



FOR IMMEDIATE RELEASE

New design firm with revolutionary lighting product that brings the sun into your arms.

Boulder, Colorado (March 2007) – The first product launched by Diana Lin Design LLC is REi Huggable™ – a huggable lighting pillow. It won the bronze prize for the 18th Koizumi International Lighting design competition in 2005. REi Huggable™ has also been published in numerous international magazines and design blogs.

The inspiration of the REi Huggable™ design is of sunlight. The comforting rays of the sun are shared by people around the world. It is the essence of people's everyday lives. Sunlight not only represents warmth and light, it also creates happiness, joyfulness, playfulness, intimacy and life. However, people often take this for granted, missing the sunlight only when it is unavailable. The concept is to create a light that captures the essences of sunlight as a reminder, condensing it into something that people can create a close relationship with. The word REi, of REi Huggable™, comes from the sound of the word ray as the ray of sunlight. The word also promotes RE-inspiration from the sun.

REi Huggable™ is constructed of a furry pillow cover™ wrapped around a series of LED lights embedded within silicone bubbles. The idea is to use the properties of the silicone material to act as a diffuser for the LED lights. The silicone's natural material color is translucent white and when lit with warm white LED lamp, it creates a very warm and comforting glow that represents the sunlight. The tactic material of silicone mimics that of a living creature that almost hugs back at you as you hold it; as well as its ability to absorb body heat, allowing it to be warm to the touch. The shape and material for the lighting pillow cover encourages people to touch, hold and bond with REi Huggable™.

REi Huggable™ is a great product for everyday use. It provides a great sense of warmth and security when held. REi Huggable™ can be used as an accent ambient lighting and also as a comforting cushion. It can also be a great night light for those who likes a warm light for a good night of sleep. In addition, it is also a great sunshine alternative that will uplift people's mood year round for those suffering from S.A.D (seasonal affective disorder), which comes from the lack of exposure to natural sunlight. The usages of REi Huggable™ are only limited by people's imaginations.

Diana Lin Design LLC is a newly formed design firm that designs and manufactures a wide range of products. The mission of Diana Lin Design, LLC is to bring unique and memorable experiences to people with design through physical and emotional experiences. Diana Lin Design, LLC produces innovative products that aim to bring happiness and joyfulness to people and provide companionship. Diana Lin Design, LLC hopes to create products that people will cherish for a live time.

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Upcoming Event: REi Huggable™ will be exhibiting in [ICFF International Contemporary Furniture Fair](#) May 19-22 2007 Jacob K. Javits Convention Center NYC [booth 839]

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