
deako®
2026 MEDIA KIT

THE DEAKO STORY

In 2014, Deako founder Derek Richardson had a casual conversation with his neighbor, a home builder and remodeler, who revealed an industry challenge: most builders discouraged clients from incorporating smart home technology due to the added costs, installation complexity, and ongoing support and warranty concerns. Builders, it turned out, simply wanted straight forward solutions – not necessarily smart ones.

Coincidentally, Derek was in the process of replacing light switches in his own home and grew frustrated with complicated, time-consuming removal and replacement process. This sparked the idea that a modular connector could make the process easier and safer. The link between the two problems was clear, and so the idea for a modular light switch was born. 10 years later, Deako has partnered with leading builders across the United States, offering smart, modular lighting solutions and other smart home technology, empowering homeowners with greater customization and control over their living spaces.





ABOUT OUR FOUNDER

Derek Richardson is the founder and CEO of Deako and has more than twenty years of product development, marketing, sales and executive experience. An electrical engineer by trade, Derek began his career as an early employee at Blackberry and later spent 13 years at Cypress Semiconductor before founding Deako in 2015. Derek graduated from Queen’s University with a degree in Electrical Engineering, and later received his MBA from the Haas School of Business at UC Berkeley. Derek was born in Canada, and now resides in Seattle with his wife and three daughters. Outside of running the company, Derek can be found coaching the Queen’s University basketball team – which he used to play on – and messing around with his 3D printer and DJI drone.



OUR MISSION

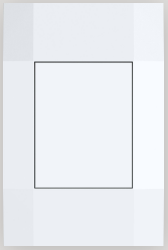
Make the smart home effortless.

OUR VISION

Change the way the world connects with their home.



DEAKO’S PRODUCTS



Smart Switch

The Smart Switch has a simple design that can be placed in your home’s entry and programmed to turn on any other Deako smart device in your home so you don't have to feel your way through the dark. Or put the switch on your Smart Switch exterior lights and easily set schedules to have them turn off and on automatically. ($99.99)



Smart Dimmer

The Smart Dimmer enables you to control the ambiance of your dining room or TV room, use in bathrooms to avoid blinding yourself with bright vanities, or in bedrooms to help ease into sleep. Pair your Smart Dimmer with the free Deako mobile app to create schedules, timers, and more. (Starting at $109.99)



Smart Plug

The Smart Plug enables you to expand your Deako system to include floor lamps, string lights, and anything else that plugs into an outlet. Make lamps a part of scenes for the perfect movie night lighting or schedule your bedside lamp to turn off when it's time to go to bed. ($44.99)



DEAKO’S PRODUCTS



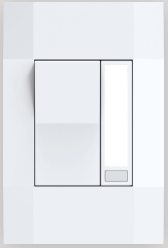
Simple Dimmer

The Simple Dimmer is perfect for homes with bright lights or for those with a love of entertaining. With this switch, you can control the brightness of your lights using the physical slider. The Simple Dimmer is a great option if you want a bit more flexibility with your lighting control but aren't ready for a smart device. ($59.99)



Simple Motion Sensor Switch

The Simple Motion Sensor Switch brings energy-saving efficiency and simple automation to any room in the house. It can automatically turn lights on when you enter a room–like when your arms are full of laundry–and automatically turn lights off when you leave with 30 second, 5-minute or 20-minute timeout options. ($59.99)

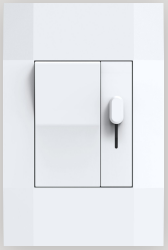


Simple Nightlight Switch

Never fumble for a switch again. Let a soft glow safely light the way in bedrooms, bathrooms, and kids' bedrooms with the Simple Nightlight Switch. Ideal for any room, it frees up outlets and provides a relaxing pathway of light. ($32.99)



DEAKO'S PRODUCTS



Simple Ceiling Fan Controller

The Simple Ceiling Fan Controller enables fan control at any setting. The switch features a rocker switch to turn the ceiling fan on and off and a slide knob for fan speed control. You can adjust between three speeds on ceiling fans without having to use the pull chain switch. ($59.99)



Simple Ventilation Timer Switch

The Simple Ventilation Timer Switch ensures bathrooms stay fresh and well-ventilated effortlessly. Designed to monitor and control your bathroom exhaust fan, this innovative switch delivers precise fresh air ventilation throughout the day automatically. Say goodbye to stale air and hello to improved indoor air quality. ($74.99)



Simple Astronomical Timer Switch

Use this switch for your outdoor lights to enhance security and save energy by automatically turning on at dusk and off at dawn. Enjoy lights that adjust with the seasons. Set schedules for hands-free lighting without Wi-Fi or a mobile app. ($59.99)



DEAKO’S PRODUCTS



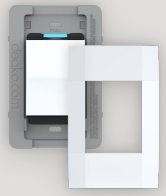
Simple Timer Switch

Don't double back to turn off a light of a fan. Click once and go with the Simple Timer Switch. Stay energy efficient with 10, 30, and 60-minute auto shut-off settings for lights or fans. Install it where you usually forget to turn off the lights. ($59.99)



Simple Outlet with Screwless Cover

Deako’s Simple Outlet with a Screwless Cover – and the full Deako Outlet Family – is designed to complement the sleek, modern look of Deako switches. From standard outlets to USB charging solutions, our outlet family offers everything you need to create a sophisticated, unified look throughout your home. Whether you’re updating your bathroom, kitchen, or living room, Deako outlets and screwless covers provide the perfect finishing touch. (Starting at $6.49)



Faceplates + Backplates

The foundation of Deako's modular lighting system that provides effortless customization. Deako Backplates are step one. They get installed into a standard junction box, just like any other light switch. From there, a switch is added and Deako's screwless Faceplate brings it altogether, with a clean and modern look. (Starting at $11.99)

BRAND ASSETS

For media inquiries, please contact Press@deako.com

AWARDS



2024 Stevie Awards

Bronze - Customer Service Department of the Year



2024 & 2025 Inc. 5000

Ranked as one of the fastest growing companies in America twice in a row





PRESS HIGHLIGHTS

- **ZDNET**

  I'm building my dream smart home - here are the 5 things I decided on first

- **The U.S. Sun**

  My interior design tips for buying high-quality at thrift stores & Target, you don’t need to spend a fortune to decorate

- **CBS Las Vegas**

  NAHB International Builders’ Show features future tech in Las Vegas

- **PROBuilders Choice**

  Deako Launches First-Ever ‘Universal Backplate,’ Unlocking Accessibility to Smart Home Lighting

- **Real Leaders Podcast**

  Podcast Episode: Derek Richardson, CEO & Founder of Deako



SOCIAL MEDIA