

Consumer
Technology
Association™



JANUARY 9-12, 2018 | LAS VEGAS, NEVADA

WOOHOO



Brotman | Winter | Fried
A Sage Communications Company

Campaign Overview

With the world's first fully AI-embedded, interactive solution to orchestrating multiple smart devices set to hit the market in Q2 2018, Silicon Valley-based SmartBeings once again looked to CES to provide an unparalleled forum through which to create a broad-based public awareness and media relations campaign designed to herald the upcoming release of their product WooHoo. For the second consecutive year, they engaged the services of Brotman|Winter|Fried Communications (BWF) to facilitate those activities.

With Digital Assistants literally running rampant – as virtually everybody from small independents to the major players (i.e. Amazon and Google) are seemingly entering the market – SmartBeings needed to do something to stand out from the crowd.

Playing upon the fact that the WooHoo was really and truly set to deliver – bolstered by their partnership with audio giant Harman Industries – BWF packaged and told the SmartBeings story in a manner that truly drew the attention of the news media.

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 IoT, remote accessibility, safety/security and connected home. This list was culled from CES media attendees plus BWF's own proprietary list of contacts and BWF distributed several news releases and one informational post card to everybody on 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 SmartBeings exhibited at CES Unveiled Las Vegas, a high-profile media showcase event which took place at the Mandalay Bay. All night long, the SmartBeings 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 Geek News, Engadget, CNET, Digital Trends and Twice, among others. On Tuesday morning, BWF secured a spot on the Fox Business National Morning News, which required SmartBeings personnel to be onsite at the Convention Center in the early hours of the morning but the payoff was product exposure in millions of households nationwide. BWF also arranged for SmartBeings to participate in the Tuesday evening Silicon Valley PitchFest at Harrah's where Chief Digital and Marketing Officer Joe Santos presented to a room full of potential investors.

At the show itself, BWF arranged for the SmartBeings team to participate in a handful of onsite media interviews while members of the press continuously stopped by the company's booth in the Eureka Park. 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**

SmartBeings/WooHoo

CES 2018 Innovation Award Honoree, Silicon Valley-based SmartBeings has developed the world's first AI-embedded, interactive and affordable solution to orchestrating multiple smart devices: WooHoo. Featuring a 360 degree camera, full video integration and intuitive, Nvidia AI Chip, smart power plug and easy-to-use software, WooHoo enables users to manage all connected home devices from any location with setup in under 60 seconds! The language processor enables WooHoo to understand the user, as if you were talking to another person. Through the product's AI interactive smart home hub, facial recognition and voice control, smart living is now both easy and affordable.

News Releases



Media Contacts:
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HOLD FOR RELEASE
Embargoed until Thurs., Nov. 9, 2017 - 3 p.m.

SmartBeings Honored with Two CES Innovation Awards In the Smart Home and Accessible Tech Categories

Official Announcement Delivered at CTA Trends/Market Research Presentation and News Conference, Thursday, November 9 at Metropolitan Pavilion in NYC

San Francisco, CA, November 9, 2017 – [SmartBeings, Inc.](#), developers of WooHoo, the world's first AI-based interactive and affordable smart home AI assistant designed to simplify smart living, was honored this evening with two prestigious CES Innovation Awards when the Consumer Technology Association (CTA) ushered in the official launch of "CES Season" with their CTA Trends/Market Research Presentation and News Conference in New York City.

Hosted in conjunction with CES Unveiled, the Innovation Awards program honors outstanding design and engineering in cutting edge consumer electronics products across 28 separate categories. A CES Innovation Award winner last year for the introduction of their groundbreaking product, SmartBeings was presented with award honors in two categories this year for Smart Home and Accessible Technology.

"Earning not one but two CES Innovation Awards is a wonderful testament to what the industry recognizes as a product poised to change the face of smart home technology," said SmartBeings Chief Digital and Marketing Officer Joe Santos. "And being honored two years in a row validates the significant growth and development to our product since last year's initial WooHoo introduction.

"Without question, we're now ready to launch."

Set for its global release in Q1 next year, WooHoo is the world's most advanced AI-powered digital assistant that brings a whole new experience of connected lifestyle, caregiving and entertainment to audiences ranging from individuals and families to business enterprises. WooHoo is designed to be an interactive and intuitive Home Assistant, promising to bring a new level of user experience that has never before been seen in Smart Home devices.

“While WooHoo has dozens of viable applications, it is particularly valuable as a tool through which families can care for both elderly parents and children through an interactive and intuitive interface,” said SmartBeings Co-Founder & Chief Strategy Officer Himanshu Kaul. “Through such features as gesture control, motion-and-fall detection, a smart camera with facial recognition, NLP- based voice commands, and audio-video conferencing, every home and office can now connect and control every device through our Artificial Intelligence Platform and mobile app.”

According to Kaul, WooHoo is also the world’s first digital assistant with in-device AI to facilitate user operational preferences and a 4G LTE network to make emergency calls, arrange for in-house tele-consulting to stay connected with families.

WooHoo will launch in Q1 and with discussions currently underway with Telco & Partners to launch WooHoo in the US, UK, Japan, Korea and Singapore. Voted by CRN as one of the Top 10 Most Innovative products to see at CES this year, 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.



For additional information, please visit www.smartbeings.com.

