

Consumer
Technology
Association™



JANUARY 9-12, 2018 | LAS VEGAS, NEVADA



CASE STUDY

Submitted by:



Brotman | Winter | Fried

A Sage Communications Company

Campaign Overview

When French company Robeau sought to introduce the world's first ever Smart Water Consumption Counter, they chose CES in Las Vegas as their launchpad. With functional prototypes available for review, supported by a full lineup of accessories, Robeau felt that CES would provide the ideal forum through which to generate some critically needed media attention.

As it turns out, they were absolutely correct.

Working through French consumer technology consultant International Boost, Robeau engaged the services of Brotman|Winter|Fried Communications (BWF) to help them tell their story to the 250,000 attendees and 7,500 journalists, analysts, produce reviewers and bloggers who traveled to Vegas in January 2018 to see what was new and innovative across the rapidly expanding worlds of consumer technology.

The process began with an information campaign. BWF created a targeted press list impacting virtually every member of the media with a potential interest in the connected homes and lifestyle industries. This list was culled from CES media attendees and BWF distributed several news releases and one informational post card to the list. BWF personnel then engaged in an extensive personal follow-up campaign designed to generate levels of interest among the attending media. While a handful of reporters booked actual interviews, several indicated they would stop by at their booths to meet with company spokespersons.

They certainly did that!!

On-site, the action got underway on Sunday afternoon, January 7, when Robeau exhibited at CES Unveiled Las Vegas, a high-profile media showcase event which took place at the Mandalay Bay. All night long, the Robeau booth was visited by journalists, many of whom produced story segments. The result was more than a dozen features produced by major media outlets including AdiE, Ferloo, Imagen Radio and Dakaractu.

At the show itself, BWF arranged for the Robeau team to participate in a handful of onsite media interviews while members of the press continuously stopped by the Robeau booth in the Eureka Park Marketplace. The interest expanded well beyond CES, as stories continued to run and journalists repeatedly called and emailed, requesting photos, interviews and product information.

100-Word Write-Up

Robeau

Robeau is the first smart connected flowmeter that shows your direct water consumption per tap, making it simple to live an eco-friendly lifestyle. By seeing how much water you use, you cannot only modify your habits to be more eco-responsible, but save 20% to 40% on your water bill! The flow is sent directly to the customer's mobile, tablet and computer, or the small built-in screen on the product. Alerts about water usage or possible leaks will be sent right to you. Optimize your water usage and live environmentally friendly with Robeau.

<https://youtu.be/pTon1D6uLzA>

News Releases



Media Contacts:

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Robeau to Debut First Ever Smart Water Consumption Counter at CES 2018

Latest Innovation to Cut Water Bills by 40 Percent

Oxfordshire, United Kingdom - November 29 -- Robeau today announced the first smart, connected flowmeter that shows direct water consumption per tap. Robeau will showcase their latest innovation at CES in Las Vegas from January 9-12, 2018. This unique device allows users to connect to their accessible handheld devices and receive updates about water usage and possible leaks at home.

Not only will customers be able to see how much water they are using and modify their habits, but they also have the potential to save up to 40 percent on their water bill by reducing the amount of unnecessary water used. With the data directly sent to the devices, customers can cut back on water consumption and help both themselves and the environment.



"Customers have their own water consumption by tap and can easily manage this consumption by rooms," said Thomas Sonnevile, CEO of Robeau. "If there is a leak, for example, your system sends you an alert with the location of the problem, before you have to pay for this consumption overflow. And of course, the data can be consolidated by day, week, month and be able to analyze and to optimize your water consumption. Alerts tell you well ahead of time whether you are approaching your set consumption limits. Robeau is able to change the way people are living, and for the better."

Located in South East England in Oxford, Robeau designs, builds and sells its own products and is improving everyday living by creating a more eco-friendly lifestyle for customers through water management. By connecting the device to a phone, tablet or computer, the data flow is directly sent to the network server to be viewed by the customers. Robeau's products are available for installation in hotels, residential properties, retail stores, universities, airports, or globally everywhere water is used.

At CES, the Robeau team will exhibit the Flow Meter from Booth 51240 in the Sands Expo Center, Level 1, Hall G. Learn more about how to optimize your water usage and live environmentally friendly with Robeau.

For more information, please visit <http://www.robeau.tech/en/>.

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NOTE TO MEDIA

To schedule interviews or CES booth visits, please contact Shoshana Cohen at 240-575-8902 or scohen@aboutbwf.com or Oghene Oyiborhoro at 703-207-0958 or ooyiborhoro@aboutbwf.com. For more information, please visit <http://www.robeau.tech/en/>.



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French Technology Consultant, International Boost, Brings Dozens of European-Based Startups to CES

Paris, France (December 21) -- CES can be a daunting undertaking for even the most experienced of companies. With nearly 4,000 exhibitors and more than 170,000 attendees, targeting the right audience with the right message requires knowledge of the show, a thorough understanding of the players involved and quite often, the right connections.

Now imagine being a small startup located in Western Europe, 5,400 miles away from Las Vegas, with little knowledge about the American business environment and even less familiarity with the nuances of CES.

That's where International Boost comes into play.

