

Woodenshark Press Release



2016

Lightpack 2 TV backlight launches a Kickstarter campaign, partners with Frank for full accountability.

New York, June 28 2016 - Woodenshark, an IoT and embedded device design company, announces the launch of a Kickstarter campaign to produce Lightpack 2, the second generation of its rear-mounted ambient light system for consumer TV sets. Easy to install and setup, Lightpack 2 enhances your TV picture with rich, vivid backlight colors and subtle tones. With Lightpack 2, your overall viewing and gaming experience becomes more immersive and enjoyable.

The second generation differs from the original Lightpack significantly. It does not require users to install and operate any software: all logic is handled by a hub box that sports 4 HDMI inputs for your various entertainment systems, along with Bluetooth and Wi-Fi connectivity. The setup can be augmented by Pixels, tiny auxiliary LED elements that can be placed on the wall around the TV to further enhance the overall experience.

The new Kickstarter campaign will last for 39 days and target an initial goal of US\$198,000. This is the first Kickstarter campaign to provide full accountability to its backers using Frank, a public-facing ledger that will help us be transparent about the program costs and expenses. Frank connects directly to the team's bank account and reflects each transaction in real time. This will provide Kickstarter users with unprecedented level of access to the information about the course of the campaign.

The first generation Lightpack had reached 2x of its initial funding goal and been shipped with minimal delays to over 5,000 backers from all around the world. The course of the first campaign provided the team with a lot of valuable feedback and insights that had been reflected in the new version.

The Kickstarter page for Lightpack 2 can be found here:

<http://www.kickstarter.com/projects/woodenshark/533559330>

About Woodenshark

Woodenshark is a small group of engineers scattered across the globe building gadgets & online services. Various Internet-based tools help us stay in touch and keep our product development going. You can find us at www.woodenshark.com

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