French Tech Startup Companies at CES 2015
## FRENCH TECH STARTUP COMPANIES AT CES 2015

**TechWest, Eureka Park**

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FRENCH TECH STARTUP COMPANIES AT CES 2015

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IMAGINE PLAYING AIR GUITAR, and making actual music. Well PHONOTONIC is sort of like that. Or, you could see it as a form of karaoke, without the words. Or simply a unique musical experience.

It was developed by a group of musicians, designers, engineers and researchers frustrated by the time it takes to learn an instrument. They set about finding a way to enjoy making music for would-be musicians who can’t play instruments.

Their invention, PHONOTONIC, is so much fun. Solo musicians can control the beat and the melody of a given song with a connected object that tracks the way they move. The object talks to the app via Bluetooth, and turns these movements into music in real time. Musicians who want to be part of a group can split melody and rhythm on two PHONTONICs – for even greater entertainment.

It’s become more than just a way of making music for amateurs. For example, take the sensor from the object and place it somewhere else – such as in your sock - then rock out. Performers and dancers looking for something fresh adore it.

PHONOTONIC is the fruit of ten years of extensive research at IRCAM, the world leading lab in music and sound technology. The technology was awarded 1st prize at the Margaret Guthman Musical Instrument Competition, an annual event to find the world’s best new ideas in musical instrument design, engineering, and performance held at the Georgia Institute of Technology. It was also exhibited at MoMA, NYC.

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FIRST, THEY SET ABOUT making smart glasses better than Google. Now they’ve invented a model that doesn’t make you look like a geek.

ORA-X is the latest product from Optinvent. Designed to be as fashionable as headphones, the ORA-X is an audio headset complete with slim-line retinal projector.

At CES, Optinvent will showcase a mock-up for the first time, alongside a working version of the first product from its ORA range, the ORA-1. Both use patented Clear-Vu display technology for mobile augmented reality (AR) applications. The image is clearer, bigger, brighter and more power-efficient than Google Glass, and more cost effective. The first ORA-X models sold out via a Kickstarter campaign.

The ORA is capable of running a wide range of hands-free wireless applications, from GPS to messaging, and sports applications. If you compare capabilities, Google Glass is a smart watch, ORA is more like a full blown tablet.

The ORA-1 is for professional developers and business customers who don’t mind wearing glasses. Digital information is overlaid on ORA-1 wearers’ vision, and can be watched in two modes: centered directly in your line of sight, or flipped down in your peripheral vision for “info snacking.” In comparison, Google Glass puts all information above your sightline.

Both use a standard version of Android and offer WiFi and Bluetooth connectivity. They come equipped with a front-facing camera, and rechargeable batteries.

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In the digital era, legs and feet have been relegated to useless appendages hidden under desks. This puts undue strain on hands and fingers, but also denies feet their traditional role in navigation.

A team of passionate 3D and Virtual Reality became obsessed with returning to feet their natural navigation function in the digital world - and establishing a more efficient use of both hands and feet. They invented a device called the 3DRUDDER, a sophisticated feet-controlled 3D navigation and motion controller that has evolved from experiments with a colander attached to a chopping board. The user rests their feet on a connected device whilst seated, and tilts in the direction he or she wishes to move in the virtual world. A pedal enables the user to move up or down. Hands are free to work with the keyboard, the mouse, or the joystick.

The 3DRUDDER is intuitive – and incredibly precise. By allowing hands and feet to work in harmony, as they do in the ‘real’ world, the 3D world is transformed. The device encourages better posture, and the user is less fatigued.

The 3DRUDDER is specifically designed for the world’s inventors: gamers and 3D professionals (designers, 3D infographists, architects, etc.). But it can be used by anyone who uses a computer and whose hands would appreciate a digital work-share with feet.

**CONTACT**

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France at CES 2015

PREVENTATIVE HEALTH IS A MAJOR FEATURE of the French health system, generally recognized as being one of the best – if not the best – in the world. Regular health check-ups are widely available, normally taking a few hours to complete. They are offered every few years, depending on age and physical condition.

