# Guillaume CAPITAN – SES214 – Innovation Classification from France (CES2016)

**Existing Tech on an existing market – Incremental: AwoX**

**AwoX** is a French startup that specialized in integrating components such as cameras and movement detectors in… a lightbulb. AwoX’ lightbulb, as they call it themselves, is a basic lightbulb, a little bit bigger than the average, that integrates an HD camera, a movement detector and an infrared sensor to watch over your children when you’re not here, or your house even, without revealing that you have a security camera. It plugs into the same places as standard lightbulbs, but will be an all-in-one security system as well. It even has a 360° rotating camera that you can control from your phone.

Of course, the technology is not new, we knew how to make HD cameras and sensors before, and as little as to put them in a lightbulb. And the market of cameras to “watch over your place” when you’re not here is not new either. The combination of both is this nice result!

**Existing Tech on a new market – Architectural: The Connected Sleeve**

With its smooth design and clean brand name, **The Connected Sleeve** by the Lyon leatherworker **De Rigueur** is something a lot of people discovered with the rise of Pokémon Go: something to reload your phone battery when you’re not at home. The market of portable batteries is known a mature market, with a variety of different offers, ranging from designs to capacity and size.

**The Connected Sleeve** also is in the range of portable phone chargers, but it chose an entirely different portion of the market by making... a phone case that reloads your phone. You completely get rid of the battery even, and you still reload your phone. How did they make it? Through induction: induction phone chargers already exist of course, they look like tiny induction plates on which you just put your phone to charge it. Well, what **De Rigueur** did is make that plate a portable one that you can reload and put it in a nicely designed phone case. The result? A rechargeable phone case to reload your phone whenever, and wherever.

You might argue that it’s an existing market (the one of phone-chargers-when-you’re-not-at-home) but I’d still say it’s a different one. When people look for an external battery, they don’t look for that, they just want to put their battery in their bag and that means they must use a bag because most batteries are heavy and big. This is a very different offer: it keeps your phone charged through induction permanently. They literally got rid of the battery!

**New Tech on an existing market – Disruptive: EYE**

Something a little simpler: a technologically more advanced smoke detector. The smoke detector market already exists, of course. But this one is just state-of-the-art: more than 15 patents have been filed to protect it! Called **Eye**, it promises not to trigger itself in false alarm (great reduction of false positives) and to trigger itself much faster in case of true fires or smoke problems (great decrease in response time). Something that, as a fog enjoyer for students’ parties, I would be really glad to have as it wouldn’t trigger on our party smokes.

**New Tech on a new market – Radical: IN&MOTION**

A startup that holds a special place in my heart – I’m from Savoy (Savoie in French) - **the startup In&Motion**, that completely broke the rules of skiing by trying to make it safer for freestylers. It uses existing tech as well as new tech combined in a new way: it’s a connected airbag (which had basically never been seen before) able to detect any loss of balance from the skier and trigger itself within a fraction of a second (which is again a technological prowess).

It’s been tested by the French ski-cross team, the exact targeted customer group (ski-crossers), and it’s passed the test! It’s gotten homologated by the International Ski Federation. I believe it’s a new market because the only things that existed for skiers in general was the standard helmet or maybe elbow protection for ski-crossers, but that was all. An entire connected airbag, that’s not too heavy or thick, triggering itself in case of loss of control? That’s an entirely different world. And it implements new technology, and it’s from Savoy: the whole package.