NOTE TO MEDIA

To arrange for interviews and/or private demonstrations of SmartBeings' WooHoo product, please contact **Steve Winter** at swinter@aboutbwf.com or 202-468-8100 or **Kerry Lynn Bohem** at kbohem@aboutbwf.com or 703-533-4823. For additional information, please visit www.smartbeings.com



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FOR IMMEDIATE RELEASE

Dual CES Innovation Award Winner In Smart Home and Accessible Tech Categories Announces Product Launch in Five Countries

Silicon Valley IoT Company SmartBeings To Exhibit at GetGeeked San Francisco

San Francisco, CA, November 13, 2017 – [SmartBeings, Inc.](http://SmartBeings.com), developers of WooHoo, the world's first AI-based interactive and affordable smart home AI assistant designed to simplify smart living, will showcase their highly-acclaimed new product at GetGeeked San Francisco which opens tomorrow in the City and continues through Wednesday evening.

A two-day event designed to showcase emerging technology companies to the media, analysts, YouTubers, bloggers and other influencers, GetGeeked San Francisco begins with Media Events Tuesday from 6:00 until 9:00 p.m and Wednesday from 11:00 a.m. until 1:00 p.m. The event concludes with an Influencer/Enthusiast Showcase event hosted by CNET, Wednesday evening from 6:00 until 9:00 p.m. All activities will take place at the Terra Gallery, located at 511 Harrison Street.

Set for its global release early next year, WooHoo is the world's most advanced AI-powered digital assistant that brings a whole new experience of connected lifestyle, caregiving and entertainment to audiences ranging from individuals and families to business enterprises. WooHoo is designed to be an interactive and intuitive Home Assistant, promising to bring a new level of user experience that has never before been seen in Smart Home devices.

SmartBeings will unveil its market-ready product at CES 2018 in Las Vegas early next year. Just last week, the company was honored with two prestigious CES Innovation Awards at the Consumer Technology Association Trends/Market Research Presentation and News Conference in New York City. The CES Innovation Awards program honors outstanding design and engineering in cutting edge consumer electronics products across 28 separate categories. A CES Innovation Award winner last year for the introduction of their groundbreaking product,



SmartBeings was presented with award honors in two categories this year for Smart Home and Accessible Technology.

“Earning not one but two CES Innovation Awards is a wonderful testament to what the industry recognizes as a product poised to change the face of smart home technology,” said SmartBeings Chief Digital and Marketing Officer Joe Santos. “And being honored two years in a row validates the significant growth and development to our product since last year’s initial WooHoo introduction.

“Without question, we’re now ready to launch.”

According to SmartBeings Co-Founder & Chief Strategy Officer Himanshu Kaul, the WooHoo is particularly valuable as a tool through which families can care for both elderly parents and children through an interactive and intuitive interface. “Thanks to such features as gesture control, motion-and-fall detection, a smart camera with facial recognition, NLP- based voice commands, and audio-video conferencing, every home and office can now connect and control every device through our Artificial Intelligence Platform and mobile app,” Kaul said. “WooHoo is also the world’s first digital assistant with in-device AI to facilitate user operational preferences and a 4G LTE network to make emergency calls, arrange for in-house tele-consulting to stay connected with families.”

WooHoo will launch in Q1 and with discussions currently underway with Telco & Partners to launch WooHoo in the US, UK, Japan, Korea and Singapore. Voted by CRN as one of the Top 10 Most Innovative products to see at CES this year, 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.

For additional information, please visit www.smartbeings.com.

NOTE TO MEDIA

To arrange for interviews and/or private demonstrations of SmartBeings’ WooHoo product, please contact **Steve Winter** at swinter@aboutbwf.com or 202-468-8100 or **Kerry Lynn Bohan** at kbohen@aboutbwf.com or 703-533-4823. For additional information, please visit www.smartbeings.com



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HOLD FOR RELEASE

SmartBeings' WooHoo™ Device Revolutionizing In-Home Care for Seniors and Children

San Francisco, CA, December 19, 2017 – SmartBeings, Inc, the developers of WooHoo™, the market's first AI-based smart home assistant, is aiming to revolutionize the in-home caretaking of seniors and children. WooHoo, an in-home AI-powered solution features an interactive interface and advanced technologies that allow for connectivity with in-home electronic devices.

In designing the WooHoo, SmartBeings has revolutionized the technology for improving quality of life for children, children with disabilities, and seniors living at home. WooHoo is the world's first digital assistant with in-device AI to facilitate user operational preferences and a 4G LTE network to make emergency calls, arrange for in-house tele-consulting with medical practitioners or to stay connected with families.

The WooHoo notably features motion detection, a smart camera with facial recognition, NLP (Natural Language Processing) based voice commands, and more. With built-in air quality sensors and an IoT Device Hub, WooHoo connects to all household devices and can be controlled through WooHoo's AI platform and companion mobile app, making it an all-encompassing in-home hub. With customizable features and powerful artificial intelligence, WooHoo is positioned to become the new market standard for in-home smart devices.

"While WooHoo has dozens of viable applications, it is particularly valuable as a tool through which families can care for both elderly family members and children through an interactive and intuitive interface," said SmartBeings Co-Founder & Chief Strategy Officer Himanshu Kaul.

"Through such features as motion-and-fall detection, a smart camera with facial recognition, NLP-based voice commands, and audio-video conferencing, every home and office can now connect and control every device through our Artificial Intelligence Platform and mobile app."

WooHoo will launch in Q1 2018, with Telco partners to launch WooHoo in the US, UK, Japan, Korea and Singapore. SmartBeings is also looking to raise another round of funding to assist in their global expansion and upcoming product release as demand for WooHoo increases on an international level. **Voted by CRN as the Top 10 Most Innovative products to see at CES this year, SmartBeings will be exhibiting and demonstrating WooHoo at the Eureka Park Marketplace at CES 2018 in 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.