Headquartered in Paris, France, International Boost provides CES-centric executive coaching to dozens of European startups to help them negotiate the CES circus and gain the best possible advantage through their participation.

"Western Europe, and France in particular, have quickly become hotbeds for international technology startups, and there's no better place for them to achieve several different objectives than CES" said Christian Pineau, president of International Boost. "There are literally hundreds of European-based companies making major breakthroughs in everything from robotics to connected cities; and these companies – unquestionably – need to maximize their CES experience.

"We help them do that by assisting with booth logistics, international travel, networking, attendee outreach, media relations and more. This way, these companies can focus on what they do best." According to Pineau, the companies he represents have varying needs. Some seeking distribution partners, others are looking for funding while virtually all of his clients want media coverage and attention.

This year at CES, International Boost is representing the following companies.

- A-Volute -- 3D Audio Technology Software
- Allo-Media – Aggregates and provides real time analysis of phone call content

- Armor 3D Project Dot – Customizable 3D printed Bluetooth enabled speaker lamp
- Aveine – Digitally connected wine aerator
- e-Health Box – Tracker technology for seniors
- Elmer – Customizable shower experience with music, aromatherapy and more
- Icohup – Radioactivity detector
- IoTwimm – Sensor system for maximizing equipment functionality and predicting potential failures
- KapWell -- Healthcare reporting system for seniors
- Kuzzle – Backend software platform to support app development
- Miliboo – Connected home decor and furniture
- Mirambeau – Mobile app that measures and regulates insulin levels in diabetic patients
- My Safe Map – App that allows users to identify and share safe public locations
- E-Vone – Interactive shoes for independent people
- Robeau – Waterflow meter app
- Kypsafe – Safety solution for dangerous areas of working and construction sites

For additional information, please contact Kat Cavano at kcavano@aboutbwf.com; (703) 531-8255 or Christian Pineau at or chrispineau@internationalboost.com or +33 6 98 73 00 88

* * *

Capsule summaries for each International Boost client are documented below:

A-Volute – At the height of innovation, A-Volute has revolutionized audio software for the gaming industry and related applications. We deliver a sound that is high quality, essential and riveting – delivering the power of immersive listening -- ideal for all multimedia and gaming experiences. Our product 9 Ears is a 3D Audio Solution for PC and headsets. Going beyond basic audio, users enjoy incredible Surround Sound that heightens the intensity for video games, music and movies. The 3D audio software merges Virtual Surround technology with audio and microphone effects that are fully customizable by users.

Allo Media – Every day, billions of customer calls are generated... But, unfortunately, marketing is deaf when the phone rings! After 3 years of R&D, with 4 internal PhDs in Artificial Intelligence and automatic language analysis, Allo-Media has just launched its "Vocal Cookie" solving these challenges. In real time, our "Vocal Cookie" transforms structures and classifies customer calls into valuable marketing data insights to understand customer needs in order to re-engage properly and measure best and worst practices of Online to Offline customer experiences. It's a new kind of data for Marketing, and contact centers become massive source of customers data.

Armor 3D/Project DOT – The #DOT project was born out of the desire of Armor 3D to combine the know-how of visionary designers with 3D printing technologies

in order to create a high-tech, durable and aesthetic product. The OWA Bluetooth speaker is the first product designed by #DOT. It incorporates a lighting function and its exterior casing is fully customisable in terms of colour, motif and shape. Thanks to 3D printing, there are now infinite possibilities of creating a unique and personal item. The speaker's casing is also environmentally friendly as it uses recycled OWA 3D filaments. The speaker will be given new functionalities as part of the creative process and will also take users' suggestions into account.

Aveine – Who doesn't enjoy a quality glass of wine with dinner, right? Yet, to obtain the best wine experience you need to decant, or aerate, the wine, a mysterious and often intimidating process to the average consumer. To elevate the drinking experience Aveine has created the first digitally connected wine aerator to make the process easy and fun! Simply place their device on your wine bottle, scan the label, and their smartphone app deploys an algorithm that communicates to you the absolute ideal wine tasting conditions. The device will then perfectly aerate your wine in an instant, every single time.

e-Health Box – eHealth Box is compact Plug & Play all-in-one AI companion dedicated to people who live alone and need highly-specialized care such as the elderly people, or persons with disabilities. The system tracks the subject around the house and follows the individual during their routine hygiene, meals, home security, and sleep patterns all without an Internet connection. If anything seems wrong or out of place the eHealth Box will text their designated contact a warning. The eHealth Box is the perfect "electronic safety kit" to accompany any isolated person in need of a safer living environment.

Elmer – After two years of research and design, French company Elmer is ready to reveal their customizable, easy-to-install smart shower. The Elmer shower features an impressive line-up of enhancements – instantly transforming any shower into a unique experience. Their halo-shaped showerhead, essential oils mixer and acoustic sound system instantly transforms the average routine into a special occasion. Elmer is also attached to a programmable app that delivers the perfect water temperature and water pressure, while monitoring sustainable usage. Easy to setup and maintain, this French-style shower keeps users connected to their wellbeing with each and every shower.

