

## **Embargo until June 17 (10am EDT)**

*Iblazr team unveils the brand new iblazr 2 Wireless LED Flash.*

KYIV – June 16 - A small team of four launched their idea of a tiny LED flash for smartphones on Kickstarter two years ago. Since then, the product has become a reality and appeared in numerous retail chains in many countries including the Apple Store, Best Buy and Walmart.

“We’ve passed all the way through from an idea to a global product with the original iblazr, but always knew, that it could be even better” said Vlad Tislenko, Founder of iblazr. “We asked our users what new features they want to see in the new generation of iblazr and incorporated all of them in the new product!”

The new iblazr 2 is said to be the first native camera synced LED flash on the market compatible with both iOS and Android smartphones and tablets. It now provides a more simple and intuitive way to add more light to your smartphone pictures and selfies.

Featuring Bluetooth syncing capability and giving wider uses as an off-camera flash makes the second generation of iblazr an outstanding lighting solution. Moreover, a temperature regulation touch sensor allows users to change the look of pictures and videos in either warm, cold or neutral colors. Additionally, iblazr 2 can be synced without third-party apps in flash and video modes.

There are numerous features designed by the team for photographers hidden in the new Shotlight app, which opens manual smartphone camera’s settings to be tuned before the picture is taken. Shotlight can also be used as a companion app for the iblazr flash family, allowing users to sync up to 10 iblazr 2 flashes and set them up individually. The app for iOS will go live later in June, while Android version is planned for August, 2015.

Pre-orders are now available on Kickstarter at significant discounted prices, starting from \$45, while the expected retail price is \$70. Each iblazr 2 unit comes in a box with a mount clip, a cold shoe stand for digital and analogue cameras, a silicon diffuser with a keychain, and a micro-USB to USB charger.

The iblazr team has developed a new niche-portable LED-lighting for mobile devices by launching its first iblazr product. The company was named as the most disruptive tech at CES 2014 and helped several other emerging startups to launch their products into the market.

### **Press Contact:**

Sasha Kompanelly  
Communication manager  
[sasha@concepter.co](mailto:sasha@concepter.co)  
(718) 473-0110