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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.



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FOR IMMEDIATE RELEASE

CES 2018: SmartBeings Announces Partnership with HARMAN on WooHoo Digital Home Assistant with JBL Audio

Set for Q1 Global Release, Silicon Valley IoT Company Unveiled Their Revolutionary Product at CES 2018

San Francisco, CA, January , 25, 2018 – [SmartBeings, Inc.](#), announced their partnership with [Harman International Industries](#), to provide both the audio engineering and speaker design for WooHoo™, the world’s first AI-based interactive, affordable smart home assistant at the Consumer Electronics Show in Las Vegas, Nevada.

The widely recognized global leader in connected technologies with deep audio heritage, HARMAN developed a high quality JBL audio system for SmartBeings’ WooHoo digital assistant. This has set WooHoo apart from the smart home devices by giving users the ultimate level of sound and clarity regardless of whether the device is transmitting streaming video, music, podcasts, phone calls or responses to voice commands.

“Without question, clean, crisp audio is a critical part of the Woohoo user experience,” said SmartBeings’ Chief Digital and Marketing Officer Joseph Santos. “By partnering with a company as highly-regarded as HARMAN, WooHoo is poised to completely disrupt the IoT/smart homes genre relative to the audio quality of smart home devices.”

For HARMAN, their involvement serves to substantiate what industry experts and analysts see as a product certain to change the face of the digital home assistance category. “SmartBeings has taken an innovative and unique approach to home connectivity,” said Dave Rogers, HARMAN’s President of Lifestyle Audio SBU. “We are extremely excited to partner with Smartbeings to offer high quality JBL audio in the WooHoo digital assistant.”

Set for a worldwide launch in Q1 2018, SmartBeings debuted WooHoo at CES 2018 in Las Vegas to much excitement and acclaim, taking home two CES innovation Awards in the Smart Home and Accessible Tech Categories. The digital assistant features both facial and voice recognition, a 360-degree rotating camera, and a full 7-inch screen that allows for more than just the usual commands found in most other smart home assistants.

About SmartBeings

CES 2018 Innovation Award Honoree, Silicon Valley-based SmartBeings has developed the world's first AI-embedded, interactive and affordable solution to orchestrating multiple smart devices: WooHoo. Featuring a 360 degree camera, full video integration and intuitive, Nvidia AI Chip, smart power plug and easy-to-use software, WooHoo enables users to manage all connected home devices from any location with setup in under 60 seconds! The language processor enables WooHoo to understand the user, as if you were talking to another person. Through the product's AI interactive smart home hub, facial recognition and voice control, smart living is now both easy and affordable. For additional information on SmartBeings, please visit www.smartbeings.com.

NOTE TO MEDIA

Please visit SmartBeings at Booth #51930 in the Sands Expo Center or at CES Unveiled at the Mandalay Bay Hotel on Sunday afternoon, January 7. To arrange for interviews and/or private demonstrations of SmartBeings' WooHoo product, please contact **Kat Cavano** at kcavano@aboutbwf.com or 703-531-8255 or **Kerry Lynn Bohlen** at kbohen@aboutbwf.com or 703-533-4823. For additional information, please visit www.smartbeings.com.

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Face Recognition



Smart Hub (WiFi BLE Zigbee Zwave)



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Cellular Connectivity With 4G LTE



Speakers By JBL Harman



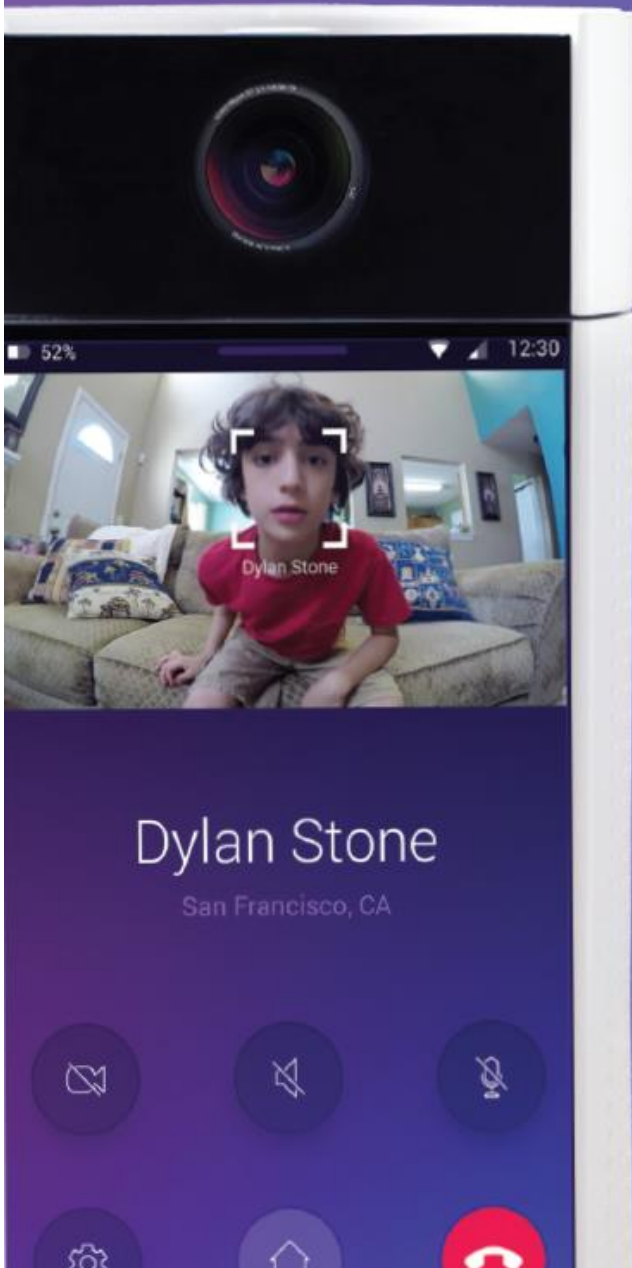
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AT CES UNVEILED

