



# PRESS KIT

## Consumer Electronics Show 2023 Las Vegas January 5-8, 2023

Eureka Park Hall - G Stand 60200

Las Vegas Convention Center West Hall - Stand 5400

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# I – FOREWORD

Didier Boulogne,  
Chief Operating Officer  
(Export Division)  
at Business France



## Ten years at the CES in Las Vegas!

The Consumer Electronics Show (CES) in Las Vegas has become the unmissable start-of-the-year event for French startups. Business France and 10 French regions are joining forces to offer CES visitors a broad and unified representation of French technology companies under the “French Tech” banner. By joining forces, the aim is to increase and clarify the visibility of the “France image” among foreign buyers.

The new year 2023 also marks the 10th anniversary that “La French Tech” has been attending the CES. In just a decade, the French tech ecosystem has grown and structured itself to the point that it has become a driving force in the economy.

Business France has played a major role in this transformation by supporting more than 1,800 startups internationally since 2014. Innovation “made in France” is now recognized worldwide and attracts buyers, key accounts and international investors alike.

In 10 years, “La French Tech” has become a major player in the show, which has seen the emergence of all the breakthrough innovations in the sector for more than 50 years and sets future technological trends each year.

In 2023, French innovation will once again occupy the top ranks. With more than 170 French startups at Eureka Park, 16 French businesses in the smart and autonomous vehicle sector at the Las Vegas Convention Center and 30 startups in a “Learning Expedition” format, France will once again be the leading European delegation at CES 2023 and the world’s second-leading player for the number of startups after the United States.

The 2023 edition, the theme of which is “Tech for a Better Tomorrow”, will place more emphasis on certain categories, such as technologies for healthcare, well-being, the environment and responsible consumption. This is an opportunity to take a different look at the future of tech. We are convinced that technological innovation must work for the common good and the solutions offered by the “La French Tech” and the “Made in France” brands have their place in this dynamic.

# II – FRANCE, AN ECOSYSTEM SUPPORTING INNOVATION

The tech ecosystem in France is growing and becoming a major player in technology. Whether it's in terms of volume or the size of investments, the number of startups, unicorns, scale-ups, jobs created and economic weight or impact, in areas such as DeepTech, GreenTech, HealthTech or AgriTech, one conclusion is clear: French Tech is at the forefront of change.

## 1- Innovation and intellectual property

A recognized place in the international rankings on innovation and intellectual property: France continues to progress and is on the way to joining the top 10 of the world innovation index. This progress reflects the national desire to encourage innovation.

## 2- Extensive financial support for startups and scale-ups

Innovation is an essential lever to support competitiveness. France is committed through a large number of schemes to support innovative businesses and is the leading OECD country in terms of public funding and tax incentives for business R&D. Some €15 billion worth of "France 2030" credits are being earmarked for "emerging players".

## 3- Strong growth in fundraising by French startups

With €11.7 billion in investment funds raised in 2021, the 2022 results look promising, despite the upheavals in the global economy. Over the first six months of the year, fundraising – €8.4 billion – was up 63% compared with the first half of 2021.

## 4- Innovative programs to grow world tech champions

A solid institutional ecosystem: "La French Tech" initiatives, Next40/FT120, Green 20, French Tech Central, Tremplin, N40, Green20, Health20, Agri20, DeepNum20.

## 5- Schemes to attract talent

In collaboration with "La French Tech", Business France has set up a single gateway to facilitate the installation of international talent in France, with a view to integrating one of the "La French Tech" startups, with the creation of a [Welcome to La French Tech Desk](#).

**20,000**  
startups

**29**  
unicorns

## III – STARTUPS, LEADING ON THE INTERNATIONAL STAGE

Whether it's in artificial intelligence, healthcare, cybersecurity, agri-food or cryptocurrencies, French startups have never moved so far on the international stage. This breeding ground for startups will clearly spearhead our international operations.

The 120 most promising startups alone are expected to account for 14% of the growth of French exports by 2025<sup>1</sup>.

Today, some 67% of startups have international operations during their first year of existence (compared with around thirty years for traditional businesses). They generate 31% of their revenues abroad<sup>2</sup>.

<sup>1</sup> Source: Roland Berger consulting firm

<sup>2</sup> Source: EY /France Digitale

## IV – BUSINESS FRANCE, SUPPORT TO INCREASE YOUR INTERNATIONAL PROFILE

Export begins in France: Business France advisers are assigned to the regions with the 13 French Tech Capitals to integrate the international dimension as closely as possible to the creation of startups.

