

## Loxone unveils new Touch Pure designer switch for your smart home

*Elegant design blends technology with style for instant control in the home*

**London – 02 June 2016** – Leading smart home provider [Loxone](#) has launched the Touch Pure – a new touch switch with sleek lines that allows users to effortlessly control the lights, blinds and music around their smart home. The minimalist design with a high-end glass finish brings style to an intuitive and highly responsive touch pad, eradicating the need for numerous switches.

The Loxone Touch Pure has been designed to meet even the most luxurious living demands, using carefully selected materials. The surface of the new Touch Pure is made from hardened glass, which has been ceramicly imprinted for a satin finish that feels incredibly smooth, yet does not show any fingerprints.

The Loxone Touch Pure can be placed on any wall, desk or other surface for instant control of lighting, blinds, audio and more. For example, if the phone rings then a double tap on the switch will instantly turn the music off to allow you to take the call. Similarly, the switch gives residents the ability to easily enable different lighting scenes to change the ambience of their room.

**Philipp Schuster, MD UK of Loxone, comments:** “Combining contemporary style with intelligent technology was key to the design of the new Touch Pure. Your home is somewhere you should enjoy living, and often it's the little things that make all the difference. The Touch Pure blends cutting edge technology with high-end looks and an unrivalled user experience.

“The Touch Pure was carefully crafted to be both practical and stylish. Our industrial designers worked closely with the glass manufacturers to refine the surface finish to offer a unique feel, be fingerprint resistance, and also to ensure the finished product met the highest quality standards.”

The Touch Pure is priced from £114 and is available to buy [here](#).

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## About Loxone

Loxone are the inventors of the Miniserver powered, centrally managed Smart Home – the one with the highest IQ. With over 40,000 completely integrated Smart Homes, Loxone has captured the attention of the market in just seven years. Through the independent control of all aspects in a home, the Miniserver acts like an autopilot, running the home automatically at the most efficient level possible. With more than 250 employees spread across 12 offices, Loxone is one of the fastest growing companies in the Smart Home industry.

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