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

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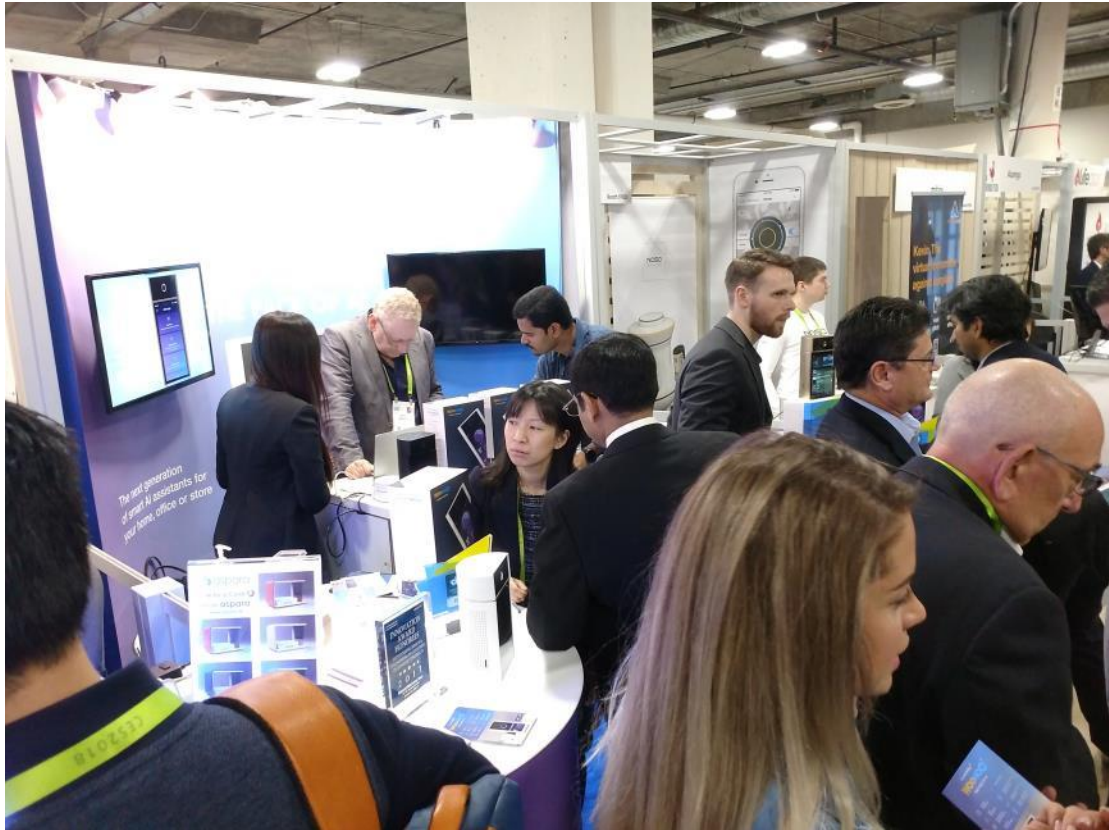
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