

INNOVATION COMPENDIUM

PLUGGED IN  
AT CES:  
A MEDIALINK  
GUIDE

MEDIALINK

## Plugged In at CES: A MediaLink Guide

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Las Vegas is a most suitable home for The Consumer Electronics Show. The big screen, high-def, go-go grandiosity created in the convention center is the contextual kissing cousin to the Vegas strip.

But while the strip resolutely flaunts a pneumatic variety of sexy, the CES crowd has declared a proclivity to the small. Wearables in particular, but also the sexy that is invisible to the eye – the electronics that connect devices in the home, at the doctor, on the athletic field.

The CEA, to its credit, has recognized the need for a more intimate showcase to house these innovations. This year the Show outside of the main convention center – at Eureka Park in The Sands, Tech West in The Wynn and Encore and C-Space at The Aria features a record number of digital innovations to which consumers and marketers will flock.

This booklet, authored by MediaLink SVP Bill Westcott, is the counterpoint to MediaLink's floor tours at the LVCC where we orchestrate curated tours, bespoke to the interests and requirements of its clients. Bill has selected companies with innovations worthy of your time and consideration. We hope that you are able, during your busy few days at CES, to investigate these and the other showcases off the convention floor.

**Dee deVries Salomon**  
Chief Marketing Officer  
MediaLink

# HEALTH & WELLNESS

Entrepreneurs are combining science at the leading edge of health and wellness with the technology of “the quantified self” to create an array of new consumer technologies. Key to this trend, portable sensors are being used for everything from recording motion, to tracking vital brain and body signals, to measuring the attributes of our bodies and the surrounding environment that influence our health and performance. These sensors are combined with apps and cloud computing systems to create consumer tech that covers a spectrum of uses including activity and fitness, nutrition and diet, health and medicinal monitoring, sun exposure and air quality monitoring.

# MANAGE WELLNESS



## ACTIVITY, NUTRITON, SLEEP

OVERALL WELLNESS CAN BE A FUNCTION OF MANY FACTORS SUCH AS ACTIVITY, EATING AND SLEEP. COMPANIES BELOW BRING TOGETHER SOME OR ALL OF THESE TO HELP CONSUMERS TRACK AND IMPROVE WELLNESS.

### Misfit and Beddit

[misfit.com](http://misfit.com)

Booth #73521, #73721

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#### Activity tracking and sleep health.

Misfit is focused on developing great wearable products: things that people would want to wear all the time for a long time. A pioneer in the emerging world of wearable sensor technology, the company is making products and services in the consumer health and fitness space to inspire people be more active and develop healthy habits. Beddit Sleep Monitor tracks your sleep accurately, without any disturbing wearable sensors. Misfit was founded in 2011 by Sonny Vu, Sridhar Iyengar, and John Sculley.

### Sen.se

[sen.se](http://sen.se)

Booth #74510

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#### Activity, sleep and consumption

monitoring. Apps to help you feel better, gain peace of mind, know yourself and your environment, and make life easier. A combination of

multi-purpose motion cookie sensors that can be placed on anything from a water bottle to a child together with a customizable universe of activity and data tracking applications, Mother will be able to help you in an increasing number of areas of your daily life. Select the App that meets your current needs and concerns. Mother and the Motion Cookies will seamlessly adapt. Not all concerns last a lifetime. Once your problem is solved, simply choose another App.

### TellSpec

[tellspec.com](http://tellspec.com)

Booth #73328

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See what's in your food. TellSpec is revolutionizing our health by empowering us with knowledge about the food we eat. We are creating a portable, handheld spectrometer that will scan foods, communicate with fast-cloud analysis and send a message to your smartphone about what's in your feed. TellSpec is currently integrating the Texas Instruments' DLP technology into the TellSpec food scanner.

## Slow Control

[slowcontrol.com](http://slowcontrol.com)

Booth #75676

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**Connected Fork for better nutrition through slower eating.** Eating slowly for a healthier life, the 10S Fork created by Slow Control is a connected fork that helps you change your eating behaviour by keeping track of meal data.

## SmartDiet Scale

[smartdietscale.com](http://smartdietscale.com)

Booth #75610

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**Track your food intake.** Introducing, the World's First Patented Smart Food Scale. Our Smart Food Scale is a wireless Bluetooth food scale that is able to calculate the nutritional value of an entire meal all at once.

