

CES 2019: The smart airbag vest for cyclists «B'Safe» will be unveiled for the first time in Las Vegas



Great news for 2019! From January 8 to 11, 2019, meet Helite team in Las Vegas for the next CES (Customer Electronic Show), the biggest technology show in the world. A unique opportunity for us to present our new airbag device for cyclists «B'Safe» in the US and to the world.

COME TO DISCOVER B'SAFE:

- **January 6, 2019:** CES Unveiled Las Vegas : 5-8:30 PM Shorelines Exhibit Hall, Mandalay Bay
- **From January 8 to 11, 2019:** Eureka Park, Venitian Hotel, Level 1, **Hall G Booth 50615**, Business France
- **From January 8 to 11, 2019:** B'Safe prototype will be displayed in the Innovation Award Showcase: Venitian, Level 2, Venitian Ballroom E/F

B'Safe: the smart airbag vest for urban cyclists

B'safe is the first wearable **airbag vest that protect cyclists in case of accident**. When a fall or an accident is detected by the system, the airbag inflates automatically to protect **the thorax, the neck and the back**. The vest is light, comfortable, easy to use and reflective for more safety. It was designed for urban cyclists to protect them on their daily ride and enhance their experience in the city.

[How does it work?](#)

[See the concept](#)



Helite has received the CES® 2019 «Innovation Awards Honoree» in the category «Wearable technology» for B'Safe, the smart airbag vest for cyclists. The announce was revealed during the CES Unveiled New York where all the new trends and innovations for the next CES 2019 in Las Vegas were unveiled. A big news that make the whole team very proud and excited!

[Know more](#)

Technology



Helite is a French manufacturer of personal airbag protection founded by Gérard Thevenot. Our technology is already in use in several risks activities such as motorcycling or horseriding. With more than 100 000 airbag systems in use worldwide, Helite is considered as an expert and a leader in the field. B'Safe, its last innovation focuses on a new market: the urban mobility. It perfectly in line with Helite objectives to adapt the airbags to differents activities and hence protect people in their daily life. More information > www.helite.com

PRESS CONTACT

Alexandre Quarrey: R&D Director - +33(0)6.08.80.70.54 - a.quarrey@helite.com

Marion Perrissin Fabert: Communication Manager - +33(0)616715751 - m.perrissin@helite.com

MORE INFORMATION > WWW.HELITE.COM