

Press Release

UKTI Brings Best of British to CES 2010

...Ten winning British companies shine at CES Unveiled, courtesy of UK Trade & Investment competition...

January, CES, Las Vegas: Ten rising stars of the UK technology sector are being showcased at CES Unveiled, with world-class innovations that do everything from blocking nuisance phone calls to helping diabetics manage their condition.

This collection of bright, young, British businesses is a snapshot of the industry at its best. Each of the ten tech companies – chosen by UK Trade & Investment, the government body promoting British business in international markets – shows how British companies are coming up with solutions to a wide range of global problems. As winners of a UKTI competition, they will exhibit in Las Vegas at CES Unveiled on 5 January.

In no particular order, the ten companies supported by UKTI at CES Unveiled are:

1. **PassivSystems** – Creators of online home energy management systems that can dramatically improve a household's energy efficiency
2. **Ocean Blue** – Digital TV software specialists, including Talking TV text-to-speech software for the visually impaired
3. **Mediche** – Creator of the Life One diabetes management system, combining insulin injection technology and mobile communications with an online database
4. **Orbitsound** – Innovative loudspeaker design and manufacturing company showcasing its patented airSOUND technology for stereo sound from a single speaker

5. **Truecall** – The company behind trueCall, a product that blocks nuisance phone calls and found fame on Dragon's Den
6. **Sontia Logic** – Developers of next-generation audio software that improves sound quality to match high definition video
7. **picoChip** – pioneer of femtocell technology, home base stations that boost 3G phone signals and improve coverage and call quality
8. **ProVision** – Creator of the world's first consumer electronics technology capable of wirelessly streaming live high definition video throughout even the largest home
9. **Datawind** – Developer of wireless web access products including the Ubisurfer and PocketSurfer
10. **TenBu Technologies** – The company behind nio, a Bluetooth-enabled alarm that protects mobiles and smartphones from theft.

Steve Williams, Head of Key Events at UKTI's ICT team, explains that the UKTI competition was designed to highlight the fantastic work being done in the British technology industry, and to support those businesses that are ready to broaden their horizons beyond the UK. 'It was a pleasure to see entries from so many British companies who are all ready to compete on an international level. We're very proud to be supporting the winning companies, all of whom are deserving representatives of the thriving UK technology industry.'

For more information, or for interviews with the UKTI team or winning companies, please see contact details.

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www.uktechnologylive.com

twitter.com/uktechlive

Media contacts:

In Las Vegas 4-10 January 2010: Jane Leah, Beam Agency, 1 Rosoman Place, London, EC1R 0JY

Tel: + 44 (0) 20 7833 9595, Mobile: +44 (0) 7949 379974, Email: ukti@beamagency.com

For information about UK Trade & Investment, contact Jamie Oliver, Press Officer, UK Trade & Investment, Kingsgate House, 66-74 Victoria Street, London SW1E 6SW

Tel: +44 (0) 20 7215 4218, Mobile: +44 (0) 7790 009393, Email: jamie.oliver@ukti.gsi.gov.uk

Editor's notes:

1. UK Trade & Investment (UKTI) is the government organisation that helps UK-based companies succeed in the global economy. We also help overseas companies bring their high quality investment to the UK's economy – acknowledged as Europe's best place from which to succeed in global business. UKTI offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. We provide companies with the tools they require to be competitive on the world stage. For more information please visit www.uktradeinvest.gov.uk or telephone +44 (0) 20 7215 8000. For latest press releases, visit the online newsroom at www.newsroom.uktradeinvest.gov.uk. More information on UKTI can be found at www.blog.ukti.gov.uk; www.youtube.com/UKTIWeb; www.flickr.com/photos/ukti; and twitter.com/ukti.

2. UKTI identified the Information and Communication Technologies (ICT) sector as one of five priorities for action in UKTI's strategy "Prosperity in a changing World" launched in July 2006. As part of UKTI's strategy to promote the UK ICT sector as the forefront of the global industry, a marketing toolkit is available for the industry's use. The toolkit can be viewed at www.uktechnology.info.