## Holimotion

[holimotion.com](http://holimotion.com)

Booth #75511

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**Lighting control to improve sleep health.** A clinically proven lighting solution, the SleepCompanion™ will help you get the sleep you need. It combines an exclusive light-bulb designed to synchronise with your body's biological rhythm by generating the right light it needs at the right moment with a smartphone App that analyses your sleep patterns and provides personalized advices to improve your sleep.

# MIND WELLNESS



THE SCIENCE OF THE MIND IS A FIELD THAT HAS EXPANDED GREATLY IN RECENT YEARS. NOW ENTREPRENEURS ARE COMBINING LEADING EDGE SCIENCE WITH TOOLS AND TECHNOLOGY TO ALTER MOODS AND TRAIN OUR BRAINS.

## Muse

[choosemuse.com](http://choosemuse.com)

Booth #73510

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**The brain sensing headband.** A better brain in 3 minutes a day. Muse is a brain fitness tool that helps you do more with your mind, and more with your life, in just 3 minutes a day.

## MyBrain Technologies

[mybraintech.com](http://mybraintech.com)

Booth #75580

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**Stress management device and app.** Stress impacts our health. Our solution: myBrain Relax: the stress management device helps you get a handle on your brain health with a medically certified product - Patented and developed in collaboration with the Brain & Spine Institute in Paris, our solution helps you manage your stress by getting involved in managing your own brainwaves. Be your own coach and improve yourself - Actively and safely improve your wellbeing in order to open up new opportunities for yourself.

## Innerly

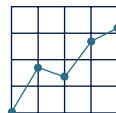
[innerly.io](http://innerly.io)

Booth #75576

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**Wearable device and app for life journaling.** Unintrusive technology to help people to slow down their life, collect and savour all the moments that count, and share inspiration. Slowing down and leading a balanced life - whenever you want, you can capture a memorable moment by pressing Innerly, qualify its intensity and add a vocal note. More convenient and discreet than taking a smartphone from your pocket or your bag. Products are a wearable smart recorder and journaling app for inner life which can help to inspire communities.

# MONITOR YOUR ENVIRONMENT



PRODUCTS TO MONITOR THE ENVIRONMENT AROUND US THAT IMPACTS OUR HEALTH AND WELLNESS.

## Foobot

[foobot.io](http://foobot.io)

Booth #74770

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**Home device for monitoring indoor air quality.** Introducing your first “air nutrition label”. A smart device that helps you take control of your indoor air quality.

## TZOA

[mytzoa.com](http://mytzoa.com)

Booth #75141

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**Wearable enviro-tracker measures UV and air pollution.** Tzoa measures your personal air pollution and UV exposure in real-time using advanced sensor technology. Connect with your environment.

## SunSprite

[sunsprite.com](http://sunsprite.com)

Booth #75403

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**Make sure you’re getting enough UV.** Sunsprite is the first wearable device that tracks your daily light and sun exposure. Use it on its own to measure

bright light, or sync it with your smartphone to measure UV index and to deliver personalized set of goals and tips to make sure you get the right amount of bright light to support your healthy lifestyle.

## SunFriend

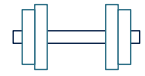
[sunfriend.com](http://sunfriend.com)

Booth #75542

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**Make sure you’re not over-exposed.** SunFriend gives you healthier and safer sun time. SunFriend helps protect you from over-exposure to the sun UVA+B SunFriend helps reduce skin damage by alerting you before your skin starts to burn. SunFriend recommends you get a healthy amount of sun, and then choose to cover up properly, go indoors, or use a “safe and organic” broad spectrum sunscreen to avoid over-exposure to more sun which could lead to skin damage.

# FITNESS



## FROM “NEED HELP” TO “HARDCORE”

LOOKING AROUND THE GYM OR WATCHING LATE NIGHT TV, IT’S CLEAR TO SEE THAT THE WORLD OF FITNESS INCLUDES EVERYONE FROM NOVICES AND THOSE WHO NEED MOTIVATION TO THOSE WHOSE LIVES ARE CONSUMED BY THE SPORTS AND FITNESS ACTIVITIES THEY’RE ENGAGED IN. COMPANIES ARE CREATING TECHNOLOGIES BOTH FOR THOSE THAT NEED HELP GETTING GOING AS WELL AS THOSE WHO WANT TO OPTIMIZE THEIR HARDCORE TRAINING.

