

If you're introducing or showcasing new or innovative products at



You need the help of a great PR team ...



Brotman | Winter | Fried

A Sage Communications Company

YOU NEED TO START WITH A GREAT PRODUCT

- Presumably, you've already got that ... which is why you're showcasing at CES in the first place.
- But that's only half the battle. At CES you need to be able to “work the system.”
- If your product is innovative and original, we know how to present that product in just the right way in order to capture the interest and attention of the media, analysts, award judges and the public.

At BWF, we understand how that system works.

GENERATING MEDIA COVERAGE AT THE SHOW

- More than 6,500 members of the media attend CES each year, equating to hundreds of thousands of media opportunities.
- To successfully impact this army of editors, producers, reporters and bloggers, you need a PR firm to:
 - Identify the media that's right for you.
 - Identify on-site opportunities designed to enhance exposure.
 - Begin the flow of information early – weeks prior to the shows.
 - Schedule interviews well in advance of the show.
- With dozens of trade shows under our belts, including CES, E3, SXSW and Comic-Con, Brotman | Winter | Fried (BWF) Communications know the ropes, and can help maximize your exposure.

WHAT BWF CAN DO FOR YOU

- We don't deploy a boilerplate approach. We create a highly-personalized campaign tailored specifically to the unique needs of your organization.
- Once we become familiar with your product or service, we will create – in short order – a special events and media communications program with which you are comfortable, that will successfully and effectively engage the media.

GETTING ATTENTION

- CES is much more than a trade show, it's a collection of events, parties, meetups and activities ... offering a plethora of opportunities designed to get companies who know how to "play the game" noticed.



- From media events and marketing outreach to special events creation, production and implementation, BWF knows how to get the most out of opportunities available at CES.

PUBLIC RELATIONS INITIATIVES

- Campaign Component Examples:

- Pre-Show

- Create a series of news releases and media kit materials.
 - Blast out releases nationally, followed by individual calls and story pitches to targeted media.
 - Create collaterals including information for on-site distribution.
 - Manage the information process and interface with the show press office.
 - Submit entries for potential awards.
 - Implement social media campaigns.

- At Show

- Connect you with appropriate events (i.e., news conferences, media showcase functions, activity sponsorships, live demos) to maximize product exposure.
 - Combine social media (i.e. Facebook, Twitter and YouTube) with traditional strategies (i.e. working the press room and distributing informational post cards) to drive media and show attendees to your events and booth.

NEED PROOF?

- The following slides shall document recent results we produced for BWF clients at CES.

miliboo.com

elmer

 **ThirdEye**

 **GameSir**

robeau[®]

trūMedic[®]
Products to Live Life Better[®]

smartbeings

SAMPLE NEWS RELEASES

Media Contacts:
Molly Ryner – 703-533-4837
mryner@aboutbwf.com
Oghene Oyiborhoro – 703-207-0958
ooyiborhoro@aboutbwf.com



ThirdEye's X1 Augmented Reality Smart Glasses™ to Debut at CES 2018

Backed by Military Expertise in Augmented Reality, ThirdEye Gen Now Offers its X1 Smart Glasses to Enterprises and Consumers

Princeton, New Jersey – November 21 – ThirdEye Gen, Inc. today announced they will exhibit their [X1 Smart Glasses](#), a powerful workplace Augmented Reality (AR) mobile computing device, at CES Las Vegas, January 9-12, 2018. With more than 20 years of Augmented Reality development expertise for the U.S. DoD, ThirdEye brings its state-of-the-art X1 Smart Glasses along with its [AR Software](#) to the enterprise, education and consumer spaces.

The New Jersey-based company leverages their defense expertise with this next-generation platform to develop, test and solve the most complex challenges faced across industries today using Augmented Reality. From industrial centers to universities and law enforcement, the X1 Smart Glasses feature a wide array of applications based on enterprise needs. ThirdEye's integrated hardware/software platform gives users a hands-free UI and the equivalent of a 90" HD Screen at 10 ft. along with replaceable batteries for a full work-day of power.

"Augmented Reality has the potential to bring a new era of interaction – whether by placing digital information into your field of view or connecting via IoT" said Nick Cherukuri, President at ThirdEye Gen. "Our integrated technologies make businesses more efficient and enhance today's realities."