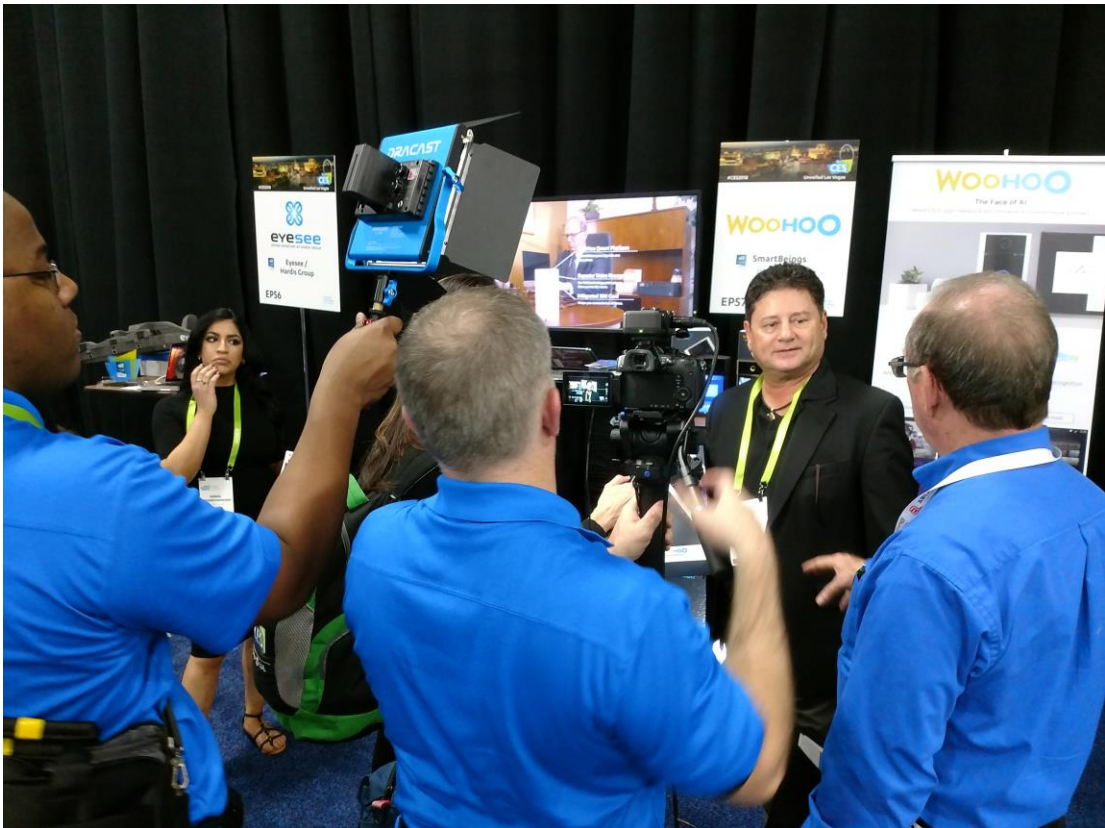
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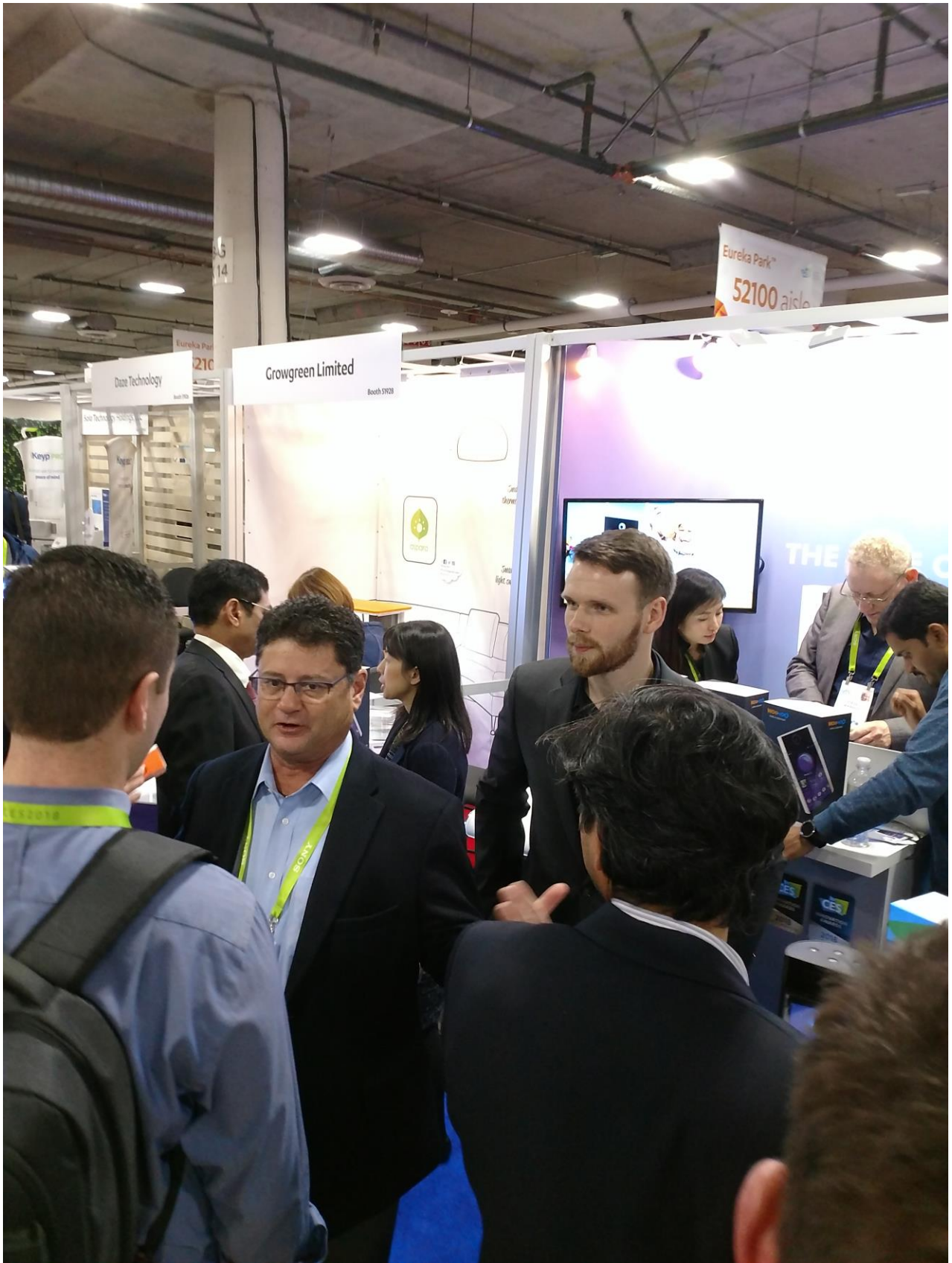
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Partner Dinner