Icohup – Designed for use primarily by the scientific community, the Rium radiation detector is a small wooden device that fits in the user's pocket, backpack, briefcase or bag and connects to a mobile app to detect radiation such as radon gas, in any environment. Unlike other radioactivity sensors – i.e. a Geiger Counter – Rium not only measures radiation levels but also provides information on its origin while offering protection options personalized for each individual scenario. Through Bluetooth connectivity, Rium is geo-localized and connected to the Internet, allowing multiple users to share data, render real-time radioactivity mapping and create a comprehensive citizens' network.

IoTwimm – When problems or accidents occur in a factory, the end result is often a halt to production and productivity. Based in Suresnes, France, IoTwimm, offers a unique solution through their groundbreaking, all-inclusive system that optimizes productivity while identifying potential problems early on. By quickly locating the root-causes of equipment failures, IoTwimm's unique analytic system predicts and prevents these failures while also optimizing equipment usage, reducing labor costs by 20 percent. Their unique ability to combine real time technical data from sensors and field service management solutions boosts asset availability and service levels, increasing production profit.

KapWell Corp – As the elderly population continues to grow in size, senior tech has similarly evolved to help aging individuals maintain their regular lives. Most home-based products tend to postpone the inevitability of moving into specialized facilities for 18 months on average; but a new product – KapWellBox – promises to double that time frame. This all-in-one system provides secure recording and storage of measured health data and medical procedures, allowing automated follow-ups (alert systems, patient-health professional dialogue, exchange of interprofessional expertise, etc.) and a social network for other needs such as ordering meals or medicine. KapWellBox: The Health Monitoring Home Companion.

Kuzzle – Kuzzle is a fast growing technology startup that accelerates digital and IoT innovation whilst delivering seamless customer experience across all mediums and devices. Kuzzle Backend platform provides ready-to-use advanced features for Web, Mobile and IoT including Real-Time, Geotracking, Geofencing, Security, User and Device Authentication. Using Kuzzle, companies boost their digital transformation, reduce their time to market for innovative apps and focus on what matters the most: the digital customer experience and journey.

Miliboo – Miliboo Corp. was founded by entrepreneur Guillaume Lachenal with the intention of becoming a global leader in the connected furniture market. The French company envisions contemporary innovative furniture that delivers strong added value. Smart furniture is a growing niche, and Miliboo intends to remain the connected furniture industry pioneer, unparalleled in the marketplace. Featuring their connected furniture brand, Miliboo released the EKKO "Smart Mirror" in early 2017 and showcased the product at CES 2017 garnering Innovation Award honors. This time, they intend to change the rules by introducing the newest member of their connected range, the smart connected sofa.

Mirambeau AppCare – European company that develops medical applications accompanying patients following their doctor's prescription in a collaborative way. Patients create their own network inviting helpers and supervisors to accompany them for care organization. The network also assists patients in case of medical emergency. Applications developed by Mirambeau AppCare are compliant with prescriptions thanks to regular medical educational therapy including automated complex medical prescriptions. This predictive medical system allows patients to anticipate their needs and researchers to analyze data to improve protocols.