But now, a Parisian start-up has invented a portable and connected body check-up device that can be used by everybody, anytime. It gives users better control over their well-being through an instant and regular assessment of their health.

MYBIODY BALANCE is a slender machine that fits around the ankle. It gives an exact composition of your weight by measuring four key masses in the body: body fat, muscle mass, bone density and hydration. It analyzes these key indicators to give a real-time health check-up.

MYBIODY BALANCE was created through the combined expertise of a creative digital start-up company, BBRC, and a family business specialized in the manufacturing of medical devices, Aminogram.

Regular use allows users to monitor and manage their physical condition. MYBIODY BALANCE helps users to lose weight, or optimize their sporting performance. For the elderly, it provides information that can help them maintain their health in the long-term.

CONTACT

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SOLEDGE

Music As Pure as It was Made, from Any Speaker

A FLAWLESS MUSICAL EXPERIENCE is now possible without expensive HiFi devices and cables.

It is provided by Soledge, a French company aiming to take on the highly lucrative market of luxury hi-fi sound systems. Since 2006, the company has been designing equipment for music stored in the cloud. Its patented Tenor technology works on a simple principle – which they call disruptive luxury. Tenor amplifiers, which today sit beside your speakers, enable music to be sent wirelessly to the speakers, and very soon will be integrated directly in the loudspeakers cabinet. Mono amplifiers can be perfectly synchronized to deliver sound of the purest nature.

In the past, audiophiles rejected this concept because it generates pollution on the grid. Soledge bypassed this problem with an ingenious filter that means it retrieves data direct from the mains power supply, so there is no pollution of the audio signal.

Its technology can transform any speaker into a connected speaker with the finest sound quality. Different playlists can also be enjoyed in different rooms, without interference.

All Soledge devices belong to the Canto range. With it, even the music lover with the most sensitive ears can enjoy a sound as pure as the initial recording.

CONTACT

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IN SOME CITIES, recycling has become so complicated it feels like you need a degree in waste management to deal with the system. Separating refuse types into bins of varying colors and size for differing collection dates can outfox even the most ardent recycler – meaning more ends up in the general waste bin than needs to.

That is set to change thanks to GREEN CREATIVE, a cleantech startup that wants to make us all better recyclers by simplifying the separation process.

Founders Lucile Noury and Rémi Gomez, two mechanical engineers from the French Arts-et-Métiers school, will present two products at CES 2015.

The Flexidry range for industrial waste and unsold goods in the agrifood and cosmetics industries uses patented technologies to separate products from their containers. The process increases the value extracted from waste products in a low-cost, energy efficient manner.

The second is R3D3, a smart and connected trash can that is capable of separating consumer beverage waste such as cans, bottles and plastic cups.

Both have received numerous awards, including the prestigious French Design Observer Label in 2013 and the C77 Design Award.

CONTACT

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HOW CAN YOU GET an instant copy of that selfie you just snapped? Simple: just PRYNT it.

PRYNT turns your iPhone or Android into an instant camera in three easy steps. First, slot your smartphone into an elegantly designed PRYNT case. Second, snap any picture of your choice – or select an image from your phone or social networks that you wish to print. Finally, with a simple click, you can instantly get a printed picture without the need for a Bluetooth or Wi-Fi connection.

A Prynt case only requires special paper to work: there is no Ink cartridge inside the device. The final version is expected to take 30 seconds to print and hold up to 10 sheets when a full battery will allow you to print up to 30 pictures.

But as well as printing beautiful pictures, PRYNT also brings your photos to life with short movies. So how do you PRYNT videos?

An augmented reality feature of the camera app means that when you take a photo via the PRYNT app, it records a short video of the moment which is stored in the cloud. If you – or anyone you send it to - hold the physical photo to the phone’s camera, a play button appears on your phone. Press it to see the video and relive the moment.