Fox News

**National
Feature**

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Mobile Uploads

1 of 6

INTRODUCING

WOOHOOTM

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Woohoo: A Smart AI Assistant From Smartbeings At CES 2018



by [Dave Graveline](#) January 12, 2018, 11:15 am 0



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Himanshu Kaul, Smartbeings

Dave talks to Himanshu Kaul, CEO of [SmartBeings](#) about their AI smart assistant, Woohoo

Tagged with: [CES 2018 Hour 2](#) [Himanshu Kaul](#) [Smarbeings](#) [Woohoo](#)



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CES 2018: SmartBeings' WooHoo Set For Launch

Digital assistant geared toward elder, child care

TWICE STAFF · DEC 1, 2017



SmartBeings is showcasing WooHoo [at CES 2018](#), an AI-powered digital assistant.

Set for its global release in Q1 2018, WooHoo is positioned as “a tool through which families can care for both elderly parents and children through an interactive and intuitive interface,” said SmartBeings co-founder and chief strategy officer Himanshu Kaul. “Through such features as gesture control, motion-and-fall detection, a smart camera with facial recognition, NLP-based voice commands, and audio/video conferencing, every home and office can now connect and control every device through our Artificial Intelligence Platform and mobile app.”

According to Kaul, WooHoo's in-device AI facilitates user operational preferences and a 4G LTE network to make emergency calls and arrange for in-house tele-consulting to stay connected with families.

SmartBeings is looking to raise another round of funding to assist in its global expansion and upcoming product release as demand for WooHoo increases on an international level. Availability and pricing will be announced at the show.

WooHoo was awarded two CES Innovation Awards in the Smart Home and Accessible Technology category.

The company can be found at booth 51930.

TAGS - SMARTBEINGS · CES 2018

BY TWICE STAFF



CES 2018: 10 New Smart Home & IoT Devices + Their Prospects for Success

CES 2018 Innovation Awards include usual smart-home winners like Nest, Ring and Arlo, but also interesting newbies boasting AI, security, home automation, lighting control and more. Will they make it?

SmartBeings reps didn't offer any confirmed smart home partnerships at [CES](#), and the device itself is still very much a prototype. That's understandable -- it's still being crowdfunded on [Kickstarter](#). But I'm still worried. Face recognition is a tough technology to get right, as is voice recognition, and so is voice assistance generally.

WooHoo from SmartBeings does EVERYTHING!

Their Words

Designed in Silicon Valley using the latest technology, WooHoo brings you and your family a whole new experience in the connected lifestyle. Easy to use and affordable, WooHoo turns every home into a smart home.

WooHoo speaks the language of your smart devices as well as yours, yes 18 languages.

My Words

The IoT world went gaga over this product at CES 2017. I saw it then, and I see it now, as just another home automation hub that tries to be all things to all people, and in the process becomes a little silly -- ZigBee, Z-Wave, BLE, Lutron Clear Connect radio, 4G LTE slot, Amazon Alexa, HD camera that rotates 360 degrees (why?) with facial recognition, and of course the obligatory "artificial intelligence." SmartBeings calls WooHoo "the world's first AI based interactive and affordable Smart Home Hub and Platform."

Launched on [Kickstarter](#) in Dec. 2016, WooHoo raised a modest \$54,000. It was scheduled to retail for \$89 plus \$108/year for the Platform Subscription Service. The included "personal concierge" service provides a "live video assistant" available 24/7 for tech support, emergency (911) services, or if you "simply cannot decide which dress to wear to a party."

Do I want it? Not really? I would be doubtful the start-up could deliver. Also, the touchscreen on the unit is flush against the front, meaning you probably have to pick it up to use it. **Will it make it?** Doubtful. It was an interesting novelty at CES 2017 in January, but now there are umpteen similar products with native Alexa, most notably the Amazon Echo Show, which does not demand a monthly fee. By the way, it has an angled screen so you can view it and use it from a countertop location. At this point, there does not seem to be a way to buy or preorder a product.

[SmartBeings](#)

CES 2018 Booth: TW, Sands, Level 1, Booth #5193

Innovations No size Matters Most important CES Conferences: Addressing niche needs Getting into startup innovation Key options

2018-01-12 07:08:49 Source: Science and Technology Daily - China Science and Technology Network Author: Liu Haiying Feng Weidong



PYOUR Audio headphones reporter Liu Haiying photo

The newspaper correspondent in the United States Liu Haiying Feng Weidong

The rapid development of Internet of Things and artificial intelligence technologies has enabled more intelligent technology products to enter our life. While each year's CES attracts new attention from multinational corporations, more and more start-ups are becoming the newcomer to the show and their innovations add more vitality to CES. This year, nearly a thousand start-ups from over 40 countries around the world came to Las Vegas, and their new products, while not leading the trend of technological development, really meet the needs of various consumers. Some of these seemingly small but very warm and innovative products, impressive.

Feeding artifact and sleep assistant: let your baby eat well sleep soundly

For many first-time parents, feeding their babies can be a daunting task. BlueSmart mia, a smart product from BlueSmart, a startup in California, could be a big help. This smart feeding device is just a small silicone sleeve that fits over a bottle, but with components such as timers, temperature sensors, motion sensors, voice recognition processors and built-in WiFi to help parents Record and understand your baby's feeding anytime, anywhere. With it, young parents no longer have to worry about missing the feeding time, too cold or too hot milk.

Not only should the baby eat well, but also sleep well, so parents will be assured. Do not worry, the Netherlands Hugsy company's products will come to help you. The company developed a series of sleep aids - baby sleeping blanket and heart rate sensor, allowing the baby to feel the unique smell of parents and heartbeat, as in his arms. This intimate care, will make your baby sleep soundly.

Smart Home Aide: Relieve your worries

If you have old and new at home, you will not be sure to go out: the elderly mothers can never fall, weak father made a heart attack? WooHoo, the new smart home assistant released by SmartBeings Inc. of California, USA, can help you to save your worries. This smart home assistant, similar to Amazon Echo or Google Home, incorporates facial recognition technology based on voice recognition interactivity and smart home control with a 360 ° panoramic camera and air quality sensor to connect all your home devices, And through the AI platform and supporting software control, not only to keep in touch with their families, but also for emergency calls, arrange medical consultation within the room. There is a WooHoo at home, I believe will make you feel relieved a lot.