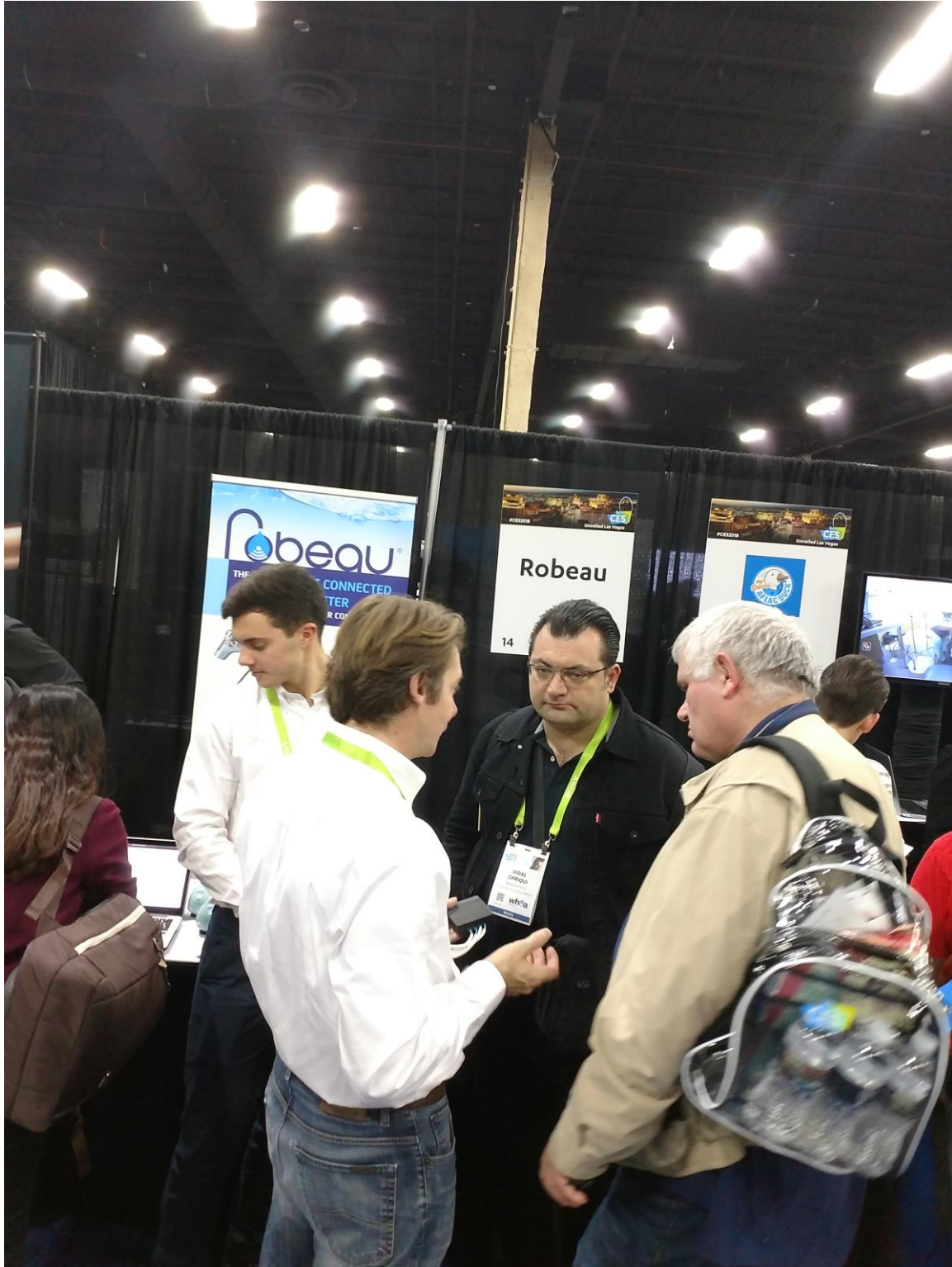
My Safe Map – As communities rely increasingly more on public opinion for traveling to new places, My Safe Map co-founders Sebastien Chabal and Nawal Sikal want to make traveling safer. My Safe Map is an app that provides users access to information about the best and safest locations within their communities. From trying new restaurants, to finding the trendy neighborhood bar, My Safe Map allows users to rate, comment, take pictures, and share the security level of locations they encounter. Users can also follow their friends and family and discover new places to visit from other users around the world.

E-Vone – E-vone is the world's first smart shoe. Inspired by the creator's 79-year-old mother-in-law wanted to live independently while travelling the world. E-vone was his response to her desire to live autonomously but safely. The next generation in senior alert systems, E-vone records in real-time through a GSM, a GPS locator and several movement sensors embedded in the sole of a trendy, fashionable shoe. Now anyone can live freely knowing that in an emergency, E-vone is there to get them the help they need.

Robeau – Robeau is the first smart connected flowmeter that shows your direct water consumption per tap, making it simple to live an eco-friendly lifestyle. By seeing how much water you use, you can not only modify your habits to be more eco-responsible, but save 20% to 40% on your water bill! The flow is sent directly to the customer's mobile, tablet and computer, or the small built-in screen on the product. Alerts about water usage or possible leaks will be sent right to you. Optimize your water usage and live environmentally friendly with Robeau.

Kypsafe – If a working site could speak, what would it say to improve workers' safety? A lot of accidents are caused by inappropriately installed safety markings, workers' lack of awareness of danger, etc... How do we solve these problems? We bring a Plug & Play mobile & connected solution that materializes hazardous areas and locates and alerts workers on site in real-time, when danger is close. KypSafe keeps you posted & safe! Based on micro-localization, it helps preventing accidents by locating workers and their proximity to hazardous areas. It is mobile, agile, autonomous and runs without GPS, Cellular or Wifi.

Photos





Selected Media Clips



Le CES offre une excellente opportunité de découverte des dernières tendances technologiques dans le monde. Le Directeur Général de l'ADIE Monsieur Cheikh Bakhourm et ses collaborateurs sont aussi allés à la rencontre de plusieurs structures et startups qui proposent des innovations pouvant intéresser l'Etat du Sénégal dans le cadre des projets exécutés par l'ADIE tels le Smart Sénégal ou le e-Gouvernement.

Les startups rencontrées proposent des solutions toutes aussi innovantes les unes que les autres. La startup Parkki offre une solution pour les « smart cities » avec le « smart parking for smart city ». Il s'agit d'une solution (capteurs, contrôleurs, plateforme de gestion) pouvant permettre aux conducteurs de détecter, via l'application mobile, les parkings libres ou occupés dans une aire géographique. Il permet également de localiser, pour les agents de l'Etat, les véhicules qui sont mal stationnés ou qui ne respectent pas les normes de circulation et de sécurité. Ces derniers peuvent par conséquent appliquer les sanctions idoines.

Toujours dans le cadre des « smart cities », des solutions pour une gestion efficiente de l'eau ont été présentées. « Robeau » qui est un débit mètre dédié à l'eau est doté d'un capteur qui permet d'économiser, rationaliser l'utilisation de l'eau. Le Blue Whale Company a, pour sa part, développé le « Spy Can Compact » ; un capteur intelligent qui est installé dans les canalisations afin de superviser le réseau d'eau, contrôler le passage de l'eau, gérer des fuites d'eau...

