

Press Release

Great British Gadgets at CES Unveiled 2010

...UK Trade & Investment showcases Britain's best new technologies, at the world's largest consumer electronics show...

January, CES, Las Vegas: Gadget-mad Brits aren't just buying more technology every year, they're inventing it. Communication, health and security are among the hot topics being tackled in innovations by British tech companies on show at CES Unveiled, the pre-event media showcase at the world's largest technology event.

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.

Communication the world over will benefit from British inventions like the trueCall, which protects owners from nuisance phonecalls, and picoChip's femtocell technology, which boosts 3G mobile phone signals, improving coverage and call quality.

Health is another issue being tackled by innovative British tech companies. Mediche's Life One uses the latest mobile technology and an online database to help diabetics manage their condition. Meanwhile Ocean Blue will be showcasing its Talking TV text-to-speech software for the visually impaired.

Homes and gadgets are also being managed via new British technology. PassivEnergy from PassivSystems uses sensors around the home to update an online energy management

system that can dramatically improve energy efficiency. While the security of existing gadgets like smartphones is improved with the nio Bluetooth alarm from TenBu technologies.

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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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.