

Goldmedal Electricals launches its i-Touch Wi-Fi Switch range Coverage: Interiors and Décor magazine

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Switches & Home Automation

CONSCIOUS DESIGNING

Kindly share with us about your brand and various recent recognized projects, giving us brief details as a combined view.

Goldmedal is pioneer in the field of home automation products. We are one of the few in India to introduce automation switches that could be controlled using an IP Remote. Goldmedal's home automation products are not just cutting-edge, they are also tailored for Indian needs and specifications. To fully automate a home or office space, consumers can simply replace their existing modular switches with any Goldmedal automation product, install the app and they are ready to go!

Tell us about your various latest recognized designs, in different sections like residential, commercial and luxury projects.

The following products are available within the i-Touch Wi-Fi switch category:

- Four Switch with Master
- Two Switch with Fan and Master
- Two Switch
- Fan Regulator
- Dimmer
- 6 Module i-Touch Panel

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With their luminous backlit LEDs, our automation products exhibit a super-luxurious presence. They are thus ideal for residential as well as commercial and luxury projects.

Some of the recent projects where you will find Goldmedal automation products include:

- Equest, Dhara
- Rishi
- Tripathi CBCL - Casa D'Arte, Platinum Corp
- Highland Park, Gola Group
- The Premier Berlin, Aptara
- Bhawan Khar Gobind Bhawan, Bhoomi Group

What is your prediction for the designing trends for 2019 in every format, like colors, formats and customer choices?

We believe that the theme of home automation products will continue to be elegant and minimalistic with an emphasis on new colors. The products will have to appeal to a wide range of users. This means extensive thought will have to be given to ensure the right use of material, finishes and textures. The user interface will be key and the simpler the installation and synchronization with mobile and web apps, the higher will be the acceptance rate from the user. Ultimately, automation products should be an integral part of any other electrical accessory in the home or office.

How do you see the theme 'Home automation and Switches' as a part of a never-ending innovation process? Describe the modern-day influences on the end-user choices for designing.

Technology is evolving at such a fast rate that home automation and switches must have to keep up with this trend. That said, we also need to take into consideration the acceptance rate of technology in the daily lives of consumers. We therefore need to make sure that innovation and usability go hand in hand. We need to use technology not just for the sake of technology - but to ensure that we use the specific technology that makes a real difference to the end user and which can be easily integrated into their existing lifestyle. At Goldmedal, we spend a lot of time and effort in understanding the various facets of technology. Customizing these aspects to Indian conditions is another part of the never-ending innovation cycle.

Is there is something you would like to add to be shared with your audience at large, in terms of your visionary designing views and brand motto?

It's not just great aesthetics or innovative features that makes our products stand out, it's also the attention we pay to each and every aspect of the product development process - from the concept to the quality of materials used to the processes we follow during manufacturing, testing and packaging that make our products a cut above the rest.

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