



## Press Release

Sinzing, Germany, January 11, 2021

# B-Horizon presents B-Neo

## First Time CES Participation of the Innovative German Company

- **Next generation sensor system can measure multiple parameters simultaneously**
- **Integration in car seats for increased safety and convenience**
- **Application in footwear, smart textiles, and gaming suits is possible**

With the presentation of their unique innovative sensor system B-Neo, the Bavarian company B-Horizon enters the next phase of strategic expansion. For various reasons, B-Horizon decided to stage the unveiling of the new product line at the CES (formerly Consumer Electronics Show), which in 2021 will not take place in Las Vegas as usual, but in all-digital format from January 11 to 14. CEO Mohammad Kabany: “The CES is considered the world’s most influential tech event, and a global stage for innovation. After our very positive experiences at other international exhibitions, it was coherent for us to use the virtual CES for the launch of our innovative product.”

As a next generation sensor system, B-Neo is able to measure multiple parameters at the same time, in different application areas, for example car seats, smart textiles and footwear, haptic gaming suits, and even diapers. The sensors are extremely flat yet robust, and can be printed directly on flexible materials, making the production process efficient and economic. The data collected by the sensors are processed with support of AI, and provided to the user’s smartphone, smartwatch, or a larger screen. The benefits for the consumer are manifold: the application in car seats allows occupant identification, increase of collision safety, and further enhancement of security and convenience. In sports and gaming, the user receives a range of valuable analyses including tips that help him evaluate and optimize his activity or workout – and can even prevent injuries.

B-Horizon predicts high potential for the all-new sensors. Kabany: “We are operating in the growing market of smart living products. It was our intention to develop something new and unique, which can contribute to the increase of people’s life quality. With B-Neo, we are offering a technology that improves our lifestyle, making it smarter, safer, and richer.”

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### **Information about B-Horizon GmbH:**

B-Horizon GmbH offers customer-oriented and individual management consulting, development, and quality management in microelectronics. The services include feasibility studies, procurement, development, testing, and support during series production. In January 2021 B-Horizon presented their new business unit „Smart Sensors” with the product line B-Neo. The company with own technical laboratories is headquartered in Sinzing/Bavaria, Germany.



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