



**AUVERGNE**  
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## Press Release

### **Auvergne-Rhône-Alpes region to send record delegation to CES 2017**

**37 startups, including 10 CES Innovation Award winners, to exhibit at CES Las Vegas on January 5–8, 2017**

**December 8, 2016** – The Auvergne-Rhône-Alpes region will send a record delegation of 37 startups to CES Las Vegas on January 5–8. CES is the world’s premier consumer electronics event, and the Auvergne-Rhône-Alpes regional delegation will be France’s largest—evidence of the region’s pole position in digital technology.

The 37 startups exhibiting at the 50<sup>th</sup> annual CES offer a broad range of innovative products for sports, entertainment, the environment, and health and wellness. Ten of the companies exhibiting have already won CES Innovation Awards. The awards are given to the year’s most remarkable innovations, and confirm the caliber and potential of the winning companies.

The region’s delegation will be led by the Minalogic digital technology cluster and the Auvergne region’s economic development agency, ARDE. The trip is financed in part by the Auvergne-Rhône-Alpes regional government and the European Union in partnership with clusters Imaginove, Clust’R Numérique, and Numélink. Representatives of manufacturing companies like SEB and STMicroelectronics and elected officials will round out the delegation, which is expected to count nearly 200 people.

#### **Helping startups get the most out of the event through targeted support**

CES Las Vegas is a strategic event for participating companies. To ensure that all of the exhibitors are able to take advantage of the business opportunities available, Minalogic and ARDE offered targeted support over several months in the run-up to the event. The “On the Road to CES” program featured six workshops covering the elevator pitch, social media, exhibit booth design, media relations, regulatory issues, and business intelligence.

And the support will continue during the event. Minalogic and ARDE will be on hand to actively facilitate introductions between the region’s startups and international investors and contacts from major corporations.

#### **Key figures:**

- **37** startups (up from 28 in 2016) and 1 research organization
- **10** CES Innovation Award 2017 winners (up from 6 in 2016)
- The Auvergne-Rhône-Alpes region:
  - o France’s second-largest center for the digital industry with 15,000 companies and 90,000 employees innovating new digital solutions every day
  - o 4 French Tech cities: Lyon French Tech, French Tech in the Alps, Saint-Etienne Design Tech, and Clermont Auvergne French Tech
  - o Europe’s eighth-largest region in terms of GDP (€239 billion in 2012)
  - o France’s largest regional manufacturing economy by number of jobs (490,000 jobs; 18% of all jobs in the region)
  - o France’s second-leading region for foreign investment, with more than 1,400 foreign-owned firms

“The Auvergne-Rhône-Alpes region, as one of France’s leading regions for digital technologies, is home to one of Europe’s most dynamic digital ecosystems. With the support of Minalogic and ARDE, the region is gearing up to showcase some fantastic technologies. Our startups will do us proud at CES. They are true innovators and entrepreneurs and they will show that the Auvergne-Rhône-Alpes region is a hub for innovation coordinated by some remarkable clusters,” said Auvergne-Rhône-Alpes Region President Laurent Wauquiez.

**[See the full list of companies from the Auvergne-Rhône-Alpes region exhibiting at CES 2017](#)**

**Keep up with the Auvergne-Rhône-Alpes delegation’s latest CES news before and during the event on social networks by following the hashtag:  
[#TheTechRegionAtCES](#)**

**- Press contacts -**

**Ingrid Mattioni, Minalogic**

Tel: +33 438 78 03 01 - +33 676 26 05 03

Email: [ingrid.mattioni@minalogic.com](mailto:ingrid.mattioni@minalogic.com)

**Sylvain Depale, ARDE Auvergne**

Tel: +33 473 19 60 25 - +33 786 92 37 36

Email: [s.depale@arde-auvergne.com](mailto:s.depale@arde-auvergne.com)

**Alexandra Felli, Région Auvergne-Rhône-Alpes**

Tel: +33 426 73 54 23 - +33 642 74 60 48

Email: [alexandra.felli@auvergnerrhonealpes.eu](mailto:alexandra.felli@auvergnerrhonealpes.eu)



**About Minalogic**

Minalogic is a global innovation cluster for digital technologies serving France’s Auvergne-Rhône-Alpes region. The cluster supports the region’s leading innovators by facilitating networking, fostering collaborative R&D, and providing companies with personalized assistance throughout all phases of business growth. The products and services developed by our members address all industries, from ICT and healthcare to energy and advanced manufacturing.

Minalogic was founded in 2005 and today boasts more than 330 members, including 330 companies. The cluster has certified 450 projects that have secured total government funding of €805 million of the more than €2 billion in total R&D spending these projects represent. The 67 projects completed to date, contributed to the creation of 706 jobs and generated €1.6 billion in revenue. Overall, the projects have resulted in 56 products (either on the market or in the process of being prepared for market release).

