

expose



PRESS RELEASE

by **knog.**

INTRODUCING THE EXPOSE SMART & EXPOSE WRAP – BRAND NEW LIGHTS TO MAKE PERFECT IPHONE & ANDROID VIDEOS IN THE DARK

From BBQ banter to baby videos, sunset Vines to 6 a.m. Snapchats, the **expose smart & **expose wrap** make it easy to capture the night.**

Leading global lighting and cycling accessories brand Knog announce the launch of the **expose smart** - for iPhone & Android phones and the **expose wrap** case for iPhones 5 & 6. Three powerful new lights for smartphones that allow users to shoot stunningly lit videos in the dark.

Designed to complement the aesthetics of the smartphone and their camera's beam angle, the **expose smart** works seamlessly via a custom Bluetooth app. This gives users total control over 130 lumens of brightness, flash modes and white balance in their photos and videos. The **expose wrap**, while not Bluetooth enabled, is no dummy. Ultra thin, soft to the touch and a super tough case, the **expose wrap** for iPhone 5 & 6 kicks out over 100 lumens of light from 9 super-powerful LED's. Importantly the **expose smart** and **expose wrap** lights far exceed the output of any smartphone and iPhone built-in lights.

The USB rechargeable LiPo battery can run for over an hour in the **expose smart** and up to a whopping 4 1/2 hours in the **expose wrap**, ensuring you can light up your whole night. The **expose smart** also comes with connectors for use with iPhone and Android phones and a durable lanyard to always keep it close.

"We noticed that the lights in smartphones are functional, but do not deliver great quality video. In today's broadcast generation, we didn't understand how this could be", says Hugo Davidson, Knog's co-founder and CEO. "We saw other smartphone lights but they were either too weak, too big for your pocket, and few were integrated with the iPhone's camera. So we got to work on the **expose smart** light and app, making sure we matched the design to that of the hallowed iPhone aesthetic".

The **expose smart** and **expose wrap** are the latest additions in Knog's new range of video lights, following the launch of the hugely successful qudos action light for GoPro and DSLRs. These lights using bike, outdoor, snow, dive and consumer electronics channels have doubled Knog's reach putting it in a stronger position to both further develop its bike business, and cement itself as a global electronics brand.

For more information please contact:
Sean Wilkinson
sean@knog.com.au +61 3 9426 6352
www.knog.com.au



TECHNICAL SPECIFICATIONS:



USB
RECHARGEABLE



9 HIGH-POWERED LEDs.
LUMEN HIGH 130/LOW 15



COLOUR
TEMPERATURE 3950K



BEAM ANGLE:
100° WIDE

LEDs: 9x Hi-powered LEDs

Optics: dome lenses

Battery Spec: 180mAh Rechargeable Lithium Polymer pack

Indicators:

- Low battery level — Red LED
- Charging indicator light — red charging / green charging complete

Run Time: 80mins on Low / 20 mins on High

Recharge Time: 3 Hours

Accessories (included):

- iPhone 5 and 6 series standard connectors
- iPhone 5 and 6 series long connectors
- 3mm stereo jack plug connector
- Mini-stand with gimbal mount
- General purpose clip
- Micro USB recharge cable
- Keyring lanyard

Materials:

- Anodised aluminium heatsink
- Optical grade polycarbonate lenses,
- Polycarbonate chassis
- Glass fibre-filled nylon connectors

Features:

- Custom application software controls the light wirelessly via bluetooth
- Adjustable brightness
- Adjustable white balance
- Manual Mode (No App) — 3 brightness settings
- Constant current drive technology — prevent video flicker
- Electronic Temperature regulation prevents overheating

Packaging:

- Sugarcane pulp tray
- PET Coversleeve

Compatibility: For use with iPhone 5 & 6 Series, and Android smart phones

Compliance: CE / RoHS / FCC / MIC / C—Tick / Bluetooth

For iPhone 5



For iPhone 6



TECHNICAL SPECIFICATIONS:



USB
RECHARGEABLE



9 HIGH-POWERED LEDS.
LUMENSHIGH 100/LOW 25



COLOUR
TEMPERATURE 3950K



BEAM ANGLE:
100° WIDE

LEDs: 9x Hi-powered LEDS

Optics: dome lenses

Battery Spec: 180mAh Rechargeable Lithium Polymer pack

Indicators:

- Low battery level — Red LED
- Charging indicator light — red charging / green charging complete

Run Time: 280mins on Low / 70 mins on High

Recharge Time: 2.5 Hours

Accessories (included):

- Micro USB recharge cable

Weight:

- expose wrap for iPhone 5 case - 45g
- expose wrap for iPhone 6 case - 50g

Materials:

- Polycarbonate with TPE overmould

Features:

- Long Press On/Off
- Short presses to change modes
- Mode memory feature
- Constant current drive technology — prevent video flicker

Packaging:

- Sugarcane pulp tray
- PET Coversleeve

Compatibility: For use with iPhone 5, 5S & 6 Series.

Compliance: CE, C-Tick, MIC, FCC, ROHS