As a founding member of "La French Tech" and in charge of its international outreach, Business France has set up a range of programs for startups in 30 countries to meet their needs at every stage of their development:

**More than 30 programs dedicated to startups and scale-ups**, to meet their needs at every moment of their life..

**+1,800 startups supported** via acceleration programs, including 30 from the NEXT 40.

**90% of startups** that have taken part in Business France programs recommend the agency as an international development partner.

**€18 billion raised** by startups in six years, despite 2020 being impacted by the Covid-19 crisis.

**600+** investors involved.

A rich international network of more than **105 Tech experts** based abroad.

**50+** physical and digital international promotional events.

A presence within the world's largest startup campus, Station F, in the heart of Paris.

# V – MORE THAN 200 FRENCH TECH AND FRENCH FAB STARTUPS ACROSS TWO PAVILIONS

French businesses present at CES 2023 in Las Vegas, one of the world's largest exhibitions for new technologies, will once again be one of the main delegations. **Nearly 200 startups will present their latest innovations to the more than 175,000 visitors expected.**

The CES, which welcomes **4,500 businesses from 160 countries**, will once more be an opportunity for France to show the strength of its commitment to innovation and startups. France will once again be the leading European delegation at CES 2023 this year and the second in the world in terms of the number of startups after the United States.

**Some 170 French startups** will be gathered at CES in Eureka Park under the "La French Tech" and "Choose France" banners. **Sixteen French businesses** from the intelligent and autonomous vehicle sector at the Las Vegas Convention Center will be present at the Automobile Pavilion, under the banner of "La French Fab" and "Choose France" as well. In addition, Business France, the national agency for the international development of the French economy, supports **around thirty startups in a "Learning Expedition" format.**

The France Pavilion at CES, which brings together all the exhibiting French regions, is an example of the success of Team France Export."

**Didier Boulogne, Chief Operating Officer (Export Division) at Business France**

## Team France Export: the regions at the heart of the system

Business France also made a special effort this year to bring together the many startups supported by the French regions. The federation of regions intervenes within the framework of the foreign trade strategy. This aims to create, for the sake of efficiency, a "Team France Export", both on a national and a regional level.

The "Team France Export" unites public key players working towards the international development of French businesses and private key players providing solutions. The shared aim is to offer SMEs and mid-size companies a readable, efficient and suitable system. As such, "Team France Export" brings together a continuum of solutions, from preparation to international projection: from the French regions, in which there are "one-stop export windows" to foreign markets, where a "Team France Export single correspondent" directs SMEs towards solutions that meet their needs.

At CES 2023, **Business France has brought together 10 French regions** - Auvergne-Rhône-Alpes, Provence-Alpes-Côte d'Azur, Occitanie, Nouvelle Aquitaine, Ile de France/Paris region, Hauts de France, Grand Est, Pays de la Loire, Normandy and Brittany - at a common pavilion under the "La French Tech" red rooster.