### Fitnet

[fit.net](http://fit.net)

Booth #74734

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**Flexible workouts for all.** Your Trainer. Your Style. Your Schedule. Got five minutes? Then you have time for a Fitnet workout. From the new mom to the road warrior and everyone in between, Fitnet’s short workouts fit right into your schedule, no matter how busy. You want to get the most out of your exercise time. With Fitnet, your device’s webcam intelligently analyzes your synchronicity with the Trainer and you are provided with real-time feedback on your performance.

### TAO Wellness

[tao-wellness.com](http://tao-wellness.com)

Booth #74504

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**Exercise machine/gym in your pocket.** TAO is a small, mobile exercise device

that connects via bluetooth to a free exercise app on your phone. TAO is unique (and patented) because unlike all the trackers and monitors, you can actually exercise with TAO, anywhere. The exercises, called “Variobics™” are based on isometrics, similar to some yoga and Pilates mechanics. TAO’s app coaches you through the exercises making it a game.

### LifeQ

[lifeq.com](http://lifeq.com)

Booth #74507

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**Hardcore fitness monitoring and training.** Using continuous body monitoring and computational systems biology to create simulations of human physiology. We measure key physiological metrics with a high degree of accuracy and from this build Digital simulations of our physiological systems using computational systems biology. This gives people access to information



that enables them to personally manage, optimise and troubleshoot their bodies. The current focus is on the metabolic system but this will evolve to include the renal, hepatic and neurological systems.

## Skulpt

skulpt.me

Booth #74501

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**Muscle training and results measurement.** AIM. The first true fitness tracker measures body fat percentage and Muscle Quality (MQ). Measure what Matters. After all your effort, don't track the activity, track results. Aim accurately measures when you're losing fat and gaining quality muscle. It analyzes thousands of data points on 24 different muscle groups, so you get a true representation of your fitness.

## Wahoo

wahoofitness.com

Booth #74129

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**Integrated devices and accessories for workouts and cycling.** Wahoo fitness with its TICKR monitoring device and training apps is connecting to a broad array of fitness gear including gym equipment, cycling devices, and other fitness accessories.

## Polar

polar.com

Booth #73921

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**Running and cross-fit.** A smarter training experience with Polar. Polar offers some of the most advanced heart-rate based training equipment in the world. Our selection includes heart rate monitors for running, fitness & cross-training, as well as GPS-enabled cycling computers and sports watches for endurance training. If you're looking for real progress when you train, you need the best guidance, so to help we've developed Smart Coaching. Whether it's assessing your day-to-day fitness levels, creating individual training plans, working out at the right intensity or receiving instant feedback, Smart Coaching can help. It offers a choice of unique, easy-to-use features that are personalized to your needs and designed for maximum enjoyment and motivation when training.

## Sensoria

sensoriafitness.com

Booth #74132

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**Better Running.** Sensoria is the part of the brain where all nerves in our body come together. That is what our smart socks do by connecting their sensors to any mobile or big screen

devices. Sensoria's mission is to design, develop and produce body-sensing wearable devices that improve people's lives. Sensoria's proprietary software and e-textiles sensors enable apparel to become valuable devices for fitness and health.

## Diamond Kinetics

[diamondkinetics.com](http://diamondkinetics.com)

Booth #75788, #75790

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**Baseball swing training.** Diamond Kinetics is leading a fundamental, change at all skill levels, in the way baseball/softball players improve through motion analysis. We do this not by simply providing data, but through our comprehensive player and coach experience. We aim to unlock the secrets of performance in baseball.

## Shot Tracker

[shottracker.com](http://shottracker.com)

Booth #75102

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**Basketball shot training.** You can't improve what you don't measure, which is why we created shot tracker, the wearable tech that automatically tracks shot attempts, makes, and misses (basketball).

# EMERGING MEDIA

The takeover of global media consumption by mobile and social platforms continues to be one of the mega stories in media today. Facebook now has nearly a billion people active on the platform on a daily basis and half of the roughly 4B daily YouTube video views are from a mobile device today. The other mega-story in media today is the slow but steady unravelling of the traditional linear TV distribution system as broadcast networks and cable providers come under increasing pressure from digital streaming video of all kinds. People have more choice than ever in what media they engage with, how they consume it and whether or not they see ads in conjunction with it. All of this is very disruptive to the marketer's ability to reach consumers and deliver their brand messages at scale as they once did. But while audiences are fragmenting into ever-narrower groups and media platforms segmenting into use cases, a slew of companies are reaggregating those audiences through all of the data we throw off each day (enabling marketers to target audiences more precisely than ever). In a related trend, a new generation of technologies are also helping us piece together all of our disparate devices, apps and media into something that makes more sense for us.