[www.minalogic.com/en](http://www.minalogic.com/en)

**Follow Minalogic:**

Twitter: [@Minalogic\\_EN](https://twitter.com/Minalogic_EN)

LinkedIn: [www.linkedin.com/company/minalogic](http://www.linkedin.com/company/minalogic)

YouTube: [www.youtube.com/user/MinalogicCluster](http://www.youtube.com/user/MinalogicCluster)

**About ARDE Auvergne (The Enterprise Agency)**

The Enterprise Agency helps companies, in particular start-ups, to grow in the Auvergne-Rhône-Alpes region, in France and on the international market.

Our missions:

- Assist companies in their set-up in Auvergne-Rhône-Alpes: technical and financial supports, networking
- Support companies in their international and innovation projects, for example by organizing regional booth in trade shows and business conventions dedicated to IT and industrial sectors
- Contribute to the dynamics of regional clusters
- Promote the Auvergne-Rhône-Alpes region and its economic development.

[www.auvergne-business.com](http://www.auvergne-business.com)

**Follow ARDE Auvergne:**

Twitter: [@AuvergnBusiness](https://twitter.com/AuvergnBusiness)

LinkedIn: [www.linkedin.com/company/auvergne-business](http://www.linkedin.com/company/auvergne-business)

**About the Auvergne-Rhône-Alpes Region**

The Auvergne-Rhône-Alpes region is France's largest in terms of population, with 7.8 million inhabitants. The region occupies 13% of France's total surface area and is home to three mountain ranges (the Massif Central, Alps, and Jura mountains) making it Europe's largest mountain region and offering more skiing than any other location in the world. The region is also home to France's largest regional industrial economy with 500,000 manufacturing jobs, and accounts for 11.4% of the nation's total GDP. The Auvergne-Rhône-Alpes region has implemented policies to improve its citizens' day-to-day lives with programs targeting youth, education, transportation, economic development, research and innovation, digital technology, arts and culture, agriculture, and infrastructure and urban development.

[www.auvergnerhonealpes.fr](http://www.auvergnerhonealpes.fr)



## The Auvergne-Rhône-Alpes delegation at CES 2017: List of exhibitors

### 42TEA

High quality teas sublimated by a connected device

Booth # 50825

**Winner of a CES Innovation Award**

Twitter: @connected\_tea

Video:

<https://www.youtube.com/watch?v=ZJpJLh47EjM>

### ALPWISE

Alpwise is BLE Stack editor and IoT Designer

Booth # 52312

Twitter: @ALPWISE

### APITRAK

Save time and money by locating your assets

Booth # 50834

Twitter: @apitrak

### ARK INNOVATION

ARK develops interactive surfaces for sport, games and entertainment facilities.

Booth # 50657 (Sands G)

Video:

[https://youtu.be/phzNX0hq\\_NQ](https://youtu.be/phzNX0hq_NQ)

### ARYBALLE TECHNOLOGIES

A handy sensor for universal odor identification

Booth # 50415 (Business France)

**Will be present at the CES Unveiled**

Twitter: @aryballe

### BLUEMINTLABS

With Bixi, control any smart device by simply waving your hands

Booth # 50616 (Business France)

**Will be present at the CES Unveiled**

**Winner of a CES Innovation Award**

Twitter: @getbixi

Video:

<https://www.youtube.com/watch?v=g6l5PyE6yVQ>

### CLIM8

clim8, the world 1st intelligent thermal clothing

Booth # 50902

Twitter: @myclim8

### ELICHENS

Hyper-local in/outdoor Air Quality connected platform

Booth # 50653

Twitter: @eLichensEN

Video:

<https://www.youtube.com/watch?v=uaFpij67GHs>

### ENERBEE

A world where every home and building are comfortable, safe to breathe in and costs controlled.

Booth # 50656

**Will be present at the CES Unveiled**

Twitter: @EnerBee\_Harvest

Video:

<https://www.youtube.com/watch?v=1pqKPyFXTz4>

### ENLAPS

Reveal the invisible with time lapse

Booth # 50830

**Will be present at the CES Unveiled**

Twitter: @enlaps\_live

Video:

<https://youtu.be/EueWzBfCCOI>

### GOTOUCHVR

Touch the virtual reality with VR Touch

Booth # 50404

Twitter: @GoTouchVR

### HAP2U

Feel what's on your screen with HAP2U

Booth # 50655

**Will be present at the CES Unveiled**

**Winner of a CES Innovation Award**

Twitter: @hap2\_u

Video:

<https://www.youtube.com/watch?v=Wtr84-dp9RI&t=5s>

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**HAPPEEZ**

Happeez develops connected solutions that make life with baby easy and magical.

Booth # 50844

Twitter: @happeezteam

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**HOLI**

Holi designs innovative solutions to create seamless nights and brighter mornings.

