

iViTi Lighting



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iViTi Lighting was founded in 2011 to create LED lighting solutions to challenge the conventional lighting market. Since 2014, Welsh Government support has enabled the company to develop its latest concepts into prototypes ready for both commercial and consumer markets. With several new products set to be released in the fourth quarter of 2015, the company is on its way to becoming a major player in lighting solutions globally.



The Cardiff-based lighting solutions company has developed its products with the aid of Welsh Government funding. The first of the new products is the iViTi ON, a lightbulb that will remain on for up to three hours during a power cut. The latest technology which is being built into a number of lighting products is the AdrON technology. These cutting edge products will store energy from the national grid during off-peak hours when it's cheaper, and use that energy at peak times to power the light. This has the benefit of cost-cutting, but can also reduce strain on the national grid, in turn reducing the amount of fossil fuels burned.

iViTi's primary potential customers are developers of private and commercial buildings, as well as singular businesses and homeowners.

Since 2014, Welsh Government has provided specialist advice through its SMART funding programme as well as a grant to aid the development of iViTi's products to take them to market. In this time iViTi has grown its staff and helped create a number of jobs for its partner organisations.

With Welsh Government help, global intellectual property rights for the technology have been secured for both products and interest for them is truly global, including enquiries from South Africa, Bangladesh, and Australia. It is expected that deals to ship products abroad will have been finalised by the time the AdrON product goes to market later this year.

Trefor Jones, Director of iViTi Lighting, said: "A year ago these products were concepts and now we're preparing to take them to market. We anticipated that this would be a lengthy process, but the financial aid and support we received from Welsh Government have helped us speed this up considerably.

"Our first AdrON products will ship in the fourth quarter of 2015 to international markets as well as those here at home. We're very proud of these products which are both cost-efficient and can really help the environment. 2015 promises to be a big year for iViTi."



To find out more about funding and support from the Welsh Government:
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