Des solutions pour une bonne gestion de la qualité de l'air sont également proposées. Avec des boîtes installées dans des vélos, voitures, immeubles etc, « Atmotrack » permet de contrôler la qualité de l'air et donner des informations qui seront exploitées par les structures étatiques pour apporter les mesures appropriées.

Certaines structures, à l'image de l'entreprise française Open Data Soft proposent la création de plateforme d'open data. Une solution qui serait intéressante dans le cadre du e-Gouvernement avec la possibilité via la plateforme, de mettre en ligne des informations publiques qui seraient destinées aux citoyens.

Après une première journée de visite au Sands Expo, la délégation de l'ADIE a prévu de se rendre durant la journée du mercredi 10 janvier, au Westgate dans le Las Vegas Convention Center pour rencontrer les grands acteurs dans les domaines de la Smart city, du Digital health etc. Le CES 2018 se déroule du 9 au 12 janvier à Las Vegas.

CES 2018 : l'ADIE à la découverte des dernières tendances technologiques

Par **Abdou TIMERA** - 11 janvier 2018 49 0



Ferloo.com La 51e édition du Consumer Electronic Show (CES) a débuté ce mardi 9 janvier 2018 à Las Vegas dans le Nevada aux USA. Cette première journée a été très enrichissante pour la délégation Sénégalaise qui participe pour la première fois à ce grand rendez-vous de l'écosystème technologique mondial. En effet, l'Agence De l'Informatique de l'Etat a pu recevoir dans le stand réservé aux startups et structures sénégalaises plusieurs visiteurs qui se sont intéressés aux activités de l'ADIE et aux différents projets qu'elle exécute pour le compte de l'Etat du Sénégal.

La startup ayant remporté le prix de l'Emergence à la première édition du concours eGovLAB Challenge est également bien présente au Salon mondial de l'Innovation. Monsieur Mamadou Diagne, porteur du projet I Citoyen s'est réjoui de sa participation à cet événement incontournable qui lui offre l'occasion de présenter son projet aux visiteurs et de rencontrer de potentiels partenaires.

Le CES offre une excellente opportunité de découverte des dernières tendances technologiques dans le monde. Le Directeur Général de l'ADIE Monsieur Cheikh Bakhoum et ses collaborateurs sont aussi allés à la rencontre de plusieurs structures et startups qui proposent des innovations pouvant intéresser l'Etat du Sénégal dans le cadre des projets exécutés par l'ADIE tels le Smart Sénégal ou le e-Gouvernement.

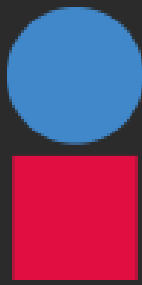
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**IMAGEN
RADIO**

Poniendo a México
en la misma sintonía

Technological trends at CES 2018

01/10/2018



Photo: @CES



MARCO GONSEN | **COLLABORATOR**

General Editor of Excelsior. Author of the Flash Memory column on digital culture. With more than 20 years of experience in the newspaper industry ...

Thanks to Mars, the language barrier has been overcome. I do not mean the planet Mars, as it is called in English, nor the singer Bruno, but some new wireless headphones that can translate from one language to another from ear to ear, without the intermediation of any other device. If you only speak Spanish and your speaker speaks Korean, you can hold a conversation, minimal for now, but that promises to be fluid in the future.

I met Mars last Sunday during the first media-oriented activity in more than 150 countries prior to the opening of CES 2018, the annual meeting that serves as a showcase for the new products that the industry will launch during the year, but also as the window where hundreds of developers and entrepreneurs make known the fruit of their talent and ingenuity, and whose passion and enthusiasm I can witness directly for the first time.

Deserving of one of the Awards for Innovation in 2018, Mars held one of CES Unveiled posts in one of the halls of Mandalay Bay, where he shared space with proposals that improve technologies that are already in vogue - virtual reality, augmented reality - with some genuinely utilitarian inventions, but which sound nice.

Among those who caught my attention is FoldiMate, a robot that in a matter of minutes doubles dozens of pieces of clothing. It could be said that it is the ideal partner of the washing machine, although the problem is that it occupies a similar space and its starting price (980 dollars from next year) anticipates problems for its commercialization.

With a more pleasing vocation, **Coravin presented the eleventh model of a wine opener that extracts the drink from the bottle without pulling the cork, which allows the remaining content to be kept for weeks or months without losing its properties**. The innovation is that it now connects with an app that suggests to the user what foods to accompany the wine.

Sommeliers should fear for their work, although perhaps not so much the beauty salons, as Henkel - German manufacturer of glues, cleaning products and cosmetics - promotes a technology to analyze the molecular structure of each person's hair in order to suggest the shampoo or dye that keeps it as healthy as possible.

Other examples could be mentioned in which the connection offers solutions of healthy life, like Streamlabs and Robeau , two monitors of water consumption : the first one analyzes how apt it is to drink and the second one helps the consumer to know what he is spending it on to raise awareness about your savings.