Booth # 43622

**Winner of a CES Innovation Award**

Twitter: @Holi\_Official  
Video:

<https://youtu.be/qmTm9q0wlm4>

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**IN&MOTION**

Wearable smart airbag protection system for bikers

Booth # 50502

**Will be present at the CES Unveiled**

**Winner of a CES Innovation Award**

Twitter: @inandmotion

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**KIWI PLUG**

Kiwi Plug turns smartphones into universal remotes

Booth # 51020

Twitter: @\_Kiwiplug

Video:

<https://www.youtube.com/watch?v=Kjf6NFWnXBM>

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**LANCEY ENERGY STORAGE**

Clever & connected heater including a battery.

Booth # 50659

Twitter: @LanceyStorage

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**LETI**

Leti, pioneering the future with miniaturization technologies for 50 years

Booth # 50648 + 50650

**Will be present at the CES Unveiled**

Twitter: @cea\_leti

Video:

<https://www.youtube.com/watch?v=vWQ6FqCzBWM&t=1s>

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**LINKOO TECHNOLOGIES**

Wearables and IoT solutions for the whole family.

Booth # 43555

Twitter: @mylinkoo

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**LOVEBOX.LOVE**

A connected wooden box for your love messages.

Booth # 50660

**Will be present at the CES Unveiled**

Twitter: @lovebox\_love

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**MASKOTT**

Tactileo Pro : Academic and Professional Training

Booth # 21841 (LVCC South Hall 1)

Twitter: @MaskottIDF

Video: <https://vimeo.com/188632058>

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**MIRAXESS**

Miraxess turns your smartphone into a laptop

Booth # 50658

Twitter: @Miraxess

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**MOOVLAB**

Fitness 4.0 is here!

Booth # 50649

Twitter: @contact\_moovlab

Video:

<https://youtu.be/U21PBjg7SA0>

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**MYBLUESHIP**

Pop&link: Lifeproofing consumer experience

Booth # 50661

**Will be present at the CES Unveiled**

**Winner of a CES Innovation Award**

Twitter: @popandlink

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**MYOENO**

Your taste is unique. Find your wine match!

Booth # 50664

Twitter: @My\_Oeno

Video:

<https://youtu.be/X8zrGngkTnY>

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**NOV'IN/FAYET**

Dring: our cane is smart for your peace of mind

Booth # 50662 (Sands, Hall G)

**Will be present at the CES Unveiled**

**Winner of a CES Innovation Award**

Twitter: @dringalert

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**PARKMATCH**

The autonomous private parking rental service.

Booth # 51423

Video:

<https://www.youtube.com/watch?v=Jj0iCApwnN8>

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**PERFECT MEMORY**

Leading provider of Semantic Digital asset management

Booth # 50663

Twitter: @perfect\_\_memory

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**SMART AND BLUE**

Smart showers for smart savings

Booth # 50412 (Business France)  
**Will be present at the CES Unveiled**

**Winner of 2 CES Innovation Awards**

Twitter: @Hydrao\_

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**SMART ME UP**

Face recognition for embedded systems

Booth # 52200

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**STEADXP**

A motion recording device plugged to your camera in one second, combined with a post-treatment software

Booth # 50665

**Will be present at the CES Unveiled**

**Winner of a CES Innovation Award**

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**SUBLIMED**

SUBLIMED provides actiTENS a connected device for chronic pain management.

Booth # 50652

**Will be present at the CES Unveiled**

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**SYLINK TECHNOLOGIE**

SYLink, is a firewall to secure a connected life

Booth # 21743 (LVCC South Hall 1)

Twitter: @SYLinkTechno

Video: <https://www.sylink.fr/videoCES>

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**TAPCARDS**

TapCards revolutionize the sharing of your favorite memories!

Booth # 50654

Twitter: @TapCardsApp

Video: <https://vimeo.com/119898948>

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**TWINSWHEEL**

TwinswWheel is an autonomous parcel delivery droid

Booth # 50852

Twitter: @TwinswWheel

Video: <https://youtu.be/ysYtN3Wm5Dw>

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**UBIANT**

The MyUbian App and Luminion make your home smart

Booth # 41363 (Sands Expo, Smart Home)

**Will be present at the CES Unveiled**

Twitter: @ubiant

Video: <https://vimeo.com/ubiant>

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**WAIR**

WAIR is the first anti-pollution scarf

Booth # 50504

Twitter: @WAIRfr

Video: <https://www.youtube.com/watch?v=D5u7ChoQJQs>

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**YESITIS**

The first secured platform to connect objects

Booth # 50715

**Winner of a CES Innovation Award**

Video:

[https://www.dropbox.com/s/v50pe0v0fbz130u/CES-yesitis\\_V3.mp4?dl=0](https://www.dropbox.com/s/v50pe0v0fbz130u/CES-yesitis_V3.mp4?dl=0)