleVRS.com).

**About LIFX:**

LIFX is a privately held company with offices in Redwood City, California, Melbourne, Australia and Shenzhen, China. LIFX bulbs are available online and in retail stores across the USA, Europe, Asia, and Australia. For more information visit LIFX.com. For inquiries, email [press@lifx.com](mailto:press@lifx.com).

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