But, subject to observing other examples in the coming days, it seems to me that **Mars synthesizes a tendency in which it is hoped to supply with technology some deficiencies of skills or learning or cultural deficiencies.**

Sponsored by the Korean giant Naver, **Mars would be the ideal device to communicate to the thousands of people from all over the world who have met in Las Vegas and who speak to each other in notoriously uneven English .** I asked at the Mars stand how accurate the translation was and they told me that it is very similar to Google Translate, a tool that, although it is very comfortable, also makes a user not feel pressured to improve the domain of a second or third language.

On the same route to address pedagogical deficiencies is BrainCo, whose conference I attended last Monday, and has developed a headband that scans brain signals so that, in a traditional classroom, the teacher can monitor how much attention each student provides to improve it instantly.

Similar efforts will be directed to Artificial Intelligence and the use of millions of data that float scattered in the digital universe . That topic was addressed in his keynote speech by Intel CEO Brian Krzanich (who, by the way, did not refer to a recent scandal in which he is involved). Much of his presentation detailed how engineering sophistication will serve to improve refereeing decisions in football.

More useful are the proposals for intelligent automotive driving in which Ford, Samsung, Panasonic and Sony coincide, among others, to avoid bottlenecks and crashes . That is, to solve what human drivers are unable to do for themselves.

But the CES is just beginning and there is still much to see and tell.

Benoit Robeau est réparateur de smartphone à domicile



© Claudine Crenn / France 3 Champagne-Ardenne

Notre téléphone portable est devenu un outil indispensable, si bien qu'il est difficile de s'en passer. Lorsque l'écran est cassé ou la batterie à plat, on se sent parfois perdu. C'est là que l'on peut faire appel à Benoit Robeau, réparateur ambulant.

Ce jeune entrepreneur réparateur de smartphone se déplace et vous dépanne où que vous soyez dans la région de Troyes. 80% des prestations qu'il réalise concerne des écrans.

