

## CES 2019 : B'Safe by Helite named as CES 2019 INNOVATION AWARDS HONOREE

We are glad to announce that Helite has been named as CES® 2019 Innovation Awards Honoree for **B'Safe, the first airbag vest for cyclists**. The announcement was made during CES Unveiled New York, an invite-only tech event bringing together top media, exhibitors and industry leaders for a sneak peek of the products and trends expected at CES 2019, which will run January 8-11, 2019 in Las Vegas, NV.



### WHAT IS THE CES INNOVATION AWARD ?

An annual program that celebrates outstanding design, the CES Innovation Awards recognizes honorees across 28 product categories. A panel of judges, including designers, engineers and members of the tech media, reviews submissions based on design, functionality, consumer appeal, engineering and how the products compare with competition.

## B'Safe : smart airbag vest for cyclists

B'safe is the **1<sup>st</sup> wearable airbag vest that protects cyclists in case of an accident**. When an accident is detected, the airbag inflates automatically to **protect the thorax, the chest and the back**. The vest is **light, comfortable, easy to use and very safe**. It was designed for urban cyclists, to protect them in their daily ride.

*"It is such a great honor for the whole team to win this Innovation Award. Since 2 years we are working very hard to develop the best airbag protection for cyclists. With B'Safe, we know that we can achieve this goal and make cycling safer"* Alexandre Quarrey, R&D director



Technology by



Helite is a french manufacturer specialized in the production of individual airbag systems and founded by Gérard Thevenot. Its smart technology is already used for risk activities such as motorcycling and horse riding. With more than 100 000 airbag systems in use worldwide today, Helite is considered as an expert and a leader in the field. B'Safe is Helite's new project and first product to protect urban cyclists in their daily ride. Follow Helite online > [www.helite.com](http://www.helite.com)

About



CES® is the world's gathering place for all who thrive on the business of consumer technologies. It has served as the proving ground for innovators and breakthrough technologies for 50 years-the global stage where next-generation innovations are introduced to the marketplace. As the largest hands-on event of its kind, CES features all aspects of the industry. Owned and produced by the Consumer Technology Association (CTA)™, it attracts the world's business leaders and pioneering thinkers. > [www.ces.tech](http://www.ces.tech)

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