Prynt is set to launch pre-orders in January 2015, for $99 (USD).

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HUMANS AUTOMATICALLY MAKE a range of assumptions about a person just by looking at their face: how friendly they are; whether they’ve had a bad day; or in regard to their intentions.

Problem is that cameras nowadays are not able to make any such human assumptions.

Enter SMART ME UP, a young start-up from southeast France, which has developed a more systematic way of analyzing the information we provide on our faces.

From a video stream, its’ real-time face analysis technology can detect faces and estimate characteristics such as age, gender, smile, fatigue, head position, or iris position. Results are surprisingly accurate – and its algorithms work on any type of camera or processor.

The technology can be purchased in two ways. It can be embedded directly in products from phones to cars to security cameras. From 2015, it will also be offered via cloud services: a client sends video stream to SMART ME UP servers, which analyze the pictures and return processed data.

The company provides services such as identity photo conformity, and anticipates a wide number of applications, from the real-time customer analysis for retailers to drowsiness detectors for motorists.

CONTACT

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LEARNING HOW TO DE-STRESS is a bit like learning to play tennis: it’s about brain reflexes. Problem is, although there are plenty of drugs available designed to curb stress, there aren’t many de-stress coaches who can teach us to manage our stress for ourselves.

Sure, there are plenty ways of reducing stress in the short term: playing sport, taking a bath, having a massage, for example. But although they might make us feel better in the short term, they do little to help with stress in the long term.

Enter myBrain Technologies, a company that works with medical researchers to provide the latest neuro technologies for everyone. Closely linked with the medical and research communities, myBrain Technologies develops real-time evaluation tools of human mental states by measuring brain activity.

Its first product, MYBRAIN RELAX, uses connected devices to measure brain activity and was developed in collaboration with the Brain and Spine Institute at the storied Pitié-Salpetrière Hospital in Paris.

Information is collected from and relayed to the user via a helmet that emits music which correlates to their human mental state. Regular use – for example 15 minutes per day – allows the user to learn to control the music – and thus their brain activity and stress levels for themselves.

As with tennis, the process becomes intuitively hard-wired into our bodies, and eventually there is no need for the helmet.

For those who wish to test the process, myBrain Technologies is holding a public relaxation competition at CES 2015. It is open to anyone, so be brave and show up!

CONTACT

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LIKE A DJ, only smarter. PRIZM collects insights about your music listening tastes and habits, but what it does with that information will definitely change the way you enjoy music at home.

At the touch of a button, Prizm automatically plays the perfect song on your speakers. It understands in which context you like specific music. If you like to wake up to Rock in the morning and go to sleep with Jazz, that’s what you’ll get. The same way, Prizm learns when you want to discover new songs or hear your own library.

Thanks to Wi-Fi and Bluetooth signals from phones or wearables and a sound level sensor, PRIZM can tell who is in the room and what the current atmosphere is. If some of those persons are known to PRIZM, it will select music that everyone will love. PRIZM is also capable of interpreting the ambience in the room. If there are lots of people moving around, it will select something up-tempo - assuming that’s what you like.

Designed to be simple to use, it’s smartphone-free and computer-free. All you need to do is press play and the music starts, streamed directly from the cloud. Or, if you prefer, it will activate when you enter the room.

It also shares its insights. If PRIZM plays a new song you like, touch the heart button on the side to add the song directly to your own playlists on Spotify, Soundcloud, Deezer.

No need to buy another speaker. You probably already have a great sound system that fits your needs, and PRIZM will happily work with it.

PRIZM was funded on Kickstarter.

CONTACT

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In 2012, MOVE ‘N SEE introduced the world’s first robot cameraman for outdoor sports. He is capable of capturing the action of any sportsman wearing a tag – surfers, football players, riders – even zooming automatically when necessary.

This robot is very successful popular for outdoor sports, where GPS technology enabled him to know the position of the moving object he was shooting. Sadly, for indoor sports - where GPS doesn’t work - he was ineffective.