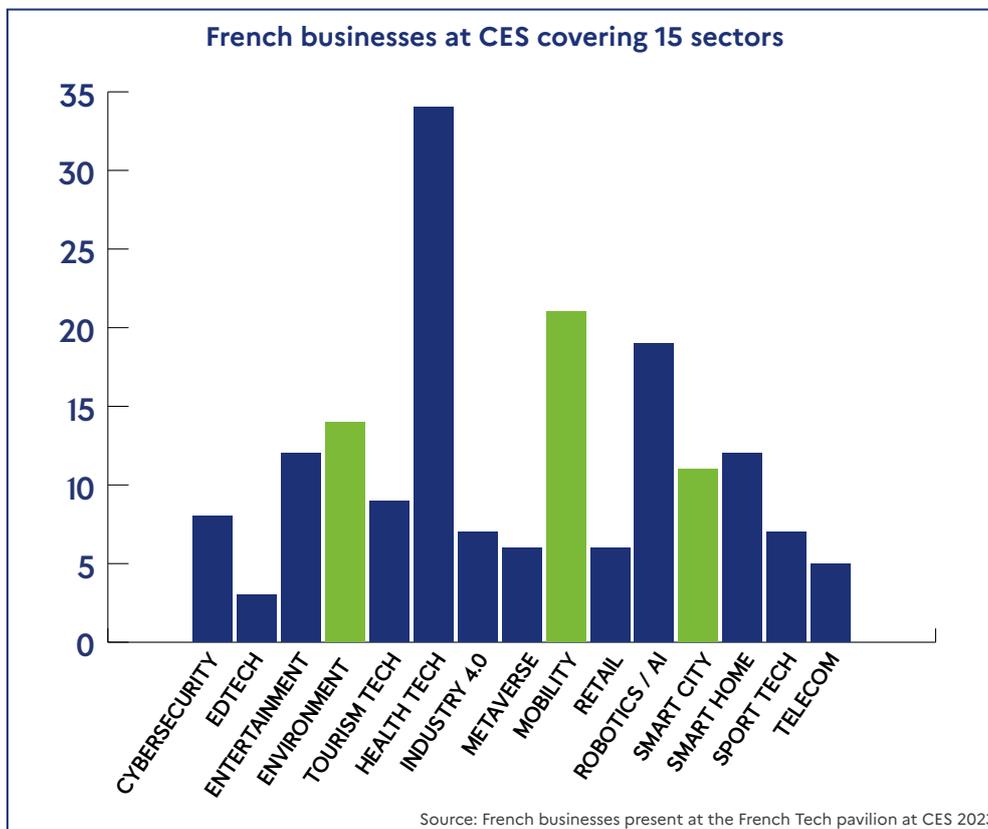


## The France Pavilion at Eureka Park – Hall G stand 60200

The France Pavilion delegation at Eureka Park reflects the diversity of French startups, both regional and sectoral, with 10 regional spaces and 15 different sectors represented, as well as its innovative strength, with a significant representation of businesses from artificial intelligence and robotics.

Greentech is the leading sector represented at CES, with 46 businesses, including mobility and Smart City startups. Health Tech is also well represented, with 34 businesses.

The delegation also gives pride of place to the sectors of Entertainment, Smart Home, Sport Tech and Cybersecurity, with a new sector being represented this year: Tourism Tech.



## Focus on GreenTech and HealthTech

**GreenTech is the leading sector represented at CES, with 46 businesses, including mobility and Smart City startups.**

France identified 1,800 GreenTechs in 2021, in areas of intervention such as new energies, the environment, green chemistry and biosourced materials, agriculture and agri-food, clean mobility and sustainable construction.

- Their revenues amounted to more than €3 billion in 2021.
- France is the fourth GreenTech ecosystem in Europe, after Sweden, Germany and the United Kingdom.
- GreenTech startups already represent 15% of the Next40 and 12% of the French Tech 120.
- Favorable regulatory environment (European Green Deal and “France 2030” investment plan).

These “green” businesses stimulate the French economy throughout the territory – 70% of them are located outside the Ile de France/Paris region – with more than 60,000 direct jobs created.

Source: Bpifrance

**HealthTech** bring together BioTechs, manufacturers of medical devices and specialists in digital healthcare and diagnostics. There are 37 businesses in the sector.

Made up of startups mainly resulting from public research, the French HealthTech sector is dynamic, diversified and structured.

- More than 2,000 French HealthTech businesses, including 750 BioTechs, 1,100 MedTechs and 200 e-health groups.
- More than 60 biotechnology business creations per year.
- Strong growth in the number of e-health businesses in the biotechnology, medical devices and digital sectors.
- A growing share of mid-size companies.

**An internationally focused sector, with the United States and Europe as the main markets.**

France plays a particularly active role on the international scene, with one in five startups having a subsidiary abroad (and even one in two when the business is more than 10 years old).

After the United States, which is the undisputed leader in the sector, France stands at the forefront, alongside Germany, to export its HealthTech solutions.

- One-third of partnerships are conducted with foreign players.
- Research teams and European businesses are among the leading partners of French businesses.
- The United States tops the rankings.

Source : France Biotech

## 21 startups selected by Business France at Eureka Park

Among the 170 “La French Tech” businesses, Business France and an expert jury\* have selected **15 startups from 100 applications** to exhibit their innovations. Startups had to meet three criteria: their products have to be innovative, they have to be able to make the most of a presence at the CES and have the potential for commercial success.

In addition, **Business France is supporting six other more mature startups**: Daan Tech, Y-brush, Talkr.ai, Keymo, Blabs and Vivoka.

