

SWISS INNOVATION RAISES THE STAKES AT CES 2022 IN LAS VEGAS

Smooth talking avatars, seamless sports broadcasting, intelligent keyboards, life-changing e-mobility tech - all to be savored with a cup of AI-bru-ed tea on the swisstech pavilion.

Zurich, 20 December 2021

For the fourth year in a row, Swiss innovation will be on display at the Consumer Electronics Show (CES) in Las Vegas. Switzerland Global Enterprise and Presence Switzerland will showcase 15 exciting Swiss start-ups on visitor-friendly interactive swisstech pavilion demonstrating why Switzerland has once again topped the Global Index for Innovation.

The breadth and depth of innovation is astonishing covering nearly all the “techs” and reflecting the country’s vibrant start-up scene. On the Swiss Pavilion there will be many world-firsts. Visitors will be able to meet interactive avatars, type without tears, finally organize their e-wallets, marvel at how the visually impaired can move more freely, unblock snaffled chains, smart test their hydration levels while sipping perfectly stewed tea and seeing meetings in a whole new light.

"We are proud of the strong Swiss presence at CES 2022. They are living proof of our belief that the eco-system in Switzerland encourages and nourishes innovation – which in turn provides an increasingly attractive business location for both start-ups and world-leading technology companies," says Patrik Wermelinger, Head of Investment Promotion at Switzerland Global Enterprise (S-GE).

Along with their partners Presence Switzerland, Innosuisse, swissnex and digitalswitzerland, S-GE and their representative Swiss Business Hub USA bring the leading-edge innovation that Switzerland is consistently recognized for to CES.

The companies attending are:

- [ABUSIZZ](#) – overhead lights for interactive table experiences
- [animatico](#) - interactive customer service avatars
- [AUTHENA](#) - end-to-end blockchain solutions
- [biospectal](#) – optical measurement of vital signs
- [biped.ai](#) – autonomous walking for visually impaired
- [BRU](#) - AI-driven compact tea maker
- [droople](#) – water intelligence platform
- [Foodetective](#) - integrates restaurant software systems
- [GlobalIM](#) – professional live streaming technologies
- [MYELIXA](#) - smart hydration monitors for seniors
- [Pixchange](#) - gift sticker & AR media marketplace,
- [ROOBSTER](#) - electric skateboard
- [smartsuna](#) – solar off-grid and hybrid control system
- [SO REAL](#) – 3D digital twins of real world objects
- [Typewise](#) hexagon keyboard with AI text prediction and auto-correction

The swisstech companies will be available for media and partner interviews throughout the week.

SGE media Contacts for CES

Andrew Chatterton
E: andrew@fivezero.net
T: + 44 (0)7855 524 981

Richard Hayhurst
E: Richard@rhapr.eu
T: +44 (0)7711 821 527

www.s-ge.com

About Switzerland Global Enterprise

Switzerland Global Enterprise (S-GE) is the official Swiss organization for export and investment promotion with around 200 employees at locations throughout Switzerland and in over 31 countries. S-GE supports Swiss SMEs in their international business and helps innovative foreign companies to settle in Switzerland. In doing so, we rely on a unique network of national and international partners. This allows us to create added value for our customers and prosperity for Switzerland. As a non-profit organization, we provide a public service for our clients on behalf of the Swiss Confederation (State Secretariat for Economic Affairs SECO) and the cantons. We operate our 27 offices, the so-called Swiss Business Hubs and Trade Points, in 31 countries jointly with the Federal Department of Foreign Affairs (FDFA). Thanks to our global network of partners, we support our customers in many other countries.