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Sunn reveals the world's first circadian light to help you shine through the winter blues and sync with the sun outside.

**The Sunn Light: Bring the Sun Indoors**

Los Angeles, CA - November 24, 2014 - Sunn, an innovator in smart circadian lighting, has launched a Kickstarter campaign to fund the production of the Sunn Light, an energy-efficient, app-controlled LED light fixture that connects your lights to the changing sun, making it easier to fall asleep, wake up feeling rested, and stay alert during the day.

The Sunn Light promotes healthy living and circadian alignment by continuously changing color and brightness in rhythm with the earth's rotation and changing sunlight. For those suffering from feelings of sluggishness and fatigue during the darker months of the year, Sunn Lights also combat gloomy lighting conditions by providing vibrant, dynamic light that supports wakefulness during the day.

*"Sunn Lights revolutionize lighting by directly linking our indoor lighting to the natural rhythms of the world outside."* - Kelton Minor, Cofounder & Designer

From sunrise until sunset, Sunn Lights continuously change color and brightness to keep you in sync with the sun. Experience a few moments from a day with Sunn:

- In the morning, Sunn Lights help you rise with gradually increasing warm light that supports wakefulness and brings you up to speed with the sun's current state outside.
- During the day, Sunn Lights promote alertness and productivity by becoming cooler and brighter as the sun rises higher in the sky.
- As the day winds down, Sunn Lights help you relax by progressively becoming warmer as they set with the sun.
- In the evening, Sunn Lights continue to provide useful light that references longer wavelength firelight, an evolutionary cue for rest and relaxation.
- Near your bedtime, Sunn Lights promote melatonin production with gradually fading light to help you head to bed.

Sunn Light owners will enjoy custom features on the Sunn app that enable them to fine-tune their lights to their individual needs to support circadian alignment, promote healthy sleep patterns, combat winter blues, and assist jetlag remediation. With Sunn Travel, you can instantly escape dark, wintery conditions and experience the lighting of any location on the

globe. Similarly, you can adjust to deviations in your sleep-wake cycle—perhaps due to a late-night work session or a flight across time zones—by changing the time of day of your Sunn Lights. And to make mornings more pleasant, you can set Sunn Alarms and start your day with a slow sunrise.

#### Pricing and Availability:

For a limited time, Sunn Lights are available at exclusive Kickstarter prices of \$249 for the 19-inch model (Sunn) and \$349 for the 24-inch model (Sunn Plus). The Sunn app will be available for free on both iOS and Android platforms. Sunn's Kickstarter campaign will last until December 20th and has a goal of \$50,000. Sunn will use the funds to complete software development, certify the electronics, and begin production of the lights. The Sunn team expects to ship the lights to Kickstarter backers by April 2015.

Kickstarter: <http://www.sunnlight.com/kickstarter>

Press Kit: <http://www.sunnlight.com/press>

Website: <http://www.sunnlight.com/>

Video: <http://vimeo.com/sunn/onedayofsunn>

#### **About Sunn:**

Sunn is a startup technology company headquartered in Los Angeles, CA. Sunn has developed a state-of-the-art connected platform to automatically mimic what's going on outside - down to the minute - to help people tune in to rhythms found in nature. Sunn's initial hardware solution, the Sunn Light, addresses an opportunity to offer dynamic interior lighting that not only saves energy but also promotes human well-being.

For more information, please visit: <http://www.sunnlight.com/>