### The 15 Business France startups selected through competition:

#### **ATTITUD**

##### **Entertainment**

Earsport is a wireless open-ear headphones for all sport applications. Its open-ear design, available in two sizes, made with soft-touch materials, provides optimum comfort over time and listening in complete safety, while remaining connected to your environment. AirDC® technology provides unique sound quality, with a very natural sound.

#### **BUGALI**

##### **Edtech**

Bugali aims to change practices and uses in the children’s industry. To do so, we drew on “made in France” technology that offers children an immersive and interactive experience, with the book at its heart. Bugali is the first screenless console that brings touch and sound to books for children aged one to seven years old..

#### **CLARK HOME BY LIFEAZ**

##### **HealthTech**

The first defibrillator for individuals that can be used by anyone.

- Automatic: it decides the treatment to deliver and guides you step by step.
- Connected: maintenance is simplified, guaranteeing an always functional device.
- Light and discrete: it can be installed everywhere and carried during travels.
- French: it is designed in Paris and produced in Normandy.

#### **DELMONICOS**

##### **Mobility**

Delmonicos makes the world of e-mobility easy, offering each electrical vehicle driver the possibility to “plug and charge” without any fear and with full price transparency. The promise is to improve the user experience, by placing roaming, cybersecurity and scalability at the heart of a disruptive solution.

#### **ECOMESURE**

##### **Smart City**

Ecomesure will introduce generation two of its air quality monitoring devices at CES 2023, with an all-new, more compact, connected and powerful design that raises awareness and encourages action.

#### **EMBODME**

##### **Entertainment**

Super Iris is an infrared vision sensor that enable 3D touchless and multitouch interaction on a high-definition OLED screen. Our patented technology reinvents the way people connect with smart displays and amplifies customer engagement by redefining the interactive wall experience. This interactive kiosk is the perfect solution for the digital signage market, enabling a new touch-free solution in the public space.

**I-VIRTUAL**  
**HealthTech**

Our first product, Caducy, measures vital signs by selfie in a simple web page. No app, no devices! It is a medical device for contactless measuring, by a 30-second video selfie of physiological parameters (heart rate, respiratory rate, blood pressure) and well-being variables: heart rate variability and stress level. This device is available on a web page and can be used with any connected devices and a webcam.

**METAV.RS**  
**Metaverse**

Our platform, which interoperates with major metaverse and social networks, is compatible with major e-commerce platforms, accessible, secure and compliant. We also deployed a 3D reconstruction application (3D Builder), which allows users to scan physical objects and transpose them into the metaverse. The models can be used to create digital twins, which can be integrated cross-metaverse and/or integrated into product pages on eCommerce sites.

**MUSIC CARE**  
**HealthTech**

We created an algorithm modulating musical parameters to significantly decrease pain, anxiety and sleep disorder.

- Music Care uses scientific research to compose music synchronized with vital parameters.
- Our music induction is founded on the results of scientific literature.
- Our algorithm is based on our innovating "U" Sequence method, using the principle of the hypnoalgesia method.
- We implement our digital therapy on devices for health institutions and patients.

**OUI SMART**  
**Smart Home**

Muggo UV is a self-cleaning bottle that uses UV light technology, which destroys up to 99.9% of bacteria and viruses, effectively sterilizing both water and the bottle. This technology allows you to consume safe and healthful water.

**WEWARD**  
**HealthTech**

By motivating our users to walk more every day, WeWard has increased their walking time by 24% on average, therefore saving CO2 emissions daily at a large scale. In addition to promoting a sustainable activity, WeWard also relies on a unique and empowering business model.

**WISEAR**  
**Metaverse**

Wisear neural interface brings the next generation of human computer interface, enabling every user to have voiceless and hands-free control over their earphones and XR headsets.

## YOMY

### Smart Home

Yomy is a French startup founded by two cat lovers: Yoan and Pierre. After 18 months of R&D, they have devised a top solution for urban professionals who want to feed their cat the best way: with 10 meals a day of mixed dry and wet food.

## MS SYSTÈMES / LMX BIKES

### Mobility

The LMX 56 is the most powerful French speed bike SUV on the market, designed for city and mountain outings. With a maximum speed of 45 km/h (32 mph), its engine block designed and assembled in-house can go up to 2,500W (patented drive train). Its powerful 1,000 Wh battery provides an average of 75 km (47 miles) of driving per charge. Its unique feature: both pedaling assistance and/or an accelerator on the handlebars. It has European L1e-B homologation and is available in offroad version (FIM competitions).

