**Pangea Products Ltd. Press Release**

**‘The Fan of the Future has arrived’**

The SMARTOWER (Smart Home Expo ‘Innovation of the Year’ award Finalist) smart-fan is here to reduce your energy bills, your carbon footprint, and to keep you cool this summer. Available on Indiegogo from Wednesday 17th April 2019.

Tuesday 16th of April 2019: Pangea Products announces the launch of their highly anticipated SMARTOWER on Indiegogo, with the aim of providing *everyone* with simple and affordable access to the latest smart-home technology whilst mitigating environmental impact. According to the Association for Decentralised Energy, 54% of the energy produced in the UK is wasted - more than half of the average annual electricity bill. Dan Stephenson, Founder and Director of Pangea, said; “With SMARTOWER you will save on energy without having to lift a finger. Our scheduling and automation features will save you money on bills whilst reducing your carbon footprint.”

SMARTOWER is a Wi-Fi connected smart tower fan that runs on the Tuya platform and is controlled via Tuya’s ‘Smart Life’ app. SMARTOWER can be paired with popular voice assistants such as Amazon Alexa and Google Assistant. It can be seamlessly integrated into your lifestyle. For example, you can schedule your fan around your routine, set it to operate when the outside temperature reaches a certain level, or you can simply ask it to turn itself off. The simple to use nature of SMARTOWER will be a key feature in all Pangea products in the future, Stephenson stated; “Our products aim to be easy to set up, easy to use, and to be compatible with all major brands and ecosystems.”

In 2018, Stephenson noticed a glaring gap in the market for a reasonably priced smart-fan and decided it was an opportunity he should explore. As a keen tech-enthusiast, and having worked within the home-automation industry, he understands what features and compatibilities are essential in today’s connected world. SMARTOWER is Pangea Products’ first venture into the smart-home market with clear aspirations to expand their product offering in the near future following a successful launch.

**[Link to website here](http://bit.ly/SMARTOWERPressRelease)**