



ASX MARKET RELEASE

LIFX Z TV Launches Worldwide, Offering TV and Gaming Rig Backlighting

SUMMARY

- LIFX has launched its Z TV product, a backlighting solution for flat screen televisions and gaming rigs
- Today's launch fulfills a commitment to ship Z TV in time for the Black Friday/Cyber Monday sales
- The launch of Z TV follows on from LIFX's recently announced integration with Razer™, with Z TV expected to be popular with the gaming community. Z TV is also compatible with the Razer Chroma Connector.

20 November 2019 - Adelaide, South Australia

Buddy Technologies Limited ("Company") (BUD.ASX), a leader in IoT and cloud-based solutions for making spaces smarter is pleased to announce the launch and immediate customer availability of LIFX Z TV, first announced earlier this year (refer to ASX announcement on 30 August 2019).

LIFX Z TV is a smart, connected backlighting (or bias lighting) product for flat screen televisions and can also be used by gamers to light up their 'battle station'. Like all LIFX products, it is internet connected, remotely controllable using the LIFX mobile app, and works with voice assistants like Amazon Alexa, Google Nest Hub and Apple Siri/HomeKit. Priced at US\$69.99 in the US, A\$99.99 in Australia, £64.99 in the UK and €69.99 in Europe, LIFX Z TV is now available in all markets.

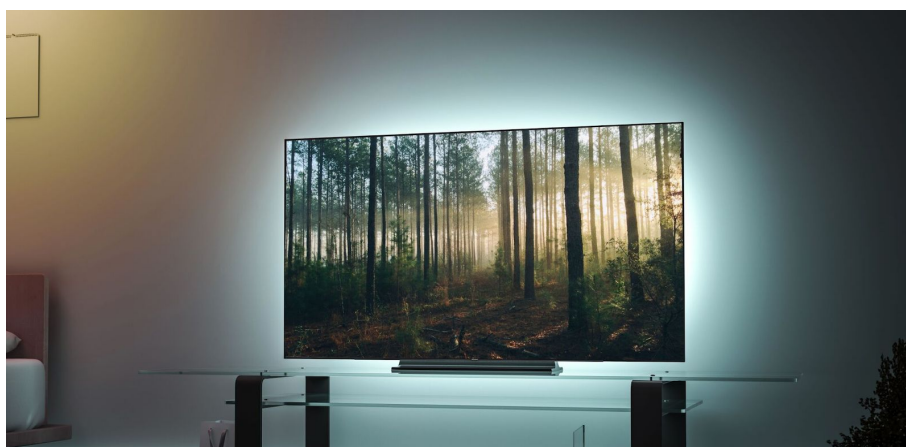


Figure 1. The LIFX Z TV will now more easily fit 46" televisions and larger.

Featuring Polychrome technology (8 addressable colour zones), and millions of colours, the LIFX Z TV is the perfect solution for bias lighting to relieve eye strain and improve perceived picture quality on both televisions and computer monitors.



Figure 2. LIFX Z TV is now on sale worldwide.

Following the successful launch of LIFX's integration with Razer's Chroma Connector (refer ASX announcement dated 11 November 2019), the Company can confirm that LIFX Z TV will also be compatible with Chroma Connector from day one.

For and on behalf of Buddy Technologies Limited,

David P. McLauchlan
Chief Executive Officer
Buddy Technologies Limited.

About Buddy

Buddy Technologies Limited (BUD.ASX) helps customers of any size “make every space smarter”. Buddy has two core businesses – its Commercial Business and Consumer Business. **Buddy Ohm** and **Buddy Managed Services** are the company’s core Commercial offerings that empower its customers to fully leverage digital technologies and their impact in a strategic and sustainable way. Buddy Ohm is a resource monitoring and analytics solution that provides energy monitoring, reporting and auditing services for commercial and industrial customers. Buddy Managed Services licenses Buddy’s technology platforms to customers for integration into their own products.

Buddy’s Consumer Business trades under the **LIFX** brand and has established a leading market position as a provider of smart lighting solutions. The company’s suite of Wi-Fi enabled lights are currently used in nearly one million homes, viewed as second only to lighting giant, Philips Hue. LIFX products are sold in over 100 countries worldwide, directly and via distribution and sales partnerships with leading retailers and ecommerce platforms including Amazon, Google, Apple, JB Hi-Fi, Bunnings, Officeworks, MediaMarkt, Saturn and Best Buy (in both the US and Canada).

Buddy is headquartered in Adelaide, Australia, with offices in Melbourne (AU), Seattle (US), Shenzhen (CN) and Silicon Valley (US).

For more information, visit www.buddy.com and www.lifx.com.

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