# HACKING THE GRID



AS THE COST OF TECHNOLOGY DEVELOPMENT DECLINES AND API'S AND HARDWARE/SOFTWARE ABSTRACTION LAYERS BECOME MORE PREVALENT, A NEW GENERATION OF ENTREPRENEURS ARE DEVELOPING TECHNOLOGIES THAT HACK AND FILL IN THE SPACES BETWEEN ESTABLISHED MEDIA AND TECHNOLOGY INFRASTRUCTURE.

## goTenna

gotenna.com

Booth #75300

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**Off-the-grid communication, no-service, no problem.** goTenna is a small, rugged device designed to make "No Service" no problem. Just pair your smartphone with a goTenna and communicate off-grid with those near you who also have goTenna, anywhere on the planet, regardless of access to cell reception or wi-fi.

## Matchstick

matchstick.tv

Booth #75205

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**A streaming stick that lets you fire up online content from a mobile to a TV.** Matchstick is a pocket-sized wifi-enabled stick that you plug into an HDMI port on your TV or monitor. With Matchstick, you can "fling" your favorite content from any smartphone, tablet, or laptop to stream to a big screen TV. Use your smartphone or tablet as a remote control or to

interact with the TV in ways never thought before possible!

## Tablo

tablotv.com

Booth #75568

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**Enjoy free HDTV Over-The-Air.** Tablo is an Over-The-Air (OTA) HDTV system designed to combine the functionality of a DVR and the convenience and mobility of a tablet app. Discover, record and stream free, local OTA HDTV broadcast programs on any device, anytime, anywhere in the world — without the expense or commitment of cable or satellite contracts.

## Tone

withtone.com

**Ask MediaLink for a meeting during or after CES**

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**Connecting the world with mobile content.** Tone partners with mobile network operators to offer affordable mobile data plans, providing unlimited

access to relevant content through the pre-loaded Tone-App. As it launches in Indonesia and the Philippines, soon to be followed by other growth markets, it will function as a content distribution platform to a group of previously very difficult to reach people.

## KnowRoaming

[knowroaming.com](http://knowroaming.com)

Booth #75525

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**Manage your roaming fees.** One Smart Sticker that saves you money, and a pre-paid system puts you in control One time application of the KnowRoaming sim sticker. When you're at home, the sticker remains dormant. Upon arrival abroad, the sticker automatically activates and switches you onto the KnowRoaming network. You manage your account through the app. There is also a business option where you can manage multiple stickers through one portal. Pre-pay & post-pay options available.

## Chadder

[chadder.im](http://chadder.im)

Booth #75461

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**Private messaging app.** Chadder is a simple cross-platform private messaging application. We make privacy easy to reach and fun to use. We never see what you send. Say what you want, we can't see it anyway!



# AGGREGATING BRAND AUDIENCES FROM THE PHYSICAL WORLD

CONNECTED MOBILE TECHNOLOGIES ARE ENABLING CONSUMERS TO INTERACT WITH THE PHYSICAL WORLD AND ENABLING NEW PLATFORMS THAT BRIDGE THE PHYSICAL WORLD WITH THE CONNECTED WORLD OF DIGITAL ADVERTISING, TARGETING AND PROMOTION.

## LogoGrab

logograb.com

Booth #75037

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Connect to consumers through your logo. Your logo is your brand's most valuable asset. LogoGrab lets consumers connect directly with the brand through the logo. Let consumers "grab" your logo wherever it's seen: product, packaging, billboards, you name it. Share mobile content through your logo; directly communicate product details and promotions. Increase brand reach. Measure your offline marketing activity.

## Pecabu

pecabu.com

Booth #75152

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Rethinking Out-of-Home advertising. Pecabu recently announced the beta

launch of three new products that intend to change how ads in the digital-out-of-home (DOOH) market are placed and priced.

## *(the new)* Foursquare

foursquare.com

Ask MediaLink for a meeting during or after CES

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Taking right place, right time to a whole new level. Marketers are largely familiar with Foursquare as the innovative company that invented the "check in" and pioneered mobile, location-based targeting at scale. The company recently updated and re-launched its entire platform base on two new, "light and tight" mobile apps, Swarm and Foursquare. Built on more than 50MM users and billions of datapoints, the new Foursquare Audience Network brings together "coordinates and context" to

reach target consumers based on a combination of their physical locations and their personal interests.