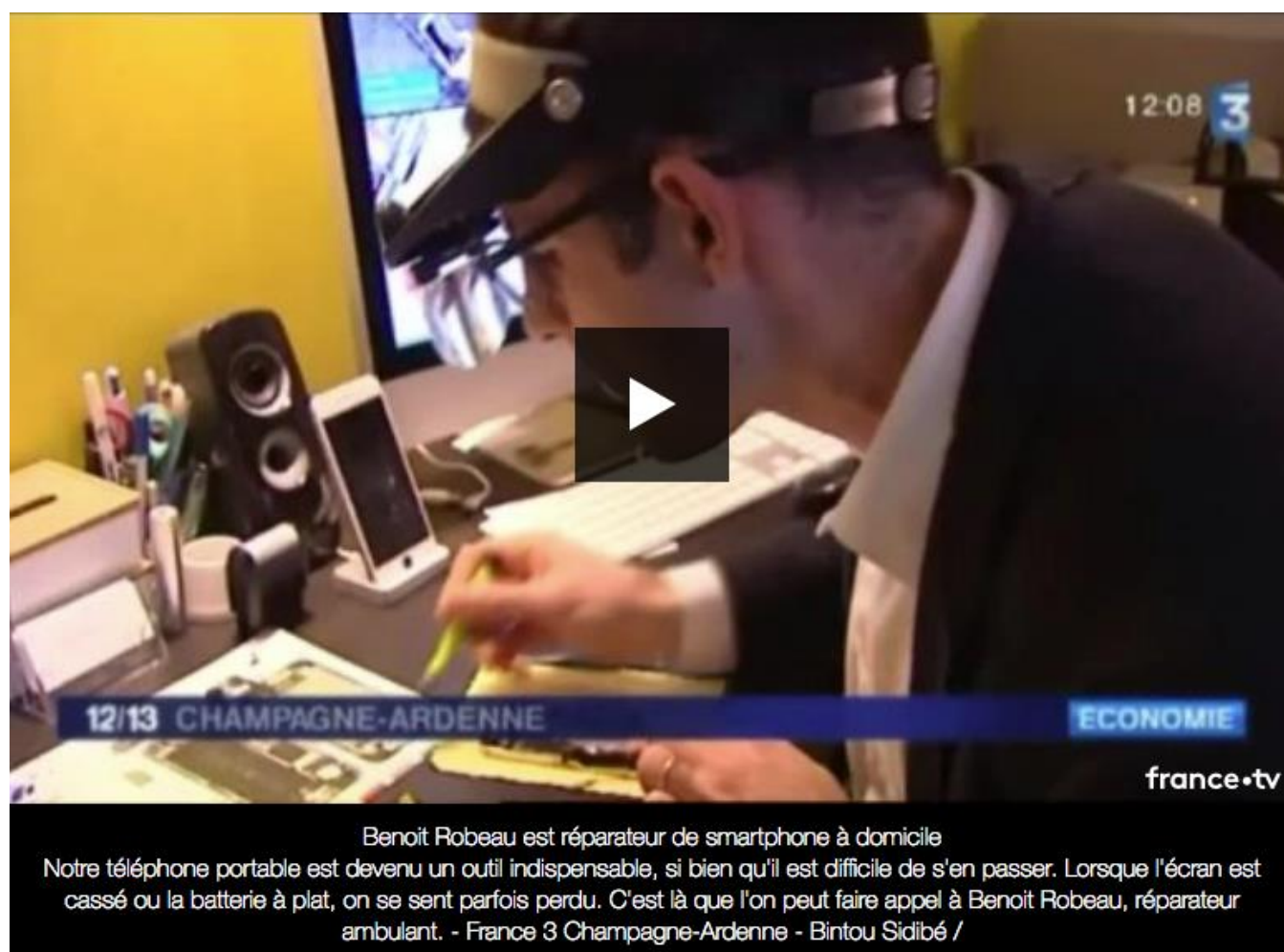


Lors de notre reportage, il se déplace dans une société de maçonnerie pour un employé dont le téléphone professionnel ne fonctionne plus. Cela fait à peine cinq mois que Benoit Robeau a lancé son entreprise. Ancien cadre dans les travaux public, il a suivi une formation auprès d'un réseau de réparateurs indépendants. Passionné de nouvelles technologies, le troyen surfe sur un marché en pleine expansion.



Service à la demande, réparation express, c'est ce qui fait le succès du jeune chef d'entreprise. Chaque opération prendra 30 à 45 minutes ou durant toute l'intervention, le client peut rester à son proximité de son appareil afin de garantir sur une certaine confidentialité des données. Il faudra compter 35 euros pour un changement de batterie par exemple.

Voir notre reportage





Dakaractu 

CES 2018 : l'ADIE à la découverte des dernières tendances technologiques

La 51e édition du Consumer Electronic Show (CES) a débuté ce mardi 9 janvier 2018 à Las Vegas dans le Nevada aux USA. Cette première journée a été très enrichissante pour la délégation Sénégalaise qui participe pour la première fois à ce grand rendez-vous de l'écosystème technologique mondial. En effet, l'Agence De l'Informatique de l'Etat a pu recevoir dans le stand réservé aux startups et structures sénégalaises plusieurs visiteurs qui se sont intéressés aux activités de l'ADIE et aux différents projets qu'elle exécute pour le compte de l'Etat du Sénégal.



La startup ayant remporté le prix de l'Emergence à la première édition du concours eGovLAB Challenge est également bien présente au Salon mondial de l'Innovation. Monsieur Mamadou Diagne, porteur du



projet I Citoyen s'est réjoui de sa participation à cet événement incontournable qui lui offre l'occasion de présenter son projet aux visiteurs et de rencontrer de potentiels partenaires.

Le CES offre une excellente opportunité de découverte des dernières tendances technologiques dans le monde. Le Directeur Général de l'ADIE Monsieur Cheikh Bakhoun et ses collaborateurs sont aussi allés à la rencontre de plusieurs structures et startups qui proposent des innovations pouvant intéresser l'Etat du Sénégal dans le cadre des projets exécutés par l'ADIE tels le Smart Sénégal ou le e-Gouvernement.

Les startups rencontrées proposent des solutions toutes aussi innovantes les unes que les autres. La startup Parkki offre une solution pour les « smart cities » avec le « smart parking for smart city ». Il s'agit d'une solution (capteurs, contrôleurs, plateforme de gestion) pouvant permettre aux conducteurs de détecter, via l'application mobile, les parkings libres ou occupés dans une aire géographique. Il permet également de localiser, pour les agents de l'Etat, les véhicules qui sont mal stationnés ou qui ne respectent pas les normes de circulation et de sécurité. Ces derniers peuvent par conséquent appliquer les sanctions idoines.

Toujours dans le cadre des « smart cities », des solutions pour une gestion efficace de l'eau ont été présentées. « Robeau » qui est un débit mètre dédié à l'eau est doté d'un capteur qui permet d'économiser, rationaliser l'utilisation de l'eau. Le Blue Whale Company a, pour sa part, développé le « Spy Can Compact » ; un capteur intelligent qui est installé dans les canalisations afin de superviser le réseau d'eau, contrôler le passage de l'eau, gérer des fuites d'eau...

Des solutions pour une bonne gestion de la qualité de l'air sont également proposées. Avec des boîtes installées dans des vélos, voitures, immeubles etc, « Atmotrack » permet de contrôler la qualité de l'air et donner des informations qui seront exploitées par les structures étatiques pour apporter les mesures appropriées.

Certaines structures, à l'image de l'entreprise française Open Data Soft proposent la création de plateforme d'open data. Une solution qui serait intéressante dans le cadre du e-Gouvernement avec la possibilité via la plateforme, de mettre en ligne des informations publiques qui seraient destinées aux citoyens.

Après une première journée de visite au Sands Expo, la délégation de l'ADIE s'est rendue durant la journée du mercredi 10 janvier, au Westgate dans le Las Vegas Convention Center pour rencontrer les grands acteurs dans les domaines de la Smart city, du Digital health etc. Le CES 2018 se déroule du 9 au 12 janvier à Las Vegas.

Tendencias

🕒 10 ENE, 2018

Unos audífonos inalámbricos que traducen una conversación a cualquier idioma o un robot que en minutos dobla decenas de piezas de ropa son mostrados en la mayor feria de tecnología de consumo del mundo, CES 2018



Memoria Flash

MARCO GONSEN

LAS VEGAS.

