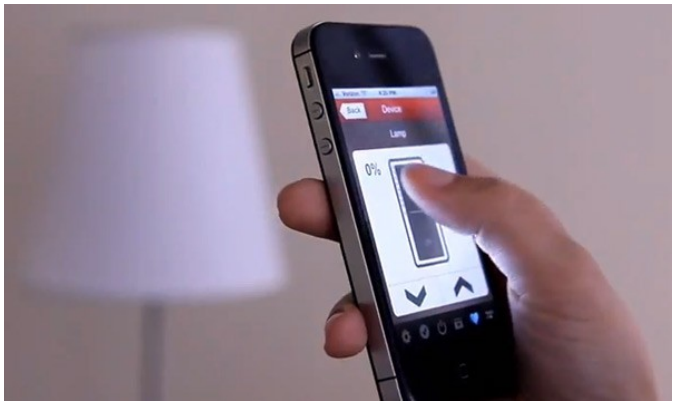
Written by Marco Attard
26. 11. 2013

Technology research firm ON World points out an opportunity in wireless LED light bulbs as it predicts such devices will make one of the fastest growing Internet of Things markets.



According to the analyst global internet-connected light bulbs and lamps will reach 100 million by 2020 (up from 2.4 million in 2013) with wireless enabled ballasts and LED drivers making the majority of units.

ON World also predicts current wireless light bulb growth to exceed 250% Y-o-Y. A number of products are set to launch over the next few months from the likes of Osram, Samsung, SmartLabs, GreenWave Reality, TCP and Leedarson, among others.

“Growth of wireless LED light bulbs has been tremendous over the past year even with only a few available products today,” ON World says. “Cloud connected LED lights along with an insatiable demand for smart device apps have created a mass market opportunity for developers.

A survey of 300 early adopters shows wireless lighting control is one of the most in demand Smart Home solutions-- nearly 50% of respondents are "interested" or "most interested" in adopting a smart lighting system, while 60% want a smart lighting system connected to at least half of their home's light bulbs.

Boosting growth further are dropping pricepoints-- the GreenWave cloud-powered TCP wireless LED light bulbs cost 30% less than the competition, ON World says.

When it comes to networking technologies ZigBee appears to be the market leasder, being the standard of choice in Comcast's Xfinity Home service and the Connected Lighting Alliance. However the alternatives, especially 6LoWPAN and Bluetooth Smart, are also ramping up.

Go 100 Million Internet Connected Wireless Lights by 2020 Says ON World