Now all indoor athletes have a solution. She is called PIXIO, and because she uses radar technology, she can film both inside and outdoors. Just like her predecessor, she can automatically track, zoom in and out, and film 360°. She is capable of filming several athletes, so long as they have turned their watch tags on. It is that simple!

MOVE ‘N SEE expects a healthy demand for PIXIO given that there are seven times as many indoor sports as outdoor. Around 65% of the population practices one sport at least once a week, and video is becoming an increasingly common way of sharing experiences with friends and family. Video is also a must have tool for training and performance improvement.

PIXIO will be demonstrated at CES 2015 for the first time.

Contact

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France at CES 2015
THE HIGHEST PICTURE QUALITY is now achievable with the lowest transmission bit rate thanks to HEVC compression appliance developed in France.

BBRIGHT offers the best UltraHD picture quality available on the market today, while reducing the bandwidth requirements – and operational costs – for its customers. This means that sensational and immersive live events on UltraHD 4k resolution televisions are now more affordable than ever.

BBRIGHT is a young start-up focused on high-end technologies for TV channels, network operators, content owners professionals such as 4K/UltraHD and HEVC compression, multiscreen viewing, or video streaming via the Internet through OTT services.

Its HEVC compression technology is optimized for real-time applications and is based on open-source software (x265 project funded by BBRIGHT and others), ensuring maximum interoperability with all types of decoders. These allows the widest compatibility for real-time video compression services for broadcast applications or live streaming. BBRIGHT is introducing a brand new product at CES 2015.

SLED-HD is a state of the art real-time H.265/HEVC encoder for professional applications such as live broadcast, OTT and IPTV. Its encoding technology helps operators to save up to 50% of network bandwidth without compromising video quality. SLED-HD will enlarge BBRIGHT’s product line, which already includes UltraHD video encoders and players (SLED-4K and UHD-Play).

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FOR CENTURIES, belts have served various functions, from holding up your trousers to making your waist look pretty.

BELTY, however, is a belt capable of much more. For a start, it adjusts throughout the day, loosening when its wearer sits down, or tightening comfortably around the waist when they stand.

It is also capable of communicating with its wearer, for example about his or her health. Over time, it measures the progression of abdominal fat, alerting its wearer to cardiovascular risk or the onset of pre-diabetes.

Designers deliberately didn’t fit a screen. Instead, the belt can move and vibrate to communicate.

BELTY can also connect to a smartphone via Bluetooth if necessary, to allow its wearer to view encrypted information and history.

It’s the first product from Emiota, a maker of high-end fashion accessories that combine luxury and technology.

CONTACT

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NEW MUMS AND DADS need all the help they can get. That’s particularly true when your beautiful baby wakes hungry at 3 am, and you struggle out of bed, eyes bleary.

Preparing infant formula requires every last brain cell. You sit down with baby Jo propped up in your arms. He takes the bottle – what relief! You sit back and let him drink. A few hours later, he lets you know he’s ingested a lot of air with that bottle. You sigh, and pull yourself back out of bed.

That was until the intelligent bottle holder by SLOW CONTROL, which will be presented at CES for the first time. The smart baby bottle holder helps you track how much and how fast baby is drinking. It gives you feedbacks on how to hold properly the bottle so your baby wouldn’t swallow air and let you know if a lump is clogging the bottle.

With the mobile application, parents have an effective tool that provides remote and real-time consumption data of their infants.

Knowing precisely how to feed your baby improves significantly his chance of being healthy and growing up in the best conditions. Reflux, colic and diarrhea risks are limited. Your baby sleeps better, and so do you!

SLOW CONTROL’s mission is to create products for monitoring eating behavior which help people eat more slowly in order to have a better health. Its first product, the intelligent fork HAPIfork (10SFork in Europe), vibrates to alert the user that he or she is eating too fast. In 2013, it was awarded the Consumer Electronics Show (CES) 2013 Innovations Award, was a finalist in the Best of CES 2013 by CNET, and was voted Best Gadget of CES by PCMag.