ThirdEye's Enterprise Software enables users to see the point-of-view of another person with live audio and video communication and allows digital information to be placed directly in their field of view. For example, if a field worker needs help, a remote expert who could be thousands of miles away can use the ThirdEye app to communicate in real-time and send annotated AR data directly to the field worker. This platform comes as an integrated solution with the X1 Smart Glasses and has been ordered by enterprises, colleges and sports/media firms.

The company will showcase the X1 Smart Glasses at CES in Las Vegas from Tech East in South Hall, Booth #21733 at the Las Vegas Convention Center.

For additional information, please visit www.thirdeyegen.com or contact sales@thirdeyegen.com.

NOTE TO MEDIA

To arrange for interviews and/or private demonstrations of ThirdEye Gen's X1 Smart Glasses, please contact Molly Ryner at mryner@aboutbwf.com or 703-533-4837 or Oghene Oyiborhoro at ooyiborhoro@aboutbwf.com or 703-207-0958. For additional information, please visit contact sales@thirdeyegen.com or visit www.thirdeyegen.com.



Media Contacts:
Kat Cavano – 703-531-8255
kcavano@aboutbwf.com
Kerry Lynn Bohlen – 703-533-5556
kbohlen@aboutbwf.com

HOLD FOR RELEASE

SmartBeings' Partnering with Telecommunications Companies to Bring WooHoo into Homes Everywhere at a Low Cost.

San Francisco, CA, December 28 2017 – SmartBeings, Inc. the developers of WooHoo™, the market's first AI-based Digital home assistant, aims to revolutionize the face of AI with WooHoo. Featuring an interactive user experience and technologies that allow connectivity with other smart devices, WooHoo creates a truly connected home. SmartBeings will be demonstrating WooHoo at CES 2018 in Las Vegas.

WooHoo, a smart technology enabled AI device will completely change the way homes are connected that other smart-home devices have not yet tackled. WooHoo features both facial and voice recognition, a 360-degree rotating camera, and a full 7" screen that allows for more than just the usual music and weather commands you find in most other smart home assistants.

WooHoo promises to practically eliminate the issue of a slow smart home through two means; the use of a mesh networking chips like ZigBee and ZWave in the WooHoo device, and partnerships with telecommunications. The integration of a ZigBee and ZWave chip allows WooHoo to act as a complete IoT hub, automatically connecting with other IoT devices (more than 1500+ devices out of the box), such as light bulbs or thermostats, rather than needing to go via the Wi-Fi connection, thus solving any major latency issues.

The SmartBeings team is in talks with telecommunications companies to make it even easier to bring WooHoo's into each and every home. The partnerships would allow users to purchase WooHoo directly from the telecommunications company - much like a mobile phone - and pay a subscription fee monthly to use WooHoo via a 4G LTE connection. This not only frees up Wi-Fi, it extends WooHoo's capability to completely connect with the ability to make phone calls and send text messages directly from the device.

WooHoo will launch in Q2 2018 with Telco partners for distribution in the US, UK, Japan, Korea & Singapore. Voted by CRN as the Top 10 Most Innovative products to see at CES 2017, SmartBeings is looking to raise another round of funding to assist in their global expansion and upcoming product release as demand for WooHoo increases on a more international level. The SmartBeings team will be demonstrating the uses of WooHoo at CES 2018 in Las Vegas, NV, from January 9-12 at Eureka Park Marketplace Booth 51930.

For additional information, please visit www.smartbeings.com

NOTE TO MEDIA

To schedule an interview, CES booth visit or to receive more product information, please contact Kat Cavano at 703-531-8255 / kcavano@aboutbwf.com. For additional information on SmartBeings, please visit www.smartbeings.com.

SAMPLE NEWS RELEASES



Media Contacts:
Kat Cavano – 703-531-8255
kcavano@aboutbwf.com
Shoshana Cohen -- 240-575-8902
scohen@aboutbwf.com

HOLD FOR RELEASE

Miliboo's Revolutionary Smart Sofa Takes the Home Theatre Experience to a Whole New Level

French Furnishings Company to Unveil AI-Integrated Fully Connected Home Product at CES Las Vegas

New York, NY, January 2, 2018 – For the second consecutive year, a French home furnishings innovator will introduce a new, groundbreaking product at CES Las Vegas.

