



FRENCH TECH TAKES OFF

WITH AIR FRANCE



WITH AIR FRANCE, EXCLUSIVELY TEST FRENCH START-UPS' INNOVATIONS AND HELP THEM GET OFF THE GROUND

Today, start-ups are a new emblem of France. They embody part of the country's modernity and dynamism. However, the reality is not always simple for the Start-up Nation's entrepreneurs.

A good idea is not enough, the real test is the first user tests. However, there exist few solutions for obtaining valuable user feedback and improving the products or services.

Therefore, to help French Tech get off the ground, Air France and BETC have a novel concept bringing together start-up entrepreneurs and its millions of passengers.

In October, Air France customers will thus be able to exclusively test the products or services of **10 French start-ups**, spanning a wide range of fields including augmented reality, biomimicry, artificial intelligence and magnetometry, as well as wine appreciation, music, culture and well-being.

A novel experience open to Air France customers **from October 1 to 12 in the Air France lounge at Paris-CDG Terminal 2E, Hall M, and via the frenchtech.airfrance.com website until October 31.**



AIR FRANCE HELPS FRENCH TECH GET OFF THE GROUND IN THE LOUNGE



Non-stop access
to culture, anywhere
in the world

UMA (Universal Museum of Art)

The first virtual reality museum collaborating with museums and specialists to provide unique exhibitions, available for free over the internet. For the first time and in virtual reality for Air France, the "paper memories" exhibition devoted to contemporary artist Nathalie Boutté.

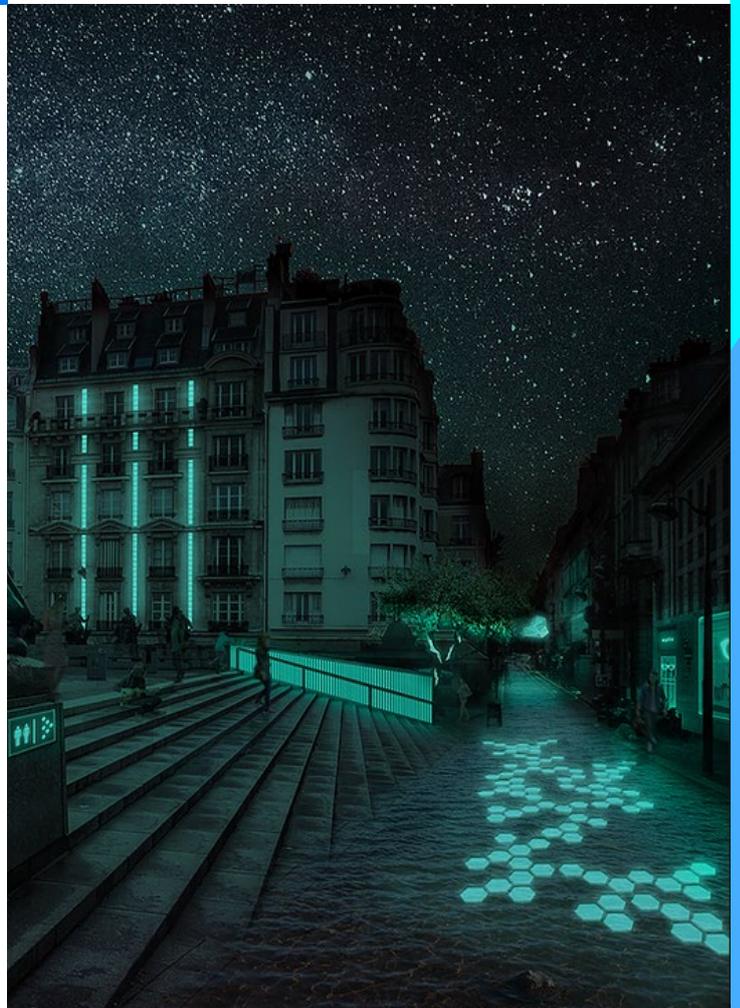
www.the-uma.org

Relax thanks
to biomimicry
and chromotherapy

GLOWEE

A living light source brought to you by nature, a revolutionary way to produce and consume electricity! By using bioluminescence, the start-up aims to reduce the environmental impact generated by electric lighting systems. In addition to its ecological benefits, this new source of light has well-being virtues, helping you to relax. Glowee's creators are exclusively launching Glowzen for Air France travelers.

