



WL 50 wake up light: bring the sunrise right into your bedroom

Ulm, 11 November 2018 – Gone are the days of a noisy alarm abruptly tearing you from your sleep. The new Beurer WL 50 wake up light helps to wake you up gently, in harmony with your natural sleep rhythm. The secret is a soft light, which creates the effect of the rising sun with its colours. This enables a relaxed start to the morning. The WL 50 can also be used as a sleeping aid or a mood light. Beurer is presenting the new wake up light with all its smart features at MEDICA 2018.

WL 50 – wake up gently, start your day right

The WL 50 magically creates a sunrise right in your own bedroom. Its gradually brightening light changes colour subtly from red to yellow and then to white. The time frame can be changed to 10, 20 or 30 minutes. Then the set alarm sounds. This allows you to wake up gently, in harmony with your natural sleep rhythm and creates the best conditions to start the day right. The user can choose between ten radio memory spaces, an alarm tone or two wake-up melodies. The intensity of the wake up light can be set individually. The WL 50 has a snooze function of up to 30 minutes. What's more, two different alarm times can be set – for example for different wake-up times on a weekday and at the weekend. The device can also be used as a radio. As a special feature it is also possible to play your own music via *Bluetooth*[®] streaming, or AUX input using the *Bluetooth*[®] speakers.

The WL 50 can be used to help you fall asleep in the evening. This gives you the option to simulate a sunset, where the light slowly darkens after 15, 30 or 60 minutes, filling the room with soothing red tones. Let yourself relax to a calming lullaby, radio or your own music. The music will then switch off automatically.

The wake up light can also be used practically as a bedside light or LED mood light with changing or fixed colours. The sensor surface on the top of the loudspeaker has intuitive and simple touch operation for the alarm (on/off), snooze function, brightness and mood light. The WL 50 works with

Beurer GmbH
Germany, Ulm
Soeflinger Strasse 218
89077 Ulm, Germany

Teresa Schellhorn
PR Manager
presse@beurer.de

Website:
www.beurer.com
www.beurer-healthguide.com

Social Media:



the mains or can be battery operated. Battery operation makes it a useful companion when you're on the move or travelling.

This and other Beurer products will be showcased from **12 to 15 November 2018** at MEDICA in **Hall 10, Stand D20**.

About Beurer

Beurer was founded in 1919 in Ulm and is synonymous with health and well-being. Today the long-standing company leads the way in several product fields in this segment; the company is the market leader in Europe in the area of flexible heating and the market leader in Germany for blood pressure monitors and massage products. Beurer is also one of the leading European suppliers of personal scales. This portfolio is constantly being developed further in all areas and offers products for use at home. It includes personal scales, kitchen scales, luggage scales, air cleaners, air dehumidifiers, air washers, thermo hygrometers, aroma diffusers, blood pressure monitors, blood glucose monitors, mobile ECG devices, hearing amplifiers, pulse oximeters, nebulisers, clinical thermometers, a sleep sensor, wake-up lights, a snore stopper, brightlights, infrared lamps, TENS/EMS devices, massage products (foot massage, Shiatsu massage, massage chairs, massage cushions, fasciae massage, compression leg therapy), a relaxing aid, hair removal devices (classic, IPL, laser), FaceCare and HairCare products, a cellulite releaZer, cosmetics mirrors, manicure/pedicure sets, a BabyCare line, basal thermometers, activity sensors, an activity watch and heart rate monitors. USB ports and *Bluetooth*® enable an increasing number of Connect products to connect to the growing Beurer app world and/or software. The family-run company operates a global distribution network in more than 100 countries and currently has a workforce of around 900. Further information is available at www.beurer.com.