## Vertical Mass

[verticalmass.com](http://verticalmass.com)

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during or after CES

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The best way to reach active fans at scale. Vertical Mass helps the top talent, venues and companies in music, sports and entertainment manage their fan data. The company's data management platform hosts a closed network of fan data to create rich profiles (listeners, shoppers, concert goers, active socials, etc). This proprietary data helps our partners (1) spend marketing dollars much more effectively and (2) generate revenue from their data. Our clients include 35 of the top 50 celebrity and brand pages on Facebook.

## RetailMeNot

[retailmenot.com](http://retailmenot.com)

Ask MediaLink for a meeting  
during or after CES

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**Mobile-centric in-store shopping platform for brands and retailers.** Best known for its thriving online couponing business, RetailMeNot recently launched a multi-channel digital offers marketplace that connects retailers and brands with

the right shoppers anytime, anywhere to drive engagement and sales. With 35 million monthly unique visitors to its website and over 18 million app downloads, its high-intent audience is extremely scalable.

## Clear Channel Outdoor

[clearchanneloutdoor.com](http://clearchanneloutdoor.com)

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**Bringing digital display and audience data to outdoor.** Clear Channel Outdoor Holdings is one of the world's leading and largest outdoor media companies with more than 750,000 displays in over 40 countries. Their growing digital inventory (1100 digital billboards across 37 U.S. markets, interactive digital street furniture and the world's first global mobile OOH platform, CONNECT) has allowed them to push the creative possibilities for their medium and infuse the iconic brand-building power of OOH with digital, social and mobile capabilities to create powerful cross-platform campaigns that are measurable, interactive, and high-ROI. Their innovative approach to data is also delivering insights previously unavailable in OOH to enhance audience targeting and campaign effectiveness, pushing out-of-home from a separate consideration to a competitive and crucial piece of the marketing mix.

# PayRange

payrange.com

**Ask MediaLink for a meeting  
during or after CES**

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**Simple payments and ad network reach at vending machines.** PayRange is working to break the payment barrier by bringing cost-effective, easy-to-use mobile payments to the other 95% of machines that include vending, parking meters, luggage carts, transit ticketing, laundromats, amusement, and more. At the same time, the company is creating a powerful new platform to reach consumers with a proximity-based ad network at vending.



# THE OS OF ME



AS OUR WORLD OF OPERATING SYSTEMS, DEVICES AND APPS CONTINUES TO FRAGMENT, COMPANIES ARE DEVELOPING WAYS TO RECONNECT ALL OF THIS, HELP MAKE IT INTEROPERABLE AND KEEP ALL OF OUR MEDIA UBIQUITOUSLY ACCESSIBLE.

## Lima

[meetlima.com](http://meetlima.com)

Booth #75200

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**Sync content across devices.** Lima reinvents the way your devices store data. Install it at home, and your smartphone, computer and tablet will display the same files, wherever you are, regardless of your device size.

## Life360

[life360.com](http://life360.com)

Booth #74645

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**Keep track of everyone's busy schedules.** With hectic schedules and long to do lists, managing the day to day for your family can feel like a full time job. Life360's here to help! Whether you're making dinner plans, coordinating carpools, or just ensuring everyone arrived home safe, Life360 gives you simplified communication and peace of mind right at your fingertips. With Life360, just open the app and instantly see everyone in your private Circle on the map. You can also message the whole group at once or 1:1. The company is planning some

exciting announcements in conjunction with a major automaker at CES this year.

## GoWatchIt

[GoWatchIt.com](http://GoWatchIt.com)

**Ask MediaLink for a meeting during or after CES**

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**Movie/Television search and universal queue on any device.** GoWatchIt is a movie/television search and universal queue that lets users see all the ways that a movie or television show that they are interested in is available. From here, they can buy tickets on Fandango, save titles to a personal queue or begin streaming from their favorite service (Amazon, Netflix, GooglePlay, etc.).

## Neura

[theneura.com](http://theneura.com)

**Ask MediaLink for a meeting during or after CES**

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**Empower your connected devices with an understanding of you.** Neura's goal is to become the "glue connecting the Internet of Things"

by developing an open platform that bridges objects, locations, people and the Web. Neura takes a user centric approach to the internet of things, making the devices around us cognizant of the users they serve. By recognizing habits, and behavioral patterns, Neura enables things with predictive and adaptive abilities, making our digital experiences more human.