www.glowee.com



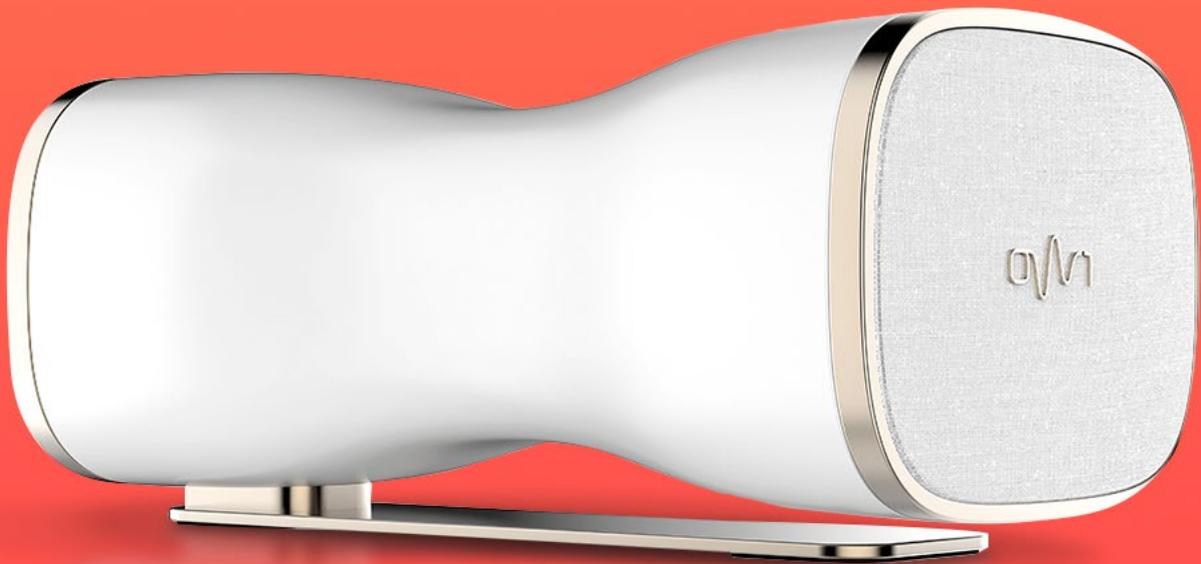


Explore
a virtual world

MyEGGO

A 3D modelling cabin, with 400 tiny cameras that can create your avatar to within millimeter accuracy. For the very first time at the airport, Air France travelers will be able to create their avatar and see it evolve independently on their mobile phone.

www.exsens.eu



Listen to
unparalleled
audio quality

OW1

A portable audio system converting digital audio to analog, delivering exceptional audio quality and simple touch controls. The use of the speaker in the lounge will be a world first for Air France before its presentation at the next Consumer Electronics Show (CES) in Las Vegas on January 19.

www.Ow1audio.com

A wine tasting experience

AVEINE

A smart wine aerator that allows the right amount of air into a bottle, allowing it to breathe correctly. The creators of Aveine are exclusively presenting their innovation to Air France travellers to help them understand the importance of letting a wine breathe, test their product and assess the app's ease of use.

www.aveine.paris

*To consume with moderation, alcohol abuse
is dangerous for your health*



Re-discover the magic of drawing

LA SLATE 2+

The pleasure of paper, the magic of digital technology - a slate that transforms the digital drawing experience. A digital tablet that lets you scan your texts and sketches in real time and bring a digital existence to creations on paper.

www.iskn.co/fr

Every week throughout October, Air France travelers and all fans of new technologies will be able to test a new app for 7 days on frenchtech.airfrance.fr and help the designers to improve them.



Soft and safe
mobility

GÉOVELO

A GPS app for cyclists that displays short or safe routes around France via a multi-criteria algorithm. The creators of Geovelo are inviting Air France travelers to test one of the bike rides proposed and give them feedback on the app's simplicity of use and whether it helped them gain maximum benefit from their bike trip.

