**Lumir Inc Introduces New Products at NY NOW 2016**

Meet Lumir C : Innovative Candle Powered LED lamp

**New York City, NY. – Aug. 21, 2016 –** Lumir Inc, a leading global lighting company, announced today their new product, Lumir C : a candle powered LED lamp, at NY NOW 2016.The Lumir C will be displayed at NY NOW 2016 Home Collection, booth 1480, at Javits Center in New York City.

In March 11, 2016, Lumir C, a candle powered LED lamp, had raised over $133K on Kickstarter. The Lumir team pledged over 260% of their original goal, attracting over 1,000 backers to their successful campaign.

Across the world, people have all experienced the negative impacts of electrical failures and blackouts. People used to brighten their houses with candles but candles were not enough for those situations. The Lumir Team mentions, “By just placing Lumir C over a candle, it’s like adding light to light and it will brighten your home.”

As Lumir team noticed that most of the energy from a lighted candle are emitted by heat energy, they sought out solutions to exploit the heat energy. Lumir C uses wasted heat energy of a candle to turn it into electric energy to light the LED. The heat from the flame rises into the device, where the temperature difference between hot and cool air generates temperature difference between hot and cool air generates thermoelectricity, a phenomenon known as the Seebeck Effect.

Plus, Lumir’s patented technology stabilizes the electrical power and makes it possible to operate by small flame by their own radiating structure, so Lumir C can be operated without flickering. Also Lumir C has been certified by FCC, CE, RoHS and KC that shows its suitability towards global market.

Combining the delicate ambience of a candle with modern LED technology, Lumir C provides maximum illumination from a minimum of energy. Like a lighthouse that lights up a dark sea, Lumir C will comfort you with its bright and dependable light.

Keep it by your bedside, or bring it out onto your terrace during your next backyard BBQ party – it’s simple, portable design lets you take Lumir C anywhere you go.

To illuminate your home, simply light a tealight candle, place Lumir C overtop, and watch as your room becomes gradually brighter. Once you’re done, blow out the candle from the top of Lumir C, and the light will slowly dim. For optimal relaxation, use your favorite scented candles.

Lumir C comes in two types and 2 colors. The Lumir C Mood is omnidirectional, meaning that it creates a soft atmosphere by diffusing light all around you. Alternatively, the Lumir C Spot provides a directional spotlight, helping you do more focused things, like reading your book before bedtime. Both types are available in the following finishes : Matte White and Matte Black.

Jay commented, “ We are all excited to show our product, Lumir C, at NY NOW. I hope everyone can experience the beauty of the light that Lumir C gift us. “

**Key features of Lumir C**

● Converts a tealight’s heat into electrical light

● Modern Minimalist in Style

● Easy to Use

● Cordless

● Battery­free, Long living product

● Uses a common/normal tea candle

● Mood 0.2 X 4 watt / Spot 1 watt

**About Lumir**

Lumir is a social venture based in Seoul and New York. With a goal to light up the world, Lumir creates an aesthetic and creative lighting that can be used for both developed and developing countries. With one core technology, Lumir makes a profit through developed countries and at the same time deliver the social value to developing countries using one technology.

To find high­ resolution images, please click [here](https://www.dropbox.com/sh/km9fnmi2v0xe7am/AADidAiGe4myFaEK8VhjZ7VQa?dl=0).

**For further information, please visit the links below.**

[Kickstarter Page](https://www.kickstarter.com/projects/525554173/lumir-c-candle-powered-led-lamp/)

[Official Lumir Website](http://www.lumirlight.com/)

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