## KAPTRECK

### Sport Tech

Kaptrek is the first worldwide outdoor controller, an all-in-one connected device allowing multi-outdoor sports enthusiasts to reconnect to the nature thanks to technologies:

- Geolocation.
- Safety e-call.
- Sport tracking.
- Outdoor communicator.
- Remote control for drone and GoPro.

A made in France product designed for all outdoor activities.

**\*The jury is made up of the following people:**

Olivier Ezratty, Innovation Consultant

Florent Garcia, Director of WAI by BNP Paribas

Raphael Vauthier, Business Development Manager – All Circuits

Virginie Afonso, Business Lawyer – French Patent and Trademark Office (INPI)

Hervé Naudin, Startups and Open Innovation Advocate – Orange

Pascale Villet, Marketing Manager and Executive Administrator – Jade Fiducial

Patrick Sellem, Account Manager Startup and Ecosystem – Arrow Electronics

Eric Morand, Tech & Services Director – Business France

Farouk Hemraj, Founder and CEO – ChannelHub

Christelle Peyran, Head of Tech Department – Business France

**The six most mature Business France startups:**

**BLABS**

**HealthTech**

BLabs works alongside clients and partners, leveraging access to experts that speed up innovations from ideation to prototyping, all the way to the scale-up phase. BLabs incubates and accelerates Baracoda Daily Healthtech's innovations, including BBalance..

**DAAN TECH**

**Smart Home**

Bob eco-compact dishwasher and Joe eco-compact oven. Ecofriendly and compact home appliances..

**KEYMO**

**Cybersecurity**

The Keymo stamp-patented solution enables company seal and digital signature to be affixed on all PDF documents on all electronic devices, while reproducing the ink stamp gesture. Get unlimited regulatory compliant electronic signatures and sealings with no subscription, nor additional fees to pay!

**Y-BRUSH**

**Smart Home**

The Y-Brush toothbrush is an innovative sonic device, designed and developed by oral health specialists, with the aim of facilitating tooth brushing and removing plaque more effectively, in a matter of seconds, thanks to a patented French system (four patents filed).

**VIVOKA**

**Robotics / AI**

VDK Silbo is a software development kit with a user-friendly graphical interface. Its purpose is to bring together all the voice technologies within a single tool that is both simple and versatile. It allows any developer to create and configure an embedded voice assistant (transcription and speech synthesis) in record time. The inherent complexity of the associated technologies and plugins has been abstracted and optimized thanks to our expertise.

**TALKR.AI**

**Robotics / AI**

Corporate assistants as a service: plug and play off-the-shelf assistants. Personal Phone Assistant picks up your phone if you don't answer, replaces your voicemail, qualifies and answers calls, identifies the caller and personalizes the response, notifies you of urgent or important calls, as well as takes your appointments.

## The France Automotive Pavilion – Las Vegas Convention Center West Hall Booth 5400

Beyond its reputation as the world's largest consumer electronics show, for several years now CES Las Vegas has become the first event of the year where car manufacturers and suppliers, as well as key players in new mobility, can meet and showcase their technological innovations.

The CES emphasizes the technological and media dimension by highlighting innovative concepts.

For the fifth consecutive year, Business France will have an automotive pavilion in the colors of "La French Fab".

[Sixteen French businesses from the smart and autonomous vehicle sector](#) will be present in the heart of the West Hall, which is dedicated to all things automotive, to highlight the latest innovations in response to today's major challenges – optimizing the safety and efficiency of vehicles and improving the user experience..

We will find all the major players in automotive tech, in sectors such as:

- Connected and autonomous vehicles.
- Artificial intelligence.
- Embedded connectivity.
- Automotive applications.
- Vehicle cyber security.
- Lidars.
- Sensors, etc.

Business France supports more than 100 businesses in the sector each year at major events in major markets, such as the United States, Germany (IAA – Munich), and India (Auto-Expo)..

### The strengths of the French sector:

The French sector is distinguished by experienced traditional car manufacturers, such as Renault, Peugeot and Citroën, whose expertise, network and reputation are lessons for all new players. These large groups have succeeded in recent years in forming strategic alliances, as seen by the Renault-Nissan-Mitsubishi partnerships and the Stellantis group, a merger of the PSA group and Fiat Chrysler Automobile (FCA). Others are diversifying in their activities, such as Michelin, which is entering the hydrogen market.

