

Consumer Technology Association
Tech Start-ups
3/15/17

ANNOUNCER: SMART HOME DEVICES, ROBOTIC ASSISTANTS AND FITNESS MONITORS ARE JUST A FEW OF THE EXCITING, CUTTING-EDGE INNOVATIONS BEING DEVELOPED BY STARTUPS AND EMERGING COMPANIES. THE NATIONAL VENTURE CAPITAL ASSOCIATION REPORTS VENTURE CAPITALISTS Poured \$58.8 BILLION INTO THE U.S. IN 2015 TO BRING CONSUMERS ALL KINDS OF GROUNDBREAKING TECH PRODUCTS. TYLER SUITERS, OF THE CONSUMER TECHNOLOGY ASSOCIATION (CTA)TM TALKS ABOUT SOME OF THE NEWEST, COOLEST, WILDEST TECH PRODUCTS ON THE MARKET.

SUGGESTED SOUNDBITE: *“Wearsafe Labs has created the Wearsafe tag that quickly shares vital information like live audio for context of the situation occurring, with just a quick, easy press of a button.. IQbuds has created smart wireless earbuds with technology that allows you to personalize your own hearing profile and customize your listening experience. And Cubii is the smart, under-desk elliptical workout machine that lets you exercise at work, home office, or home. It’s quiet and discrete, and doesn’t require a redesign of your office space.”*

ANNOUNCER: FOR MORE INFORMATION ON THE LATEST, GREATEST TECH INVENTIONS, GO TO CTA.TECH.