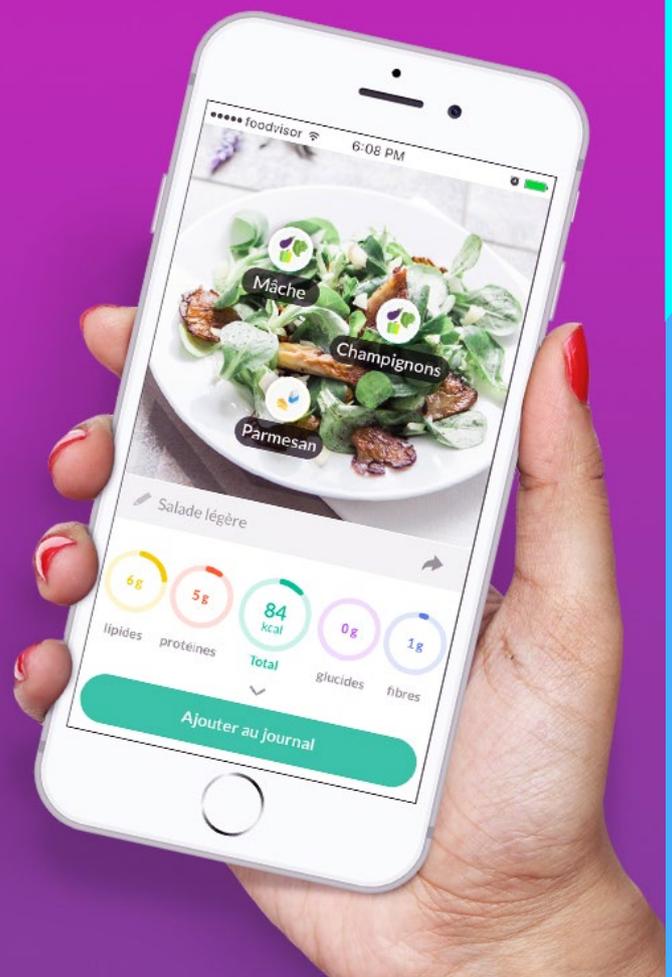
www.geovelo.fr

Healthy eating
accessible to all

FOODVISOR

An app providing nutritional facts and calories on meals from a photo allowing users to keep track of what they're eating, effortlessly and in a fun way. Foodvisor aims to become the new food Shazam, capable of providing key nutritional facts and recommendations about your food, wherever you are. The creators of Foodvisor are inviting Air France travelers to test for free the Premium version and provide feedback on their user experience of the app.

www.foodvisor.io



Learning a language with voice recognition and artificial intelligence



PILIPOPOP

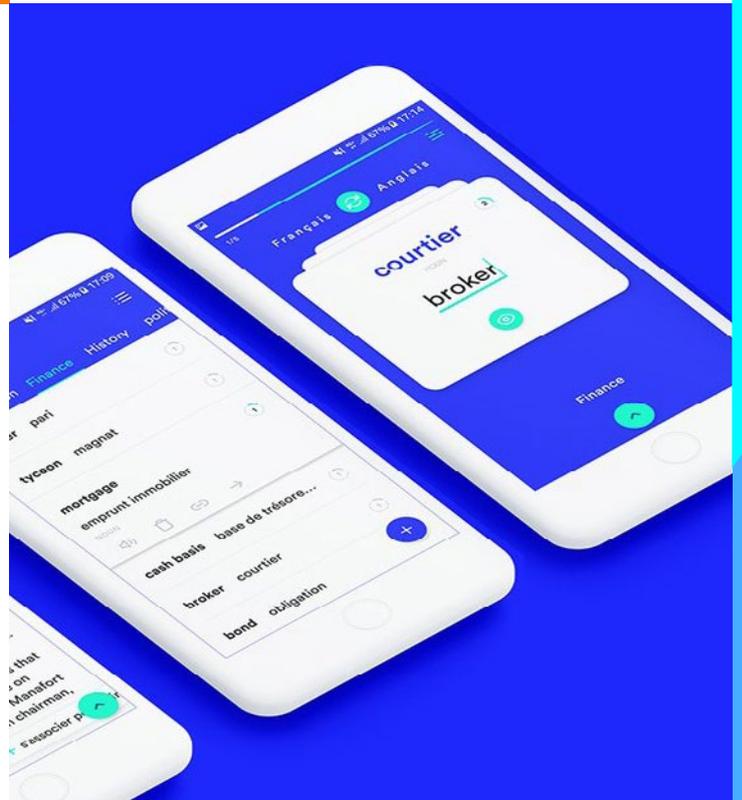
An easy language learning method on tablet and mobile phone using vocal recognition technology, specially designed for children aged 5 upwards, by expert linguists. The creators of Pilipop are inviting families traveling with Air France to exclusively discover the new functionality based on the character of Pili Gotchi, via free access to the Premium version of the app during the test.

www.pilipop.com/fr

LANGUAGES.AI

A smart instant translation app that allows you to learn a language by surfing the web. The creators of Languages.ai are inviting Air France travelers to exclusively test this recommendation engine and tell them whether the solution made them want to progress in learning a language.

www.languages.ai



It's official, you've never been more ready to explore the future,
so visit us at

frenchtech.airfrance.com

INNOVATION AT THE HEART OF OUR BUSINESS

Every day, Air France is committed to offering its passengers the best in terms of innovation.

In 2018, the spotlight will be on artificial intelligence for customers with Lucie and Louis, conversational chatbots, which respond to customers in real time, and Prognos, the new predictive maintenance tool.

AIR FRANCE IS COMMITTED TO BEING THE FIRST CARRIER OF FRENCH START-UPS!

In addition to the **many links forged with start-ups** to offer ever more innovative products and services, Air France is committed to supporting them through the various stages of their development.

For the past 5 years, Air France has supported numerous start-ups through original operations with high international visibility and a range of tailor-made solutions.

Among them, the corporate accelerator **Start Tech Factory**, access to its open data platforms, the **T3 Fundraiser** start-up support fund, as well as the creation of the **BlueBiz Start-up Pack**, an exclusive and tailor-made travel offer to support their internationalization.

Today, with «French Tech takes off», Air France is once again providing its customers with the best in terms of innovation, to go well beyond a simple flight.



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