Miliboo's Smart Sofa offers a truly unique home theater experience. Thanks to its integrated touch screen, the world's first connected sofa has the ability to maximize the audio and video experience while watching sports, movies, television shows or streaming content. The Smart Sofa can also control all IoT connected objects within the home including lighting systems, alarms, heating, garage doors and more, offering users a truly personalized and unique smart home experience.

Miliboo will showcase this revolutionary new product at **CES 2018**, which takes place January 9-12 in Las Vegas. Miliboo will exhibit at **CES Unveiled** on Sunday, January 7, from 5:00 until 8:30 p.m. at the Mandalay Bay Hotel and throughout the show from the Eureka Park Marketplace in the Sands Expo Center from Booth #51247.



Winner of a CES innovation award last year for their revolutionary EKKO connected mirror, Miliboo continues to drive innovation by positioning itself as the ultimate brand for connected home furnishings.

Designed by Miliboo founder and president Guillaume Lachenal, the connected sofa allows the user to enjoy a full 4D sensory experience for the first time from the comfort of home. 3D images burst from the screen, and the sofa shakes along with sounds for a truly immersive experience. With vibrant interactive seating, built-in speakers, sound amplifiers and integrated under-lighting, Miliboo's connected sofa creates a completely cinematic experience unlike anything before.

Integrated into the armrest is everything one would need while enjoying an evening at home in front of the TV. A wireless device charging station ensures your phone never runs low on power; a universal remote control and an all encompassing touch screen permits user control for the entire home while providing access to designated online streaming platforms and complete control over a smart TV set.

"Our hopes for this smart sofa is that it will simplify the everyday lives of its users of all ages and make the connected home an accessible reality for all," said Lachenal

Fueling his craving for challenge and innovation, Lachenal has brought this passion to his furniture brand, which has flourished under his guidance since 2007. Over the past decade, Miliboo has staked its claim as an industry pioneer by digitalizing its sales outlets while opening Milibootiks in Paris and Lyon where it has adapted to the new furniture revolution by offering customers a more personalized and connected shopping experience. Miliboo has further disrupted the furniture market with its full range of connected products including the EKKO intelligent mirror which provides access to multimedia content and the connected desk which includes a wireless charging station.

The Smart Sofa Launch at CES Las Vegas 2018

Visit Miliboo at:

=> CES Unveiled, Sunday, January 7, 5:00 – 8:30 p.m.
Mandalay Bay, Shorelines Exhibit Hall

=> CES, Tuesday, January 9 through Friday, January 12
Sands Expo Center Eureka Park Marketplace
Hall G, Booth #51247

This leading brand in connected furniture will also present their new king-sized version of its EKKO smart mirror.

ABOUT MILIBOO:

Founded in 2007, the Miliboo brand is now one of the key players in the design and sale of contemporary furniture online. The brand designs furniture and accessories with nearly 2,500 different items sold exclusively on the Miliboo website. Miliboo is based in Annecy, France and is present in eight European countries: France, Italy, Germany, United Kingdom, Spain, Switzerland, Belgium and Luxembourg. Miliboo has also launched an online furniture creation space, which offers 100% customizable furniture that can be sold and shipped to the customer within 24 hours. In October 2014, the brand opened its first connected store, the "Milibootik" at 100 Rue de Réaumur, Paris.

PROMOTIONAL POSTCARDS

By smartbeings®

WOOHOO™

THE FACE OF AI


	Artificial Intelligence		Voice Assistant
	Face Recognition		Smart Hub (WIFI BLE Zigbee Zwave)
	HD Camera & Motion Detection		Cellular Connectivity With 4G LTE
	Speakers By JBL Harman		Battery, USB, HDMI, Ethernet, SD Card




By smartbeings®

WOOHOO™


THE FACE OF AI



52% 12:30



Dylan Stone
San Francisco, CA



Visit / Follow us

AT CES UNVEILED
Sunday, January 7th
5:00-8:30 p.m. "
Mandalay Bay,
Shorelines Exhibit Hall

ON THE CES SHOW FLOOR
Booth is located in the
Sands Expo Center Hall G,
Booth #51930 in Eureka Park

ONSITE MEDIA CONTACTS
Kat Cavano
kcavano@aboutbwf.com
732-610-9991
Steve Winter
swinter@aboutbwf.com
202-468-8100