Furthermore, innovation is key. There are many examples of French success stories, particularly in the American market, alongside Google, Apple, Facebook, Amazon (GAFA) and Silicon Valley startups.

This is the case for Navya and Easymile, two pioneers that have become champions of the autonomous shuttle, or even more recently Lohr and Milla Group. To stand out, French businesses are therefore encouraged to continue to provide innovative solutions at attractive prices and to find new export destinations to find new customers.

The autonomous vehicle market, which is developing mainly in the United States, is booming today more than ever, and offers very significant growth prospects. France and its businesses at the forefront of innovation do not lack the resources or key strengths to take an active part in this technological revolution. Exhibiting at the CES is a unique opportunity for French startups to be able to meet the major players in the sector on American soil, to understand the local ecosystem and to present the best French technologies.

**Frédéric ROSSI, North America Director at Business France**

## The 16 exhibiting startups

### AIRUDIT

Airudit masters the entire processing chain, from oral expression of a speaker to the response provided by the machine, in the context of a human-systems relationship in a complex environment, while interacting with information systems to ensure actions and access to the right information. The technologies created by Airudit make it possible to create voice assistants that can be integrated and embedded in any terminal, to facilitate interactions between a user and one or more digital systems.

### ATEQ

Ateq is a global leader in impermeability solutions for assembly lines, offering an array of leak/flow testing instruments with differential pressure decay technology..

### ELECTRICFIL AUTOMOTIVE

EFI anticipates your mobility needs and designs high-impact solutions with passion. They will present their different automatic charging solutions for electric vehicles and plug-in hybrid electric vehicles, and more particularly a world-first system developed for three years with Stellantis.

### EPICNPOC

BOWL® Development Tool – BOWL enables innovation teams to jumpstart, develop and experience new technology at sprint one. Jumpstart your project with our collection of functional technologies. Develop your project by integrating your technology and designing the desired product experience. Experience your smart product through test and play while the final setup is being developed. Become an experience maker today!

BOWL Studio – Describe, share and develop future product experiences with a no-code software studio. Automatically generate your product-embedded software.

BOWL Automotive Starter Kit – Create your product experience with a modular hardware and software kit comprised of a vehicle cockpit and all human machine interface functionalities.

BOWL Tech Case – Create your product experience with a portable hardware and software kit comprised of a suitcase, tablet and all human machine interface functionalities. Transport easily and demonstrate anywhere.

BOWL Virtual Experience – Add a digital twin to visualize your life on board experience.

BOWL Driving Simulator – Contextualize your cockpit human machine interface with the driving simulator add-on to BOWL. Control vehicle data, ADAS features, autonomous driving, weather and traffic conditions to guarantee a successful validation of your user experience in various road test conditions.

### EXWAYZ

Exwayz technology is the first complete toolbox for real-time 3D LiDAR processing. They developed off-the-shelf software components for simultaneous localization and mapping (SLAM) and object detection, classification and tracking. These components are compatible with all 3D LiDAR sensors on the market and are designed to run in real-time on low-power computing units. The solution is also fast and easy to integrate, as it is available on all major robotics middlewares: ROS, ROS2, RTMaps or as a standalone processing unit.

## **GEOFLEX**

Geoflex's hypergeolocation service is available globally since 2018. The service, which corrects the inherent inaccuracies of Global Navigation Satellite Systems (three to 10 meters) is available in real-time or in post-processing. It works across all types of GNSS hardware receivers and includes correction data for all constellations: GPS, Glonass, Galileo and Beidou. This groundbreaking technology was initially developed by the French space agency CNES in a research spanning 12 years. It is protected by seven patents licensed exclusively to Geoflex, which thanks to its 30 years of team experience in GPS/GNSS continues the co-development of the technology together with the CNES. In addition to its core data service, Geoflex has developed a software navigation engine, which includes sensor fusion with a large variety of other technologies: inertial, optical, communications, as well as a hardware development kit, to answer all customer requirements.

## **GYS**

With power electronics, software and mechatronics as core competences, GYS offers a wide range of equipment from charging to welding applications (manual or mechanized)..

## **MOBILIANS**

Automotive and mobility services companies in France: vehicle trade, fuel and new energy distribution, repair, recycling, new mobility, soft mobility.

