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## Times Square Window Display Controlled by Phone App

“Wired Store: Samsung iGloLED Experience”

NEW YORK--(BUSINESS WIRE)--MEA Mobile is proud to announce its iGloLEDset is now installed in the window display at the largest ever Wired Holiday Store in Times Square New York City. The display allows users to control a color light strip with their phones in real-time. Visitors can download the free, “Wired Store: Samsung iGloLED Experience” control app for their iPhone/iPod or Android device. “With the iGloLEDset, visitors can tap a color pattern on their phone and the window display reacts instantly,” says Bruce Seymour, Managing Director of MEA Mobile.

MEA Mobile developed two specially designed apps for the real-time control of the window display. By downloading the app to their phone users can select a color palette, adjust the speed and direction of the chasing lights and play with different motion options. Each energy-efficient, full-color LED is individually addressable. “We’re navigating through the convergence of lighting control and mobile technology,” says Seymour, “the possibilities are profound.” The iGloLEDset is available to purchase for the holidays at [www.igloledset.com](http://www.igloledset.com). The iGloLEDset kit ships with 16ft of lights, expandable to over 300ft with additional light strips; automotive kits are also available.

“We’re navigating through the convergence of lighting control and mobile technology”

Tweet this: [Phone controlled lights in the #wiredstore window display http://goo.gl/AR70j](#)

The “Wired Store: Samsung iGloLED Experience” apps can be downloaded free:

iOS: <http://itunes.apple.com/app/id479052337>

Android: <https://market.android.com/details?id=com.meamobile.samsungiglo>

A demo of the iGloLEDset can be viewed at: [www.igloledset.com](http://www.igloledset.com). For more information about MEA Mobile and our custom app solutions visit: <http://www.meamobile.com>. For more information about the Wired Store 2011, located at 42nd and Broadway in New York City, visit: <http://store.wired.com>.

MEA Mobile innovates on the Apple iOS, Google Android mobile platforms. The company’s breakthrough products include: iSupr8, a professional grade Super 8 mm video filter app for the iPhone and iPad2; Speed Machine, a slow and fast motion video recorder for iOS; iGloLEDset, WiFi controllable LED lights available for Apple iOS and Google Android. MEA Mobile is actively expanding with offices in Auckland and Hamilton, New Zealand and New Haven, Connecticut.

### Contacts

MEA Mobile  
Bruce Seymour, 203-599-1111  
[bruce@meamobile.com](mailto:bruce@meamobile.com)  
[www.meamobile.com](http://www.meamobile.com)