

Smart Textiles in the spotlight with TECHTERA on PREMIERE VISION PARIS!
Be smart, think with textiles!

TECHTERA, the innovation and competitiveness cluster from the Auvergne-Rhône-Alpes Region (France), will be on the Wearable Lab of the **PREMIERE VISION Paris trade fair with 8 Smart Textiles demonstrators** that will highlight the latest innovations in smart textiles for applications in clothing, health or art of living.

These demonstrators have been designed by **companies member of the club STeW** (Smart Textiles & Wearables) led by TECHTERA to galvanise collaborative innovation in smart textiles.

The demonstrators will be showcased **Hall 6 Stand F29** from February 13th to 15th:

- **#CHOOSE, the connected shoes** using a Lightex® luminous textile for color change, by **BROCHIER TECHNOLOGIES/ERAM**
- The **underwear with electromagnetic shielding** by **DUOO** for protection against harmful rays
- The **connected Cardionexion® t-shirt** for a full and continuous heart rate monitoring and CVA prevention by **@HEALTH**
- A **pressure sensor textile prototype** designed by a partnership between **ODEA** and **LES TISSAGES DE CHARLIEU**
- The **3.0 autonomous photovoltaic bench** designed by a partnership between **SOCIETE CHOLETAISE DE FABRICATION, GARNIER-THIEBAUT, STRUCTURES, AD CONFECTION, AMAURY POUDRAY** and **ARMOR**
- The **Urban Connect compression stockings** by **SIGVARIS**, with a specific embedded data technology
- The **E-Thread™ yarn** with an embedded and almost invisible and non-palpable RFID chip by **PRIMO 1D**
- The **luminous textile** for medical applications by **MDB TEXINOV**

TECHTERA is on the Wearable Lab thanks to the support of the Auvergne-Rhône-Alpes Region and UNITEX.

The competitiveness and innovation cluster for textiles and flexible materials **TECHTERA** aims to **increase companies' competitiveness thanks to collaborative innovation**. TECHTERA supports its members in several ways:

- **Innovation** and creativity for building up collaborative R&D projects
- **International trade**: representative stands or pavilions, communication...
- **Strategy, creation and trends focuses** for clothing and decoration
- **Business development** in France and abroad with intelligence reports and collective missions

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