CONTACT

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INTRODUCING THE WORLD’S FIRST smart 3D sound headphones.

3D SOUND LABS wanted to create the most immersive wearable sound experience, for everybody, everywhere.

So they created a 3D audio world of cinematic sound quality available in the small, intimate space of the headphone, including real-time head tracking and advanced audio processing.

This head-turning sound innovation will be debuted – and demonstrated – for the first time at CES:

CES Unveiled: Mandalay Bay, Level 3, South Seas Ballroom
C from 4pm to 7pm January 4th, 2015

CES: The Venetian, Eureka Park TechZone, Booth 75663 January 6th to the 9th, 2015

Come and experience a new world of sound!

CONTACT

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DIGITSOLE is the first connected and interactive insole that keeps your feet warm no matter how cold it is.

The connected insole is designed to fit into just about any shoe, and features a rechargeable battery which can last up to seven hours of heavy use. You set the temperature via your smartphone.

Through the companion app, available to both Android and iOS users, you can warm your feet to a desired temperature, track how many steps you take during the day, check the calories burned, the distance walked as well as your current altitude.

A cushion section at the back of the insole softens shock and spreads vibrations, a ‘flex zone’ allows for optimum natural movement, and arch support provides balance.

Makers Glagla International will present their first collection of connected shoes at CES.

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COUNTLESS GARDENING ENTHUSIASTS swear that talking to plants helps them grow. But few risk the total derision that would come from suggestions that plants want to communicate with us.

That was until MEG GEM, a sensor capable of decoding the messages that are constantly emitted by plants into information that people can understand.

Plants analyze their environment, reacting to light, temperature, and pollution by producing electrical impulses. MEG GEM sensors placed directly on the plant pick up these low electrical impulses.

Once decoded, the information provides a better understanding of plants – allowing us to take care of them better, with appropriate light, shade and water.

The MEG GEM also provides information about the environment we both share. City planners, for example, could place MEG GEMs on trees in different locations, providing reliable information on air quality and pollution.

There are two types of MEG GEM in development: one from houseplants, and one for trees. It follows the connected and intelligent flowerpot presented by MEG – which stands for Mind Every Garden – at CES 2015.

CONTACT

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IT IS NO ORDINARY bike pedal.

Designed by urban cycling specialists CONNECTED CYCLE, the pedal automatically records the speed, route, elevation and calories burnt.

It monitors cycle performance without the need for using a smartphone data connection, and doesn’t even require a battery - which means no charging. Data reports are available via the CONNECTED CYCLE smartphone app, or through Apple’s HealthKit app or the Google Fit platform.

Installation is straightforward and doesn’t require any mechanical skills.

What’s more, the CONNECTED CYCLE smartphone application can help you locate your bike, and will instantly notify you in the event of a theft attempt.

The pedal will be unveiled at International CES in Las Vegas, January 6 - 9, 2015
PUT A TEAM of digital sound specialists together with a group of image-stitching pioneers, and what do you have? A totally immersive 360° video and sound experience.

Two French companies, ARKAMYS and KOLOR, have combined their 3D expertise for CES 2015 (complete with virtual reality googles). Come and experience the new video and sound 360° concept for yourselves!

ARKAMYS was formed by a team of acoustic researchers, sound engineers, and composers who met at the legendary Château d’Hérouville studio, near Paris, where the Bee Gees, David Bowie, and Pink Floyd recorded - and which inspired Elton John’s album “Honky Chateau”. The crystal-clear, natural and immersive audio quality has made ARKAMYS technology a favorite in the movie business and automotive industry, as well as consumer electronics.

Meanwhile, software developer KOLOR was formed in the Savoie region of Southeast France by two engineers with passion for photography and gaming. The company is a pioneer in image-stitching and interactive virtual tours, with a passion for innovation.

Together, they will be making 360° magic in Las Vegas!

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