



## HELITE IS FLYING TO LAS VEGAS TO PRESENT HIP'AIR THE AIRBAG FOR SENIORS FOR THE CES

Good news for Helite in 2018 :) !

From the **9th to the 12th of January 2018**, let's meet in Las Vegas during the CES (Customer Electronic Show), the biggest show in the world for technology innovation. A unique opportunity for us to showcase Hip'Air in the United States and worldwide. We will present our device at Eureka Park with the support of Region Rhône Alpes and Minalogic .



Consumer  
Technology  
Association™

### Where can you find us during the fair ?

The week will be busy ! Here some places and dates where you can discover our device.

- Sunday 7th of January : **CES Unveiled** from 5 pm to 8.30 pm - **Mandalay Bay Hotel**.
- Monday 8th of January : **Start-up Night** from 6 pm to 9 pm at **Gold Spike Hotel**.
- Tuesday 9th to Friday 12th : **CES** from 10 am to 6 pm at **The Venitian Hotel, Eureka Park, Hall G Booth 51 053**.

We will do a lot of demo at our booth ( Whoa effect ;) ) so don't hesitate to pass by !

### Hip'Air project at a glance :

Hip'Air is a new product, **an innovation which protects older adults from breaking their hips in case of falling down**. It could save lives and improve the quality of life. A good solution for people in loss of autonomy and a good alternative to traditional hip protectors. After ten years of R&D, the launch is expected in March 2018.

> More info : [www.hip-air.com](http://www.hip-air.com)



>> Watch the video <<

### Press Contact

Alexandre Quarrey  
R&D manager  
+33(0)6.08.80.70.54  
[a.quarrey@helite.com](mailto:a.quarrey@helite.com)

Marion Perrissin Fabert  
Communication Manager  
+33 (0) 616 71 57 51  
[m.perrissin@helite.com](mailto:m.perrissin@helite.com)

#### About Helite :

Helite was founded in 2002 by Gérard Thevenot, a French engineer passionate by the light aircraft industry. He created his first individual airbag protection to protect pilots. Since that time, Helite has specialized in the production of individual airbag systems of all kinds of risks activities such as motorcycling and horse riding. With more than 100 000 vests in use worldwide today, Helite is considered as an expert and a leader in the field. Hip'Air is Helite's first product for health care and offers the chance to discover a totally new target group. [www.helite.com](http://www.helite.com)