## EVERYTHNG

[evrythng.com](http://evrythng.com)

**Ask MediaLink for a meeting  
during or after CES**

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**Making products smart by connecting them to the web.** EVERYTHNG is the Internet of Things Smart Products Platform that connects any consumer product to the Web, and manages real-time data to drive applications. The world's leading consumer product manufacturers work with EVERYTHNG to manage billions of intelligent online identities (what we call Active Digital Identities™ – or ADIs) in the cloud for their products, deliver real-time interactive experiences and support services to consumers, and connect with the ecosystem of other applications and products in their digital lives.

# SMART HOME

By all accounts, the home automation space is hitting its stride and many use cases and consumer benefits are driving the market. From safety and security to energy management to pet monitoring to integration, convenience, control around entertainment and everyday tasks, it's easy to see why it's predicted to be such a huge market. But because of so much potential, there is a dizzying array of standards, protocols, and products with everyone from startups to behemoths like Google, Samsung, GE, AT&T, Staples, and ADT all racing to control the home.



# DIY HOME AUTOMATION HUBS AND LEARNING SYSTEMS

NO MATTER WHICH STANDARD YOU CHOOSE FOR YOUR APPLIANCES AND DEVICES, THE PRIMARY METHOD TO LINK UP ALL THE VARIOUS PROTOCOLS AND CENTRALIZE CONTROL IS VIA A HUB THAT RIDES YOUR HOME NETWORK. SMARTTHINGS, WINK, AND STAPLES CONNECT (LINKSYS) HAVE GOTTEN A LOT OF PRESS AS EARLY LEADERS IN THIS HUB AND DIY INTEGRATION SPACE. BUT THERE'S A NEW GENERATION OF HUBS AND INTEGRATED CONTROL DEVICES COMING TO MARKET THAT MAKE SMART HOME AUTOMATION EVEN SMARTER BY ALLOWING CONSUMERS TO SET UP RULES AND, USING SENSORS AND ALGORITHMS, TO SENSE WHAT'S HAPPENING, LEARN YOUR HABITS AND DO THINGS AUTOMATICALLY.

## WigWag

[wigwag.com](http://wigwag.com)

Booth #75422

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**Hub integration with sensors.** With the WigWag System, you're never too far away to manage savings or make sure your home is secure. WigWag centralizes your smart devices to use one system to organize and optimize your environment. Create an environment that can respond to motion, temperature and more using Wigwag Glowline, Tag and Sensor Block. Use the mobile WigWag App to control your home or use the desktop app to create an automated environment.

## Webee

[webeeuniverse.com](http://webeeuniverse.com)

Booth #75501

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**Hub integration system that uses algorithms to learn habits and automate devices and things.** Webee is the smartest way to add intelligence to your connected home. A multimedia central Hub that learns how you live and makes it better. The idea is simple, connect and control your smart devices from one simple App, even if they are third party devices. For us, your connected home is all about your experience.

## Soap Router

mysoaphome.com

Booth #75337

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Your home automation hub, wireless router, parental control system, an internet security system and much more – all in one place. Soap is basically next-generation smart hub that makes it possible for you to control every single aspect of not just your network, but your electronic devices as well. Think of it as your home automation hub, wireless router, parental control system, an internet security system and much more – all in one place. With it, there simply isn't a need for you to worry about having to purchase additional software or go through endless manuals – easy compatibility, and safety are what Soap guarantees!

## Notion

notion.is

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Multi-function sensor (out of propane?). Notion is a home intelligence system that uses a small, smart, multi-function sensor to detect things. A network of sensors that can be positioned around your home in order to detect a variety of domestic events — from doors and windows opening and closing, to lights being

left on, to a smoke alarm sounding, to your washing machine springing a leak, your fridge losing its cool or even how much gas is left in a BBQ propane tank. Detects acceleration, moisture, sounds, temperature, light, orientation, natural frequency, proximity.

## Yonomi

yonomi.co

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Rules-based home control via an app and cloud-based approach. Yonomi makes your life with Connected Devices richer, yet simpler. Yonomi is a mobile app and an amazing Cloud platform that works quietly and continuously to enhance and coordinate the activities of your devices.

