



