## **PROTECTECRAN**

Thanks to its nanoparticle-free, chemical-free and non-irritating composition, the anti-microbial and anti-viral solution PureSCREEN® Max maintains an optimal degree of hygiene on screens or tactile surfaces, allowing the device to function while limiting reflections and fingerprints gene-

rated by daily use. This result is possible thanks to an enrichment with silver ions of our adhesive film and thus complies with ISO 22196 & 21702.

## **PROVENRUN**

Security consulting services: risk analysis; security architecture; certification support. Secure components that are helping customers reaching the design goals for their products and services:

- ProvenCore: An ultra-secure OS developed using deductive formal methods. It is a key milestone for being able to develop secure-by-design connected devices in many sectors (automotive, railways, aerospace, energy, industrial, medical, etc.) in a cost-effective way.
- ProvenVisor: A secure and certifiable hypervisor that security architects can use as an off-the-shelf certifiable component for their connected device's trusted computing base.

## **SBG SYSTEMS**

SBG Systems offers a complete line of inertial sensors based on the state-of-the-art technology such as inertial measurement unit (IMU), attitude and heading reference system (AHRS), inertial navigation systems with embedded GNSS (INS/GNSS), etc.

SBG Systems combines strict sensor selection with advanced calibration techniques and embedded powerful algorithms to offer miniature and low-cost solutions, while maintaining a very high performance at every level. Their sensors are ideal for unmanned vehicle control: the fusion with the GNSS receiver and the odometer provides a robust position in all conditions (forest, tunnel, urban canyons). They also design specific motion algorithms dedicated to land vehicles, and allow CAN protocol.

### **SECURE IC**

Securyzr: Protection technologies to make your system-on-chip resistant to cyber-physical attacks, and lifecycle security management platform.

Laboryzr: Complete turnkey laboratory to analyze the robustness and assess the vulnerability of embedded systems.

Expertyzr: Security evaluation as a service and solutions to reach any certification level.

### **SYMBIO**

Symbio offers a complete range of compact StackPack systems from 40 to 300kW. H2Motive product range covers passenger car, light commercial vehicle, bus, coach, pick-up truck, medium- to heavy-duty truck applications.

### **SYNOX**

Their mission is to provide “customer-centric” solutions to help any company or community to open up new opportunities thanks to the high potential of IoT technology.

Independently and in a logic of sustainable development, whatever your use case, they can provide you with an autonomous solution. Whatever the objects or technology used, with Synox, you can plug and play. By operating on the whole value chain of the Internet of Things, they put their expertise, their agnostic and complete solutions for the success of your IoT and M2M projects.

### **TRUSTINSOFT**

TrustInSoft’s flagship product is the TrustInSoft Analyzer, an exhaustive static analysis tool that analyzes C and C++ code and mathematically guarantees the absence of defects, immunity

of software components to the most common security flaws, and compliance with a specification. The technology is recognized by U.S. federal agency the National Institute of Standards and Technology (NIST), and was the first in the world to meet NIST’s SATE V Ockham Criteria for high-quality software. The key differentiator for TrustInSoft Analyzer is its use of mathematical approaches called formal methods, which allow for an exhaustive analysis to find all the vulnerabilities or runtime errors with no or few false alarms.

### **YOGOKO**

YoGoKo solutions are based on Y-SMART, data and communication management software platform supporting multiple radio access technologies. Y-SMART manages communications, data and services simultaneously for various types of applications competing for limited resources. As such, Y-SMART manages hybrid communication technologies as needed to provide extended and secure connectivity. This allows vehicles to exchange data directly with their surrounding environment by means of localized communications (V2X, e.g. ITS-G5 or US DSRC), while offering high-performance connectivity to the cloud through networked communications (e.g. cellular). Y-SMART enables the development of silo-breaking solutions and facilitates the deployment of innovative services. It allows, amongst others, the transmission of information related to road safety and traffic efficiency, data collection and processing, fleet tracking and management, remote diagnosis, software over-the-air updates, internet access and other added-value applications and services.

## VI – TAILOR-MADE SUPPORT

To take advantage of this exposure and fully benefit from the CES ripple effect, Business France has set up an upstream support program. The startups benefited from 23 coaching sessions to give them all the key skills to best prepare themselves on different themes.