## Ubithings/Prizm

meetprizm.com

Booth #75588

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Integrating streaming audio and learning your preferences. What the Nest does for the temperature, Prizm does for the music in your house: It learns what you like and adjusts the environment to suit your needs. You download its app and connect your music accounts (SoundCloud, Spotify, Deezer), hook it up to your favorite

speakers, and start listening to either random music (for discovery) or from your library or playlists. On its sides, Prism has heart and X buttons that let you “like” and “dislike” songs, teaching Prizm your music preferences. (like a tinder for music).

# TASK AUTOMATION AND ASSISTANCE



THERE'S A LOT THAT GETS DONE AROUND THE HOUSE AND CONVENIENCE, TASK AUTOMATION AND ASSISTANCE IS A BIG DRIVER OF ADOPTION IN SMART DEVICES AROUND THE HOME. AN ARRAY OF COMPANIES FROM NASCENT TO ESTABLISHED PLAYERS LIKE AMAZON ARE CREATING DEVICES THAT MAKE "GETTING STUFF DONE" AROUND THE HOUSE A LITTLE EASIER.

## Flic

flic.io

Booth #75510

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"Easy button" for the home automates smart functions. The wireless Smart Button. Flic is a button that shortcuts to your favorite smart functions that you can stick anywhere.

## Nucleus Intercom

nucleusintercom.com

Booth #75534

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DIY tablet-based home intercom system. Nucleus is a smart, Internet-connected intercom that lets you instantly connect with audio or video to anyone on the same system – whether they are in the next room or the next country. One tap and you can call your spouse for dinner, check on your baby, or have a face-to-face conversation with your aging parent.

## LaMetric

lametric.com

Booth #75447

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Customizable Smart Ticker that shows what's important to you in real time. LaMetric is a hackable, stylish, real-time smart display: it allows you to receive and act on notifications, tasks, workout timers, business metrics, emails, news and more, at a time when they are most important to you.



# SMART KITCHEN

THE KITCHEN IS ARGUABLY THE BUSIEST PLACE IN ANY HOUSEHOLD AND THE REFRIGERATOR AND PANTRY ARE THE LIFEblood OF THE HOME. ALTHOUGH EARLY IN THIS CATEGORY, THERE ARE A FEW NASCENT PLAYERS BEGINNING TO CONNECT AND AUTOMATE HOW WE INTERACT WITH AND ORDER CONSUMABLES NEEDED TO KEEP HOUSEHOLDS RUNNING.

## SKE Labs

skelabs.com

Booth #75456

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**A Smart Kitchen Ecosystem.** SKE changes the way we interact with everyday products. Simplify shopping, track nutrition, instant recipes, reduce food wastage, the possibilities with SKE are endless. There are ton of opportunities to innovate in product packaging, retail and lifestyle applications. Join us in the smart kitchen revolution and help shape the future of connected living.

## SmartQsine

smartqsine.com

Booth #75100

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**Pads that keep stock in your kitchen.**

The SmartQsine system allows you to remotely monitor the quantity of whatever is placed on it. Place a pad in your refrigerator or pantry, tell it what you placed on it, and set it as "full." The pad then transfers data to your smartphone to keep track of how

you have left and tells you when you're running out and need to buy more.

