CES 2018
France on the Forefront of New Mobility Technologies

Las Vegas, 12/13/2017– In January 2018, 13 innovative French automotive companies will be exhibiting unique technologies at CES. 7 of them will be showcased at the Business France (www.businessfrance.fr) auto pavilion (CP-5) on Central Plaza. France is currently ranked at the top for new patents and its automotive industry comprises 4 000 firms, employing 500 000 people and investing 6,8 billion USD (5,8 Billion euros) in R&D and 46 Billion USD (39 billion euros) worth of exports (source PFA-Auto).

France is leading the way in the auto tech sector with its connected and autonomous vehicles, intelligent transportation systems along with new mobility technologies. Autonomous vehicles are put to test on roads today and venture capital firms and investors are placing their bets on new innovations and start up's that are bringing a disruptive change into the auto industry. The automotive industry in France promotes sustainable mobility and all its new projects are focused on developing connected and autonomous vehicles with a low carbon footprint based on electric and renewable energy sources.

PFA, Automotive Industry and Mobilities (www.pfa-auto.fr) is a collective interest organization with the mission of consolidating and developing the 4,000 companies making up the fabric of the automotive industry and road transport sector in France, strengthening them in the face of international competition and the increasingly stringent demands of customers and regulations. PFA is leading the way to help its members in their international development projects, particularly in the United-States, with a strong presence at CES 2018 with major French companies such as Faurecia and PSA (visible through its brand Free to Move) but also through several innovative SME's present at the French auto pavilion.

The French mobility presence at CES 2018 represents its excellence in technologies from audio enhancement to 3D modeling and virtual prototyping, cybersecurity to real time auto community information and automobile connectivity.

The Systematic Cluster (www.systematic-paris-region.org) is also at the forefront of the auto industry development by bringing together an ecosystem of excellence of more than 820 members while boosting collaborative projects, supported by the European Regional Development Fund (ERDF) as well as the French State and Paris Region, across a range of strategic sectors including the transportation and automotive sectors.

With its position as a top-notch embedded audio software solution for drivers & passengers the ARKAMYS (www.arkamys.com) technologies enhance the quality of audio for all for an unparalleled and memorable sound experience or as mentioned by Tech Crunch "ARKAMYS tunes automotive audio for car interiors, whether that's optimizing a sound system or making the speech functions of in-car electronics more intelligible". ARKAMYS has an installed base of 43+ million vehicles in the world and was ranked amongst the top 250 software development companies in France.

ART-Fi (www.art-fi.eu) devises innovative testing solutions for Specific Absorption Rate (SAR) and Over-The-Air (OTA) measurements to accelerate the development of wireless and IoT devices. ART-MAN, its flagship product, allows CE manufacturers and antenna designers to quickly and cost-effectively optimize antenna performance. ART-Fi is a world leader for Human RF exposure technology and has vast expertise in antenna design and 3D-EM simulation. In 2018, ART-Fi will extend its successful experience to the automotive industry with the aim of improving EMF assessment methods in connected cars.

ATEQ Corp. (www.atequsa.com) manufactures fast, accurate leak/flow testing instruments for quality testing applications in every industry from electronic devices to automotive components. Besides producing compact, reliable testers, ATEQ also offers expert consulting to guide companies through the complete workflow process of how to make their applications waterproof. ATEQ is present in 37 countries with several assembly plants around the world to provide efficient sales, services and support to customers worldwide.

A community-based real-time information for car drivers Coyote (www.moncoyote.com) can help drivers in anticipating all kinds of road risks as well as 30 different road safety alerts. With a community of 5 million users across Europe, Coyote is establishing itself as a solution provider for mobile applications, embedded technologies and GPS for a smooth and secure road trip.

Ranked as a leading innovator in Virtual Prototyping software and services, ESI (www.esi-group.com) has developed a unique proficiency in helping industrial manufacturers replace physical prototypes by virtual prototypes, allowing them to virtually manufacture, assemble, test and pre-certify their future products. In November 2017, the company was awarded the Technology Fast 50 prizes in the Midcaps category in Paris, recognizing its ability to combine both innovation and growth in hi-tech sectors.