Walking suitcase: fly with you thousands of miles

Have you ever dreamed of having a robotic assistant to help deal with the many everyday things in life? Travelmate Robotics from Silicon Valley company CES released the latest "walking suitcase" to make this concept into reality. It combines a robot with a suitcase in the crowd to follow the owner of free shuttle, take the initiative to avoid obstacles, the fastest "walking" speed of 10 kilometers per hour. Travelmate is not just a suitcase, but also can be used as a safety robot in the room to visit, but also when a doctor assistant to monitor the health situation, described as a real essential travel home. Smart Technology Co., Ltd. from Beijing also launched the CX-1 Traveling Suitcase, which is driven by a four-wheel (caster wheel) with fast and smooth "driving" and battery life of up to 4 hours. Both suitcases use removable batteries and will be your flight companion when the United States is about to launch a new suitcase for smart luggage that prohibits the use of non-removable batteries.

Adaptive headphones: to make people with hearing loss better enjoy the music

For the hearing impaired people enjoy the joy of music became a luxury. The innovations of the Dutch startup Absolute Audio Labs bring a new musical experience to those users. The PYOUR Audio headphone, developed by the company, adjusts volume based on the user's hearing ability, allowing the user to better enjoy music by programming and controlling the headset with the smartphone software. All they have to do is test their hearing accurately with the software and the software will automatically calculate the volume that best suits their hearing and program it into the headset. In addition, the user can accurately read through the software currently listening volume (in decibels), set the maximum volume level, in case the volume is too large to damage hearing.

Innovation is the theme of the times. There are many innovations but they are ubiquitous. The above products are just a few of the small waves in the sea of CES2018's many innovative products. However, they represent a trend of innovation in the consumer electronics industry today. They are user-centered, keep up with niche demand and constantly look for potential markets. Although it is not yet possible to say that these start-ups have succeeded, they have taken a crucial first step. I believe these can make users feel warm products, there will be a good market prospects.

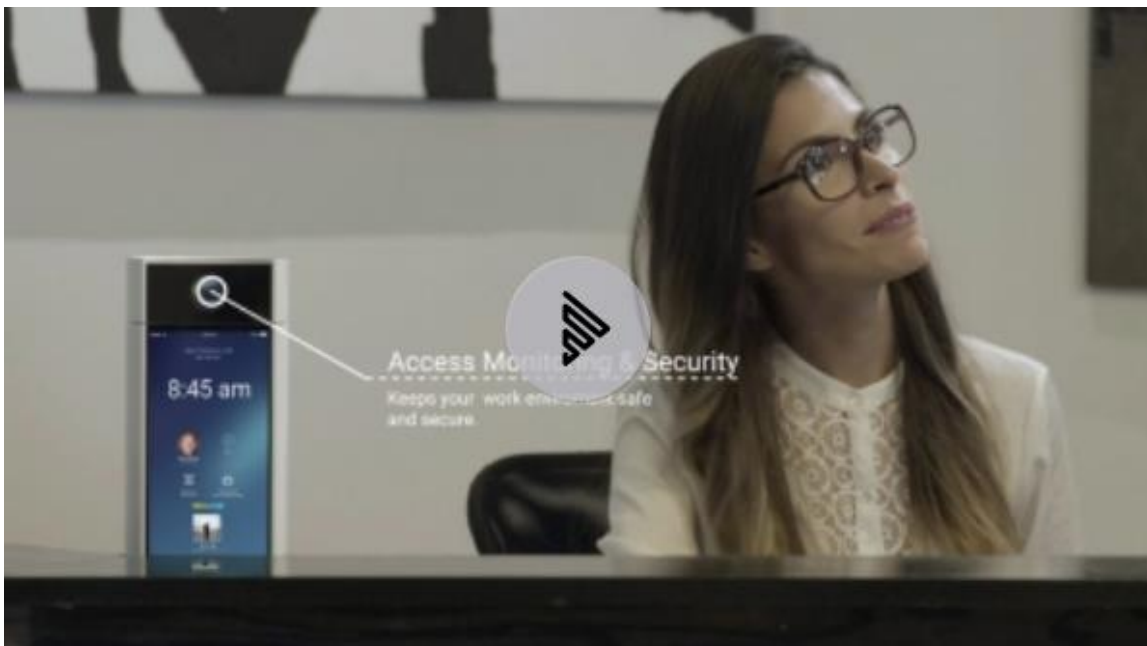


WooHoo, el asistente inteligente para interiores.

Daniel García 22 de Enero, 2018 Actualidad

WooHoo el asistente con Inteligencia Artificial ideal para el hogar y la oficina.

- [Battery Belt: Un cinturón que carga tu smartphone](#)
- [Petrics, la cama inteligente para tu mascota.](#)



WooHoo, el innovador dispositivo con Inteligencia Artificial ideal para el hogar.

WooHoo, es un asistente con Inteligencia Artificial casero el cual te permite **controlar todos los dispositivos inteligentes** (Smart TV, Cafetera, Aire Acondicionado, Alarma de Seguridad, etc...) desde su plataforma online.



WooHoo cuenta con una **cámara 360° y reconocimiento facial**, con la cual puedes monitorear con mayor facilidad tu hogar gracias al monitoreo remoto que existe con tu smartphone.