## PerfectBake

perfectbakeapp.com

**Ask MediaLink for a meeting during or after CES**

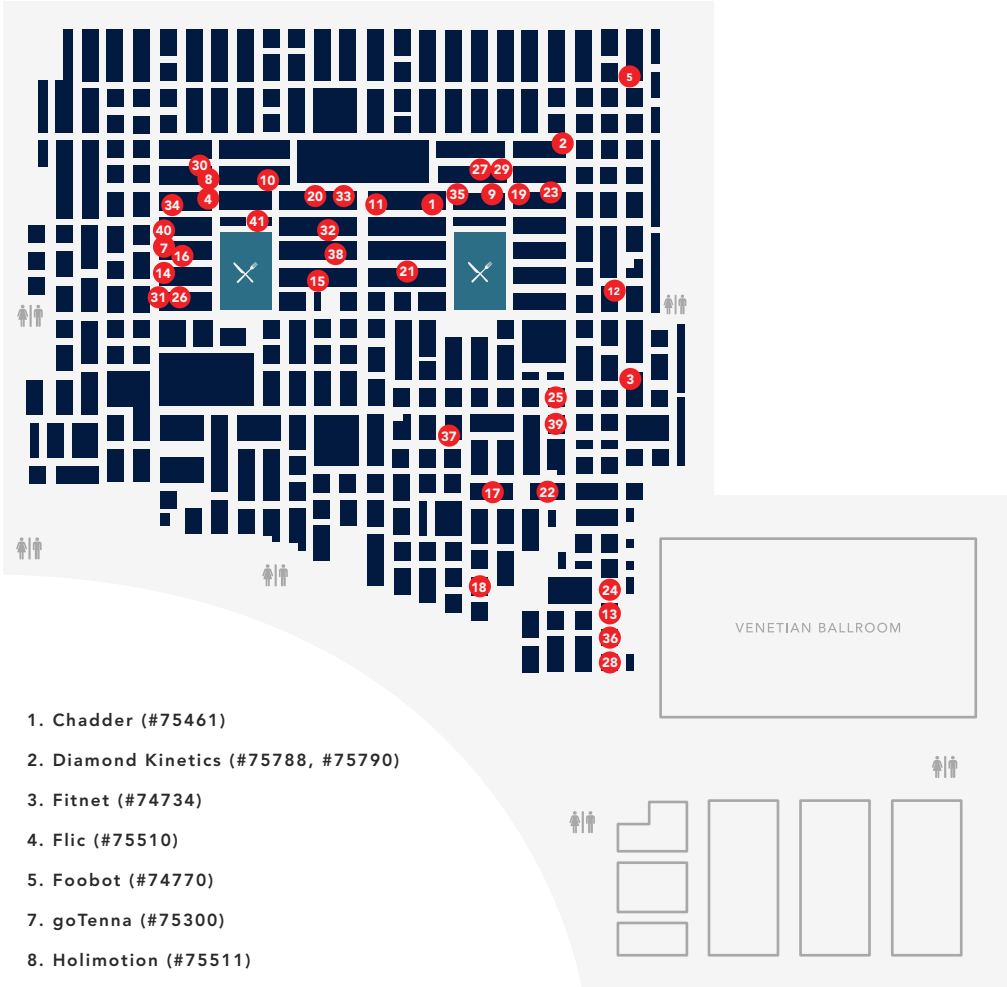
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**App controlled smart baking.** The Perfect Bake system turns YOU into a master pastry chef. It weighs each ingredient for accuracy and uses built-in timers to alert you when you're done mixing, baking, or cooling. Need to rescale the recipe? Perfect Bake does the math for you—whether you're changing the size of your cake pan, the quantity of cookies you want to bake, or the amount of chocolate chips you have on hand.



# TECH WEST

## SANDS EXPO / LEVEL 2, HALLS A-C



1. Chadder (#75461)
2. Diamond Kinetics (#75788, #75790)
3. Fitnet (#74734)
4. Flic (#75510)
5. Foobot (#74770)
7. goTenna (#75300)
8. Holimotion (#75511)
9. Innerly (#75576)
10. KnowRoaming (#75525)
11. LaMetric (#75447)
12. Life360 (#74645)
13. LifeQ (#74507)
14. Lima (#75200)
15. LogoGrab (#75037)
16. Matchstick (#75205)
17. Misfit (#73521, #73721)
18. Muse (#73510)
19. MyBrain Technologies (#75580)
20. Nucleus Intercom (#75534)
21. Pecabu (#75152)
22. Polar (#73921)
23. Prizm (#75588)
24. Sen.se (#74510)
25. Sensoria (#74132)
26. Shot Tracker (#75102)
27. SKE Labs (#75456)
28. Skulpt (#75401)
29. Slow Control (#75676)
30. SmartDiet Scale (#75610)
31. SmartQsine (#75100)
32. Soap Router (#75337)
33. SunFriend (#75542)
34. SunSprite (#75403)
35. Tablo (#75568)
36. TAO Wellness (#74504)
37. Tellspec (#73328)
38. TZOA (#75141)
39. Wahoo (#74129)
40. Weebee (#75501)
41. WigWag (#75422)



# MEDIALINK

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Founded in 2004 by Michael Kassan, MediaLink is a strategic advisory and business development firm. In 2009, Wenda Harris Millard, a digital pioneer, joined MediaLink. Today, we are an experienced team of over 75 proven leaders with operating experience in media, marketing, advertising, entertainment, technology, and finance. We work to drive growth and competitive advantage for organizations of all sizes, from global, Fortune 100 brands to startups.

# MEDIALINK

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