Plug into the endless possibilities of Bluetooth home automation.

**Abstract**

Brightblu’s Bluetooth enabled plugs, power strips, and light switches turn your smart phone, tablet, or computer into a centralized control for your lights and appliances. We offer a full plug and play hardware and software solution for a fully customizable home environment. On top of our hardware, we are adding an application layer to allow developers the ability to use our open-source APIs to create apps of any functionality. Where brightblu differentiates itself from other home automation systems is in its affordability, simplicity, and customizability. This provides a platform that extends far beyond just controlling your lights.

Brightblu plugs are currently run on Bluetooth 2.0 with a compatible app on Android 2.2. Our next iteration of the hardware will use Bluetooth 4.0 with its added power saving benefits. We will also be releasing an app on iPhone and Android 4.0 sometime later this year.

Home automation has become outdated, over priced, and limited in its capabilities. Analogous to modifying personal settings on a smart phone, users should be able to customize their own homes using the modern technology that exists today. There is a potentially significant market of people who would like to automate their homes and become environmentally “green”, however, most cannot afford and do not know how to implement today’s clunky and complex offerings. Most importantly, these current home automation methods lack the personal customization feature.