

Flare Shade Australia all set to launch trendy 'Smart' umbrellas

AI, Digital Assistants and modern tech meets umbrellas



Brendale, Queensland Dec 9, 2021 ([Issuewire.com](https://www.issuewire.com)) - Flare Shade Australia, one of the country's most premium manufacturers of the top-of-the-shelf patio, cantilever, commercial and café umbrellas, may soon add a few more features that are guaranteed to shake up the market. According to well-placed sources and some sketchy information from the company's spokesperson, these alterations will mostly be technological advancements and adjustments based on the latest trends in demand worldwide.

Digital Assistants, the Internet of Things (IoT), voice-activated commands, enhanced entertainment options and even weather forecasts made possible via the '[always-online](#)' motto of Gen-Z buyers may all make their way to the newer models.

There has been no official word from Flare Shade on when these ultra-modern and 'smart' umbrellas will hit stores in Australia and the United States, two of the company's biggest markets. Eventually, they will be made available across the world.

It must be noted that several nifty tricks are already available for use in smaller umbrellas that are used by individuals. These tricks may soon be available in these larger commercial umbrellas as well.

A few patio umbrella manufacturers have already moved ahead with these plans; it is expected that Flare Shade will follow suit and launch their own customized models with exciting new features. Now that Australia's long tryst with pandemic-induced lockdowns is over, more businesses and individuals will want a seamless integration of their favourite smart gadgets and their shading solutions.

[Reports](#) indicate that a handful of manufacturers are already experimenting with the proper implementation of technological aids. Researchers in association with umbrella and gazebo manufacturers have developed working prototypes which come fully-fitted with Harman Kardon audio systems, Bluetooth, Wi-Fi, and a series of high-quality LED panels which can be controlled via a mobile app to create the perfect ambience.

Furthermore, a few models still in R&D also come loaded with [advanced weather detection systems](#), something made possible by the use of Artificial Intelligence and Machine Learning. The technology has been used in numerous items of everyday use, but it has been slow to penetrate this segment of the market.

The significance of such a feature is that clients get a head start on when to head back to safer regions. Shading solutions providers point out that this is a great advantage; dismantling & packing a premium 4m Matisse Cafe umbrella from Flare Shade does take time.

Ever since the Coronavirus made its presence felt in late-2019, scientists and public health experts have asked us to follow the basic rules of hygiene. Based on this requirement, some companies are working on models which will have a disinfecting spray as soon as it is opened. This information will be relayed using a sensor.

Other advancements like built-in fans to cool you faster on hot & sultry days, uber-stylish models with LED lights that can be changed with a single voice command via Alexa, Siri or Google Assistant, canopies made using only recycled material, and even solar-powered umbrellas and gazebos may soon be available on popular Flare Shade models.

A spokesperson stated: *"Yes, we are working to provide some value-added advantages in addition to the high-quality of build and material that characterise our cantilever, cafe and other commercial umbrellas. We have been market-leaders for the last 18 years, and we have no intention of slowing down. Whenever the new technologically enhanced models are ready for mass-market retail, Flare Shade Australia will issue more details."*

It remains to be seen how successful the models will be in the very near future. However, such embellished umbrellas are generally prohibitively expensive. If Flare Shade Australia and other leading brands come forward to democratise the technology and the manufacturing process, there is no reason why smart umbrellas cannot be the future of shading solutions.

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Source : Flare Shade

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