



A Conversation Worth Having.

*PIXIE isn't trying to be Control4, Dynalite, KNX or CBUS.
But your clients who can't say yes to those are going somewhere.*

Mid-market. Professional.
Electrician-installed.

80–90% of top-end capability. 2–4×
lower cost.

Honest about what it is. And what it
isn't.

Mid-Market. Professional. Electrician-Installed.



PIXIE doesn't compete at the top. It serves the client who can't justify the top, and that market is larger than you might think.

The Capability Gap Is Smaller Than You'd Expect

Capability	Top-End SI Systems	PIXIE
Lighting control (dim, switch, scene, schedule)	✓ Full	✓ Full
HVAC integration (Daikin, Mitsubishi)	✓ Full	✓ Deep
Voice assistants (Google, Alexa, Siri)	✓ Yes	✓ Yes
Motorised blinds, garage, access control	✓ Yes	✓ Yes
Custom head-end / proprietary UI overlay	✓ Yes	✗ No public API
Programming overhead	High	Low
Specialist required — ongoing	Yes	No

* No public API — this is addressed directly on Slide 7.

Your Mid-Market Client Has Nowhere to Go Right Now

The client who wants professional automation but can't say yes to your full system cost.

*They were never going to say yes to Control4.
The question is where they end up.*

What typically happens when they push back on your quote

They either go without automation entirely, or they go to a consumer product that frustrates them and damages what automation means to them as a concept.

What PIXIE gives that client

A legitimate professional answer. Electrician-installed. App and voice controlled. Genuinely capable. At a price they can say yes to.

The reframe

PIXIE doesn't take your clients. It opens a market below yours that you were never competing in. A mid-market client you couldn't previously win is now reachable.

How PIXIE Is Built

Architecture

Wireless Bluetooth mesh

No proprietary cabling infrastructure. Self-configuring. Works without internet on-site.

Standard Australian wiring

No specialist cabling or infrastructure changes. Your electrician does what they always do.

PIXIE Gateway Gen3

Enables remote access, PIXIE PLUS app control, and cloud-based voice integration.

Works without internet

Local Bluetooth mesh control remains fully operational if internet goes down.

Protocol Coverage

- **Trailing Edge Phase Dimming**
100% flicker-free. LED and halogen compatible.
- **DALI2**
Certified. Broadcast ballast and driver control.
- **0-10V / 1-10V Analogue**
Full range analogue dimming for commercial drivers.
- **PWM for LED Strip**
RGB, CCT, RGBWCCT — colour-tunable and addressable.



Integration — Within a Defined Framework

Online Services — PIXIE Works With Programme

Via PIXIE's private API (not public — not open to third parties):



On-Site Integration — Volt-Free Dry Contact I/O

Internet-independent. No network connectivity required. Event-triggered only.

Devices

PIXIE Contact Sensor Transceiver · PIXIE Translator Controller · PIXIE Blind and Signal Controller

What it does

Trigger-based integration: alarm armed → lights off, door open → AC adjusts, scene button → PIXIE responds

Compatible with

Security, smoke alarms, Dyalite · CBUS · Control4 · KNX — via dry contact inputs and outputs, no network dependency

Limitation

No bidirectional full-control integration. No head-end UI overlay. This is event I/O, not API control.

No Public API.

Here's What That Means in Practice.

Integration is delivered through two paths only:

Path 1 — PIXIE Works With programme

Online services via private API: Google, Alexa, Apple SIRI Shortcuts, Apple Watch, IFTTT, Sonos, Samsung SmartThings, Spotify, DAIKIN, Mitsubishi Hunter Pacific, Ventair, Big Ass Fans, DaHua (intercom), HIKVision (intercom). These are configured in-app. Not accessible to third-party developers.

Path 2 — Volt-free dry contact I/O on-site

Event-triggered integration via the PIXIE Contact Sensor Transceiver, Translator Controller (Inputs), and Blind and Signal Controller (Outputs). Internet-independent. Supports Security Systems, Smoke Detectors, SOMFY, Dynalite, CBUS, Control4, and KNX at the site level.

A proprietary head-end overlay is not possible

Crestron, Control4, Savant-style full bidirectional control requires a public API. PIXIE does not have one. We are not going to pretend otherwise.

Wiring diagrams and technical documentation for dry contact I/O integration available on pixiepartners.com.au

Commercial Applications Where PIXIE Wins Jobs



For commercial clients who need professional automation but not a full building management system — these are jobs a PIXIE-trained electrician can win. Jobs you could refer rather than turn away.

Hospitality

Bars, pubs, restaurants, clubs — automated ambience and climate. Hands-free, every session.

Gyms & Fitness

Lighting, fans, and music synced to class schedules. Remote monitoring and control.

Offices & Co-working

Productivity via automated lighting, shading, and HVAC — managed from one app.

Industrial & Warehousing

Energy-saving lighting control, motorised door automation, energy management.

Healthcare

Patient comfort, operational efficiency, automated lighting and climate control.

Houses of Worship

Automated environments for services — lighting, sound integration, energy savings.

Smart Spaces × PIXIE · Commercial automation with standard wiring · No specialist programmer · Wireless Bluetooth mesh



The Best Way to Understand PIXIE Is to Install It.

1

Free PIXIE Certified Installer online training course

Self-paced · normally 2 hours · training.pixiepartners.com.au

2

Free starter kit on course completion

Hands-on with real product — because electricians learn by doing

3

Tech support — 1800 256 843

Available on-site whenever your installer needs it

PIXIE is a brand of SAL National Pty Ltd · 25+ years · #1 lighting supplier to electrical wholesalers in Australia · Designed and supported in Australia

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