

Inuru announces first worlds first OLED fashion application with Look Labs

Inuru powers the physical hoodie that buyers of the Comfy420 NFT released by LOOK LABS will receive with washable and easy to integrate OLED solutions.



Berlin, Germany Jan 14, 2022 ([IssueWire.com](https://www.issuewire.com)) - Inuru today announced the first use of its OLED solutions in a Hoodie made for LOOK LABS, a digital luxury brand based in Düsseldorf.

LOOK LABS has recently launched a game called 420. As usual, gamers are able to buy in-game items

to improve their gaming experience. with special utility and purpose in the game. Those items are very limited and give an advantage to whoever owns them.

Comfy420 Metalight™ Hoodie (NFT+Physical)

The Comfy420 Metalight™ Hoodie (NFT+Physical) is a 420 Hoodie with the LOOK LABS' CryptoPunk #5402 on it. As typical for video games, the in-game hoodie is special and the eyes of the hoodie light up.

Since buyers of the in-game item Comfy420 NFT will be able to claim the physical hoodie, LOOK LABS partnered again with Inuru, to create a real physical version of the hoodie with exactly the same functionality.

If you click a secret button on the Hoodie, the eyes of the CryptoPunk light and turn on the "CyberPunk" HIGH-mode. His eyes light up in bright green. The light effect is realized with Inuru powered light solutions.

The light effect comes from Inuru's free-form OLED. These are powered with integrated thin-film batteries that can be recharged wirelessly. The hole technology is integrated into a thin and light-weight film, that is so robust that it can be washed as any other fashion product.

Inuru OLED solutions are washable and easy to integrate into fashion

With the launch of the Hoodie Inuru announces another milestone in its company history. After having products in packaging before, the Inuru Laboratories in Berlin Adlershof has developed electronics solutions that can be easily integrated into fashion.

"Our latest solution can be applied easily on any type of fashion product with standard manufacturing processes and is, of course, washable," says Matti Prasdorf, lead engineer behind the fashion integration of Inuru's powered light solutions.

The processes have been tested within multiple projects with major fashion and apparel brands. Inuru solutions have been successfully integrated at the typical fashion production sites across the globe without any further investment for the manufacturer.

"With the latest achievement, we have once again expanded the application range and market for our technology. With that, we continue our strategy to bring OLED everywhere ." Marcin Ratajczak, founder/CEO, Inuru.

In the near future, the company seeks to further expand its technology into the further application, where the integration of light for user interfaces, guidance, warning, ambiance, or branding was problematic so far.

See the full release by LOOK LABS here:

<https://twitter.com/i/status/1482010524888018950>

More Infos about Inuru

<https://www.inuru.com>

More Infos about Look Labs:

<https://looklabs.com>

Media Contact

Inuru

info@inuru.com

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