

Ultimation LLC Launches World's First Electronic Bumper Sticker

Talelight takes the humble, beloved bumper sticker to a new, social, and creative level.

Summit, NJ ([PRWEB](#)) June 28, 2016 -- Ultimation LLC, a supplier of secure messaging displays for consumer and commercial customers, today announced Talelight™, the world's first electronic bumper sticker that enables drivers to create, buy and sell their own bumper stickers and share their 'mode' on the road the same way they share updates on social media.

“Talelight takes the humble, beloved bumper sticker to a new, social, and creative level,” said Robert Suffern, CEO/Founder of Ultimation, LLC and innovator of Talelight. “But what's really unique about Talelight is what it enables users to do: create their own bumper sticker content; buy bumper stickers as easily as they buy music online; and even sell their own creations for profit, if so desired.”

With Talelight, users have the freedom and flexibility to share what they want, how they want, where and when they want. Talelight's online marketplace at www.talelight.tech enables users to create personalized, custom bumper stickers for their own personal use or purchase bumper stickers from the sticker store. They can create an online sticker library similar to an online music library. Entrepreneurial users can create and sell their stickers in the marketplace with the assurance that all stickers are encrypted, protecting against illegal sharing or downloads.

Unlike traditional static bumper stickers, Talelight makes it easy to update and change your stickers to fit your 'mode' of the moment. Stickers can be managed online at Talelight.tech, which is mobile enabled, allowing new stickers to be uploaded, scheduled or rotated over a period of time. For example, sports fans can schedule their favorite team stickers to display on game day to show their support. Parents can set up a series of bumper stickers featuring their children's artwork to rotate throughout the day or week.

The Talelight display unit features a 2" x 8" high-resolution color LCD display, a high-capacity rechargeable battery and secure Bluetooth connectivity. It's designed to handle every road and environmental condition from torrential rain, heavy snow, extreme heat and even pot holes. The unit mounts quickly and easily to the back of any vehicle and is powered through a USB connection inside the car.

This morning, Talelight launched a Kickstarter campaign to fund its initial working capital and plans to begin shipping to users in September 2016 with a retail price of \$149.99. Drivers who want to be one of the first to secure a Talelight unit can pre-order their device on the Talelight Kickstarter campaign page. The campaign ends August 1.

“Talelight captures the best of social networking and personalization for drivers everywhere,” said Suffern. “But the freedom and flexibility it offers is unprecedented in the market today with the ability for users to create, buy and even sell their bumper sticker images online the same way they purchase music today. It's a fun, creative new way to bring social to the road and make driving fun again.”



About Ultimation, LLC

Ultimation, LLC is a supplier of secure messaging displays for consumer and commercial industries. Talelight, an electronic bumper sticker with a full online marketplace for bumper sticker creation, purchase and sale, is the first product launch for the company, which was founded in October 2015. Talelight has one patent application pending with the United States Patent and Trademark Office. Ultimation is headquartered in Summit, NJ. For more information, visit www.talelight.tech.

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