



Press release

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Launching a unique robotic demonstrator adapted to the sales of Connected Objects in store

Sophia Antipolis, September 18, 2015

Key infuser, a young and innovating French company, takes benefit of the DIGITAL IN STORE event on September 21- 23, Porte de Versailles (Paris, France), to present their **first platform dedicated to the sales of connected objects in store.**

A solution to simplify and accelerate sales of connected objects

Key Infuser is present at DIGITAL IN STORE to launch their first interactive demonstrator and to present the solution in action on their booth.

This is a unique and innovating demonstrator targeted to Connected Objects Manufacturers and Mass-market and Specialist retailers; it interacts with the object via a programmable robotised arm that presents the object's functions, in real time, without trickery, creating a Wow effect. A smartphone and screen are integrated to the platform to help present the capabilities in situation.

This demonstration platform, once installed in a store, is modular and accepts various types of Connected Objects.

The platform usage data are stored on the Cloud, which enables the vendor to analyse in real time the interest from visitors for his product.

"Thanks to the robotic demonstrator, we propose a new emotion to visitors and make the purchase of Connected Objects a unique and exciting experience" says Domitille Esnard-Domerego, Key Infuser's President.

We at Key Infuser will be pleased to welcome you on our booth (P037, Pavillon 1) to present our solution and to share our vision about Connected Object sales transformation.

About Key Infuser

Founded in June 2015, Key Infuser is a French start-up currently hosted by the Telecom Paristech Eurecom Incubator in France; the company designs and develops innovative solutions, having specific expertise in embedded computing, connected objects and 3D printing.

Our belief is that, thanks to those new technologies, we develop viable and effective solutions at attractive price compared to previous approaches, enabling us to address new opportunities and markets.

Our website: www.keyinfuser.com

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