- The US ecosystem and regulations: customs and intellectual property.
- The oral and written pitch, the essential exercise for any startup targeting the American market.
- The oral and written pitch, the essential exercise for any startup targeting the American market.
- Press relations to reach the French and American media. The CES is a media event that brings together more than 2,500 journalists from all over the world each year.
- Industrialization. The goal is to help startups optimize this crucial step to ensure the fastest possible time to market.
- Distribution and retail.
- Fundraising

Each year, Las Vegas shapes future technological trends and allows startups to benefit from unparalleled media exposure, but you have to know how to take advantage of this exposure and not miss the marketing stages to fully benefit from the CES ripple effect. For Business France, the CES is only the first stage of support. The challenge is to grow these startups beyond trade shows to lead them towards immersion and acceleration programs, thereby helping them to become global players.

**Christelle Peyran,**  
**Head of Tech at Business France**



## VII – HIGHLIGHTS

Thursday, January 5, 2023

**07h30 - 10h** : Consumer Tech side event, with Hardware prize given by the French Patent and Trademark Office (INPI)  
Business France suite at the Venetian

**10h30 - 10h45** : Opening of the France Pavilion, with ribbon cutting attended by Gary Shapiro, French government minister Jean-Noël Barrot and Didier Boulogne

**13h - 13h30** : Launch of the AI Challenge with Software République on the Business France stand, in the conference area in front of the giant screen. Speech by the President of the Paris/Ile de France region, Valérie Pécresse, and Scientific Director of the Renault group, Luc Julia

**17h - 20h** : Health Tech side event  
Business France suite at the Venetian.

Friday, January 6, 2023

**7h30 - 10h** : Artificial Intelligence side event  
"Trustworthy and ethical AI as a business catalyst for firms", with Katya Lainé (Numeum), Luc Julia (Scientific Director of Renault, co-creator of Siri), Jean-Paul Mazoyer (Deputy Managing Director at Crédit Agricole SA, Chairman of GIE Cartes Bancaires, Chief Executive Officer of Crédit Agricole Payment Services) and Eric Caen (Chief Digital Officer of Crédit Agricole).  
Business France suite at the Venetian

**17h - 20h** : Green Tech side event  
Business France suite at the Venetian

**17h - 20h** : Tourism Tech side event  
Black Fire Innovation Center

**17h - 20h** : Mobility side event with the Auto Pavilion  
The Auto Pavilion at the Las Vegas Convention Center

Saturday, January 7, 2023

**7h30 - 10h** : Connected Women side event  
Business France suite at the Venetian

**17h - 20h** : WEB3 side event  
Business France suite at the Venetian

## PRESS CONTACTS:

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Business France is the national agency supporting the international development of the French economy, responsible for fostering export growth by French businesses, as well as promoting and facilitating international investment in France.

It promotes France's companies, business image and nationwide attractiveness as an investment location, and also runs the VIE international internship program. Business France has 1,500 personnel, both in France and in 56 countries throughout the world, who work with a network of partners. Since January 2019, as part of the reform of the state support system for exports, Business France has given private-sector partners responsibility for supporting French SMEs and mid-size companies in the following markets: Belgium, Hungary, Morocco, Norway, the Philippines and Singapore.

For further information, please visit: [www.businessfrance.fr](http://www.businessfrance.fr)



The "La French Tech" mission is tasked by the state to support the structuring and growth of the French startup ecosystem, both in France and internationally.

Attached to the Business Directorate (DGE), within the Ministry for the Economy, Finance and Industrial and Digital Sovereignty, it unites the "La French Tech" ecosystem with a network of 13 capitals and 106 accredited communities in France and in nearly 50 countries.

It supports startups, notably by facilitating their interaction with government authorities. The French Tech Mission supports more mature startups through the Next40/French Tech 120 program, but also startups in sectors identified as strategic through "France 2030", with its Green20, Agri20, DeepNum20 and Health20 programs.

Through the French Tech springboard, the French Tech Mission enables people distant from business to create their startup, anywhere in France.

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

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Welcome to la French Tech desk: <https://www.welcometofrance.com/welcome-to-la-french-tech>



Launched in 2017 and collectively borne by the Industry for the Future Alliance, Bpifrance, Business France, France Industrie, the Businesses Directorate (DGE) and France's regions, players involved in "La French Fab", committed to a process of ecological performance and committed to the common good, work to renew industrial areas, re-ignite regions, boost industrial careers and value French industrial excellence, in France and throughout the world.

#FrenchFab @LaFrenchFabTalk [www.lafrench-fab.com](http://www.lafrench-fab.com)



Choose France is a brand registered by the French government that promotes the economic attractiveness of France internationally.

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