Gracias a Mars, la barrera del idioma ha quedado superada. No me refiero al planeta Marte, como se le llama en inglés, ni al cantante Bruno, sino a unos novedosos audífonos inalámbricos que pueden traducir de un idioma a otro de oído a oído, sin intermediación de algún otro dispositivo. Si usted sólo domina el español y su interlocutor habla coreano, podrá sostener una conversación, mínima por ahora, pero que promete ser fluida en el futuro.

Conocí a Mars el pasado domingo durante la primera actividad dirigida a medios de más de 150 países previa a la apertura del CES 2018, el encuentro anual que sirve de escaparate para los nuevos productos que lanzará la industria durante el año, pero también como la ventana donde cientos de desarrolladores y emprendedores dan a conocer el fruto de su talento e ingenio, y cuya pasión y entusiasmo pude atestiguar directamente por primera vez.

Merecedor de uno de los Premios a la Innovación en 2018, Mars ocupó uno de los puestos del CES Unveiled en uno de los salones del Mandalay Bay, donde compartió espacio con propuestas que mejoran tecnologías que ya están en boga –realidad virtual, realidad aumentada– con algunos inventos genuinamente utilitarios, pero que suenan simpáticos.

Entre los que me llamaron la atención está FoldiMate, un robot que en cuestión de minutos dobla decenas de piezas de ropa. Podría decirse que es el compañero ideal de la lavadora, aunque el problema es que ocupa un espacio similar y su precio de arranque (980 dólares a partir del próximo año) le anticipa problemas para su comercialización.

Con una vocación más placentera, Coravin presentó el undécimo modelo de un abridor de vino que extrae la bebida de la botella sin tirar del corcho, lo que permite conservar durante semanas o meses el contenido restante sin que pierda sus propiedades. La innovación consiste en que ahora se conecta con una app que sugiere al usuario con qué alimentos acompañar el vino.

Los sommeliers deberían temer por su chamba, aunque quizá no tanto los salones de belleza, pues Henkel –fabricante alemana de pegamentos, productos para limpieza y cosméticos– promueve una tecnología para analizar la estructura molecular del cabello de cada persona con el fin de sugerirle el champú o tinte que lo conserve lo más sano posible.

Podrían mencionarse otros ejemplos en los que la conexión ofrece soluciones de vida saludable, como Streamlabs y Robeau, dos monitores de consumo de agua: el primero analiza qué tan apta es para beber y el segundo le ayuda al consumidor a saber en qué la está gastando para concientizarlo sobre su ahorro.

Pero, a reserva de observar otros ejemplos en los próximos días, me parece que Mars sintetiza una tendencia en la que se aspira a suplir con tecnología algunas carencias de habilidades o deficiencias de aprendizaje o culturales.

Patrocinado por el gigante coreano Naver, Mars sería el dispositivo idóneo para comunicar a las miles de personas que de todas partes del mundo se han dado cita en Las Vegas y que hablan entre sí en un inglés notoriamente disparejo. Pregunté en el stand de Mars qué tan precisa era la traducción y me dijeron que es muy semejante a la de Google Translate, una herramienta que, si bien es muy cómoda, también hace que un usuario no se sienta presionado a mejorar el dominio de un segundo o tercer idioma.

En la misma ruta de atender carencias pedagógicas está BrainCo, a cuya conferencia asistí el pasado lunes, y que ha desarrollado una diadema que escanea señales cerebrales para que, en un salón de clases tradicional, el maestro pueda monitorear qué tanta atención le presta cada alumno para mejorarla al instante.

A esfuerzos similares estará dirigida la Inteligencia Artificial y el aprovechamiento de millones de datos que flotan dispersos en el universo digital. Ese tema fue tratado en su conferencia estelar por el CEO de Intel, Brian Krzanich (quien, por cierto, no hizo alusión a un reciente escándalo en el que está involucrado). Buena parte de su exposición detalló cómo la sofisticación ingenieril servirá para mejorar las decisiones arbitrales en el fútbol americano.

Más útiles parecen las propuestas de conducción automotriz inteligente en las que coinciden Ford, Samsung, Panasonic y Sony, entre otros, para evitar embotellamientos y choques. Es decir, para resolver lo que los conductores humanos son incapaces de hacer por sí mismos.

Pero el CES apenas comienza y aún queda mucho por ver y contar.

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Article Links

- <https://www.adie.sn/fr/1ère-journée-du-ces-2018-l'adie-à-la-découverte-des-dernières-tendances-technologiques>
- <http://www.tradefair.co.uk/documents/show-documents/CES2018/CESUKDirectory.pdf>
- <https://www.ferloo.com/ces-2018-ladie-a-la-decouverte-des-dernieres-tendances-technologiques/>
- http://www.youbuyfrance.com/medias/press/La_FRENCH_TECH_AT_CES_26_12_17_02_33.pdf
- <http://www.imagenradio.com.mx/las-tendencias-tecnologicas-en-el-ces-2018>
- <https://france3-regions.francetvinfo.fr/grand-est/aube/troyes/benoit-robeau-est-reparateur-de-smartphone-domicile-936529.html>
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