Created in 2017, ISFM (www.isfm.fr) offers a global approach to support players in their mobility projects. ISFM, the French New Mobility Maker start-up company, will present at CES an advanced program for a smart shuttle solution – a vehicle + management platform that is already developed and customizable - a different solution from the existing ones with an on-demand service proposal. ISFM's revenues in the first 4 months since its creation amounted to 3 million euro.

LiDAR sensors are becoming a key component for ADAS and Autonomous Driving. Named by the Silicon Review as one of the 10 fastest growing robotics companies in 2017, Dibotics will introduce the Augmented LiDAR technology (http://augmentedlidar.com), a low-power System-on-Chip that can process the raw data from any LiDAR in real-time and solve most of the key challenges facing Autonomous Driving: Localization, 3D Mapping, Obstacle Detection & Tracking, Sensor Fusion.

As a world leader in virtual prototyping, Optis World (www.optis-world.com) offers its expertise in light and human vision simulation coupled with famous CAD/CAM software and dedicated virtual immersive solutions. This synergy creates true-to-life virtual mock-ups which are used as real decision-making tools. Its world-leading solutions pave the way for a revolutionary design process: towards zero physical prototypes.

Prove & Run (www.provenrun.com) provides cost effective off-the-shelf software solutions that dramatically improve the level of security of your Connected cars so as to protect them in addition against remote cyber-attacks. The company was named in June 2017 as a Cool Vendor in Gartner's "Cool Vendors in IoT Security, 2017" as well as the winner of the embedded award 2017 in the Software category.
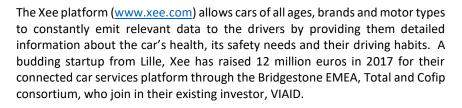
Imagine a way to easily manage electric car passengers' wellness and comfort without impacting battery operating life. Here is the undertaking of VALEO in collaboration with SENSSIGHT (www.senssight.com) which exhibits an embedded vision system inside an EV vehicle. The infrared vision devices, developed by SENSSIGHT, capture cabin thermal environment metrics as well as driver's heat stress for a better driving experience even in harsh winter conditions.

The advanced static source code analyzer developed by Trustinsoft (www.trust-in-soft.com) can perform comprehensive mathematical analysis of software to find and resolve all source code flaws. With a focus on vehicle safety and security, their next-generation software can help ensure the vehicles' technology compliance with the ISO 26262 safety norm as well as its cybersecurity. TrustInSoft was named as the winner of the Smart Security Week Innovation Award 2017 .

The Xee platform (www.xee.com) allows cars of all ages, brands and motor types to constantly emit relevant data to the drivers by providing them detailed information about the car's health, its safety needs and their driving habits. A budding startup from Lille, Xee has raised 12 million euros in 2017 for their connected car services platform through the Bridgestone EMEA, Total and Cofip consortium, who join in their existing investor, VIAID.

The vehicle of tomorrow will be continuously connected and will cooperate with other vehicles and the roadside infrastructure. Established in 2014 after 10 years' worth of R&D, YoGoKo (www.yogoko.com) developed Y-Smart, a unified software platform managing hybrid communication technologies (ITS-G5/DSRC, cellular 3/4/5G, WiFi, LoRA, …) as needed to provide extended connectivity to the cloud and to exchange data between vehicles and its surrounding environment (V2X). Y-Smart is integrated into hardware platforms designed by third parties fitting to the appropriate deployment environments. It is currently used in V2X pilot deployments (SCOOP@F) and connected autonomous vehicle programs (VEDECOM, AutoPilot).

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. Business France positions itself not only as a promoter of French Trade in the United States but also as an accelerator of the export and development of French SME's and Startup's in the intelligent transport, automotive and connected vehicle sectors through the www.ubimobility.org program in collaboration with local partners such as Magna, Wards Auto, UC Berkeley, University of Michigan, FCA, Valeo North America, Ford and Boston Consulting Group.

For any information or appointment please contact:
Omar JANJUA, omar.janjua@businessfrance.fr
Tel : + 1 416 977 1257 ext 206

follow us on: