

88422- Consumer Technology Association  
Tech Start-ups  
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**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)<sup>TM</sup> 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](http://CTA.TECH).