Con ayuda del reconocimiento facial permite realizar llamadas tradicionales o videollamadas, además de contar con un asistente de voz que activa las aplicaciones con solo nombrarlas.

WooHoo cuenta con una **batería recargable, un puerto HDMI, puerto Ethernet, WiFi y una ranura para tarjeta SD.**

Conoce más de **WooHoo** en Twitter:



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Digital Home
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SmartBeings, Inc.

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WooHoo™ is at [#CES2018](#) today until Jan 12th! Come see the award-winning SmartBeings Team in Eureka Park, booth #51930 to learn so much more about The Face Of AI™ !
[#HeyWooHoo](#) [#TheFaceOfAI](#) [#SmartBeings](#) [#Smarthub](#)
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14:00 - 9 ene. 2018

♡ 2 👤 Ver los otros Tweets de SmartBeings, Inc.

Cécile Dejoux (CNAM): «Comment l'internet des objets transforme le management, l'exemple du CES de Las Vegas»

Cécile Dejoux · 12 janvier 2018 à 12h45

Cécile Dejoux est Professeur des universités au Cnam et à l'ESCP Europe, Directrice du Learning Lab Human Change du Cnam, Créatrice du MOOC « Manager augmenté par l'IA ? » sur Fun-Mooc



Cécile Dejoux © Sandrine Villain

Il est important d'aller au cœur des usages pour savoir ce dont on a besoin dans notre nouvelle civilisation à l'ère du numérique et de l'Intelligence artificielle. C'est pourquoi avec le Learning Lab Human Change du Cnam, Isabelle Galy et grâce à notre partenaire Julhiet Sterwen, nous sommes allées au CES de Las Vegas, cette année, pour enquêter sur les innovations et leurs impacts potentiels sur le management et les managers. Avant tout, il faut bien intégrer l'idée **que le CES** est un salon des objets. En d'autres termes, c'est une vitrine des innovations produites présentées par des grands groupes et des start ups de tous les secteurs d'activités et de tous les pays. Cette année, nous avons identifié trois tendances de fond selon notre prisme : comprendre le futur du travail, du management et du *learning*.

-Une accélération dans l'automatisation des tâches qui concerne tous les domaines à l'exemple de l'assistant domotique (Google Home) ou -plus spécifique - la machine à laver qui se programme en autonomie grâce des capteurs sur des étiquettes de vêtements (LG), la machine qui plie le linge (FoldiMate), l'automatisation de la mise à jour des présentation powerpoint (Bizzpeek), la transcription automatique des conversations (EnjoyUp)...

-Des automatisations de la relation humaine : alors que de nombreux spécialistes pensaient que, face à l'automatisation, les nouveaux métiers humains seraient liés au coaching et au développement personnel, on voit clairement apparaître une concurrence : une vague de fond avec des « objets intelligents de solution coach » à l'instar de Pocket Confidant qui dialogue avec vous comme un coach en management, ou Wiidii, un assistant personnel pour la vie quotidienne en entreprise sans oublier Buddy, le robot sympathique qui interagit avec vous.

-L'émergence d'une « économie de la précaution » ou la promesse d'un bien-être par les objets connectés au sens de *care* (les casques qui détectent le niveau de stress et l'apaisent avec de la musique, Melomind) avec un développement massif de technologie d'assistance aux seniors (Aladin.io ou la lampe antichute, **Cutti le robot** accompagnant qui fait faire du sport ou permet de visiter un musée)

Tout est fait pour sécuriser, encadrer, voire réduire les risques de toute sorte mais cela a un coût : la réduction de la vie privée. Derrière le discours sur la prise en compte de la sécurité (au double sens sécurité des objets et des personnes), de plus en plus d'objets intrusifs observent tout instant de notre vie (WooHoo, une caméra qui vous surveille pour vous protéger, Somfy et la maison connectée). Le discours des entreprises est de « changer le monde » pas d'accroître la liberté individuelle. On entre dans l'ère de la protection par le tracking.

Nos vidéos : Salon de l'agriculture: quand les politiques se font chahuter



Ce tracking est accepté dans l'approche américaine à partir du moment où l'entreprise garantit une sécurisation élevée des objets à la différence de l'approche européenne soucieuse de maintenir un fort niveau de protection de la vie privée au niveau des datas. Cette opposition de valeurs a été soulignée par les start-up françaises qui ont interpellé le secrétaire d'État délégué au numérique Mounir Mahjoubi lors de la soirée de l'Eurotech et de la Frenchtech le 10 janvier car la réglementation européenne sur les données personnelles les contraint.

Ainsi, la question des objets et des accès aux données personnelles va directement influencer le type de **management** qui pourra être déployé dans les entreprises. Par exemple, des solutions existent pour connaître le moral des collaborateurs (GreenMe associée à la solution de Mederic Malakoff), la personnalisation de l'efficacité (Tallyos, la pointeuse nomade personnel qui permet de gérer les collaborateurs en déplacement). Autrement dit en observant l'évolution des objets, on peut émettre des hypothèses sur les tendances managériales de demain (ce que nous avons développé dans le MOOC « Manager augmenté par L'IA » sur Fun Mooc).

Nous pensons que demain le management sera à la fois encore plus individualisé (grâce à la connaissance de chacun à partir de données contextuelles, personnelles et collectives collectées par les objets connectés) et plus collective (pour retrouver une confiance dans l'organisation qui doit respecter un principe de base d'équité, question qui avant ne se posait qu'entre les hommes et qui demain se posera avec les hommes et les machines). Le manager n'aura pas à opposer l'individuel et le collectif car ces deux notions deviendront indissociables dans ce nouveau monde.

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