ONLINE
info@smartbeings.com
www.smartbeings.com

PROMOTIONAL POSTCARDS



truMedic
Live Life. Better.®

Experience our full line of stress and pain-relieving products, onsite at CES from truMedic®

Online At: www.truMedic.com



www.thirdeyegen.com



VISIT ThirdEye at CES

At CES Unveiled January 7, 2018
5 - 8:30 p.m.
Shorelines Exhibit Hall, Mandalay Bay

On the CES Show Floor January 9 - 12, 2018
Las Vegas Convention Center
Augmented Reality Marketplace
South Hall 1 - Booth #21735

Download the virtual media kit:
bwfcespr.com/thirdeye

Nick Cherukuri
President, ThirdEye Inc.
301-233-7006
nick@thirdeyegen.com

Onsite CES Media Contacts:
Molly Ryner: 301-233-7006
Oghene Oyiborhoro: 516-581-2361
Steve Winter: 202-468-8100

Relax and unwind with these products and more on the show floor!



IS-2000 Neck/Back Massager



IS-4000 Foot Massager



IS-5000 Lower Back Massager



Visit truMedic® at CES

At CES Unveiled
Sunday, January 7
5:00-8:30 p.m.
Mandalay Bay, Shorelines Exhibit Hall

On the CES Show Floor
Tues-Fri, January 9-12
Las Vegas Convention Center
South Hall #1 - Booth #20248

Download Our Press Kit
www.bwfcespr.com/trumedic

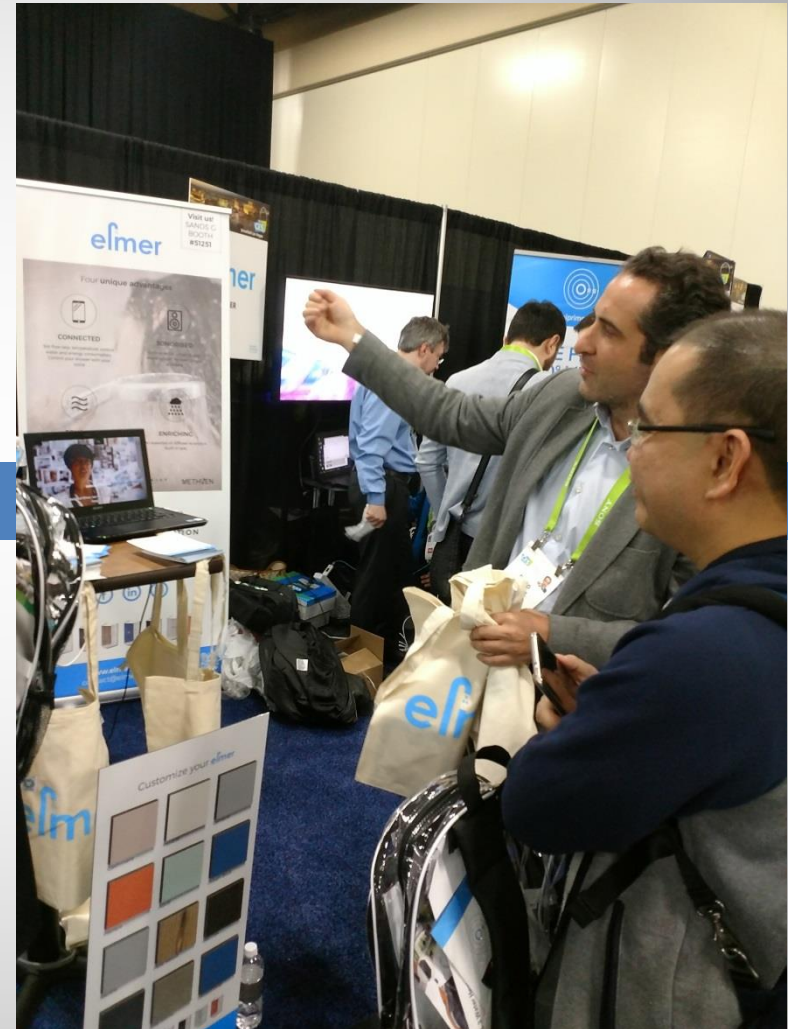
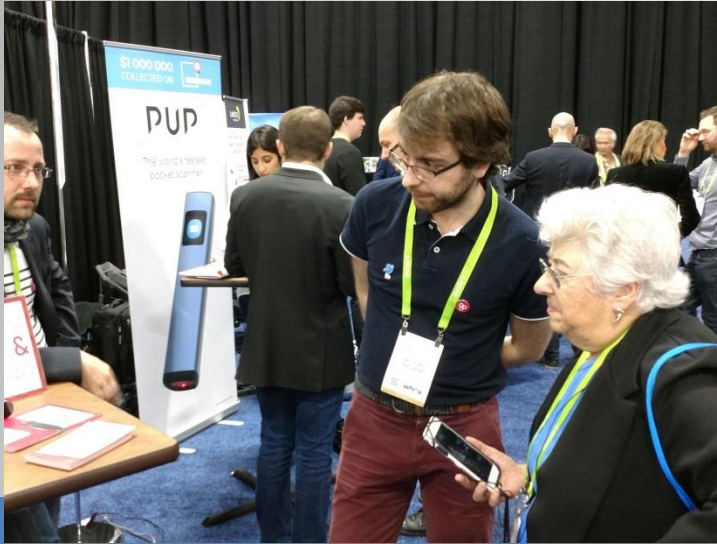
Schedule a time to interview us:
Kerry Lynn Bohan
703-533-4823
kbohen@aboutbwf.com

Onsite Media Contact:
Kat Cavano
732-610-9991

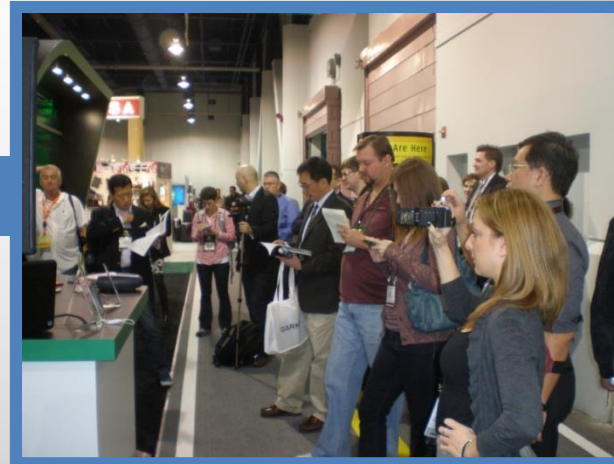
SPEAKING OPPORTUNITIES



BOOTH TRAFFIC



SPECIAL EVENTS



SAMPLE MEDIA HITS: ELMER

c|net CES

SMART HOME

Elmer's smart shower has surround sound and Alexa, too

You can control this shower's temp with an app and rock out while you get clean.

BY ANDREW GEBHART / JANUARY 7, 2018 8:25 PM PST



Elmer

If you've been itching to bring your stereo into your shower, good news: Elmer's smart shower has a solution that won't electrocute you. The Elmer Smart Shower plays your music in surround sound while you bathe. You can also control it with voice commands through Alexa. To top things off, it'll even spray essential oils on you if you want for a more fragrant clean.

After getting started in France, Elmer is bringing its smart shower to the rest of Europe and the US soon, and it's showing off the premium shower's features at CES in Vegas. This shower isn't a retrofit solution. If you're interested, expect a remodel, and expect to pay between \$1,500 and \$3,000 depending on the size of your bathroom and the model you want.

As you'd expect from a smart shower, you can control Elmer with an app. Set the temp remotely, and even monitor and control the flow and pressure of the water. Moen's smart shower does a lot of the same tricks. Like Moen, you'll be able to control Elmer through an Alexa skill. Alexa is Amazon's digital assistant made popular by the Amazon Echo smart speaker. If you have an Echo device, you'll be able to turn on your shower with a voice command.

The higher-end models come with an essential oil diffuser. It'll actually spray the oils out the main showerhead as you bathe for a spa-like experience.

Beyond the typical smart shower, Elmer has speakers built in that use the panels of the shower to diffuse the sound. The shower has Bluetooth so you can play your own music from a nearby phone.

Elmer's certainly going after a luxurious showering experience. We're seeing more and more smart bathroom equipment at CES, but Elmer's entertainment value helps it stand out.

SAMPLE MEDIA HITS: MILIBOO

FurnitureToday 40th Anniversary



Smart homes getting smarter at CES

Mary Bunnell, January 12, 2018

LAS VEGAS – Double-decker washing machines talk to smartphones; range hoods live-stream video; and sofas wirelessly charge smartphones and control TVs.

The innovations unveiled here at the 2018 Consumer Electronics Show this week are destined for tomorrow's smart homes.

Billed as the world's first smart sofa, the Miliboo houses an 8-inch touchscreen in one arm that uses 5-G WiFi and Bluetooth to function as a universal remote, streaming music and connecting to televisions. Through your Internet service provider, it can talk to Alexa, Amazon's voice assistant and control your smart devices. A wireless port built into the left arm charges smartphones; speakers and lights built into the base offer ambience options. The Miliboo comes in four sizes, from an



The Miliboo sofa houses TV and internet control in one arm and a wireless smartphone charging station in the other (the stitched rectangle with lightning bolt).

armchair, \$2,490, to a 5-seater corner sofa, \$4,290.

The LG Signature line of appliances includes a 3.7-cubic-foot washer/dryer combination for \$3,299. The touchscreen controls offer wash cycles, temperature controls and drying cycles. It tells your smartphone when you're low on detergent or your laundry is ready. It also can sit atop the 0.8-cubic-foot mini washer, \$699.

GE's Family Hub uses a 400-CFM ventilation fan as the mount for a 27-inch touchscreen tablet that coordinates a home's smart appliances and security system and houses two cameras for live-streaming video and FaceTiming.

Available later this year, the MSRP is \$600 to \$700.

SAMPLE MEDIA HITS: SNAIL GAMES

SLASHGEAR REVIEWS COLUMNS FEATURES TEGRA HUBS

Snail Games shows off Obox, W3D gaming devices at CES 2015

Jan 4, 2015

Tweet 21 Like 99



Nate Swanner

Pinching a bit of naming energy from the console kingpin, Obox has their Android gaming box on display at CES this week. Released by Snail Games, the Obox has some pretty devastating specs for an Android gaming device, and their controller is nothing to scoff at. With a top-end Tegra K1, you know the Obox can handle any game you toss at it. Snail Games is also rolling out their W3D gaming smartphone; a fresh take on mobile gaming for Android fans.

The Obox is as close to console as an Android gaming box can get right now, with that monster SoC and a full 4GB RAM. You can also opt for up to 4TB storage. Three HDMI outputs are around back, coupled with LAN as well as USB 2.0 and 3.0. The Obox is also WiFi capable.

Snail's W3D mobile gaming device is a fairly new concept for 3D handheld gaming. The device has physical controls for a stronger gaming experience, and has an eye-tracking, glass-free 3D experience. Snail also claims it has a longer battery life than you might expect, but we've yet to test it out, so we won't hold our breath.

Slash Gear

TC Got a tip? Let us know.

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INTERNATIONAL CES 2015 Live from Las Vegas, TechCrunch is obsessively covering all the gadget, hardware and startup news from CES 2015.

CES 2015

January 6 - 9, 2015 | Las Vegas Convention Center, Las Vegas, NV

Event Home Video

The OBox Is A Console's Take On Android Gaming

Posted Jan 4, 2015 by Alex Wilhelm (@alex)

875 SHARES



At CES this year, Snail, a Chinese gaming company, demoed a new console it is working to release early this year called the OBox. The device is essentially a modular — their word — computer that runs Android games.

I tinkered with the thing earlier today when it was attached to a large television, playing games in 3D. Snail declined to detail the price of the device, which was reasonable given that it will sell the device in various forms, and thus, presumably, price points.

Facebook Acquires Witai To Help Its...

Tech Crunch

AND WE UNDERSTAND THE GENRE!

As active consumers, accomplished publicists and as journalists who cover the consumer electronics industry, here at BWF, we understand the industry, its nuances, its hot buttons and the media that covers it.

Through our history of working with such clients as ThirdEyeGen, Smart Beings, Snail Games, Miliboo, Aviene, Rollkers, HeartMath, Bethesda Softworks, Rockchip and others, we understand what it takes to get media interested in a particular aspect of the business; expertise that translates to the promotion of corporate entities and their brands, product applications, accessories and other elements.

It's expertise driven by passion ... a passion we deliver to our clients.

AND WE CAN DO IT FOR YOU!

To learn how Brotman | Winter | Fried can produce similar results for your company, please contact:

Steve Winter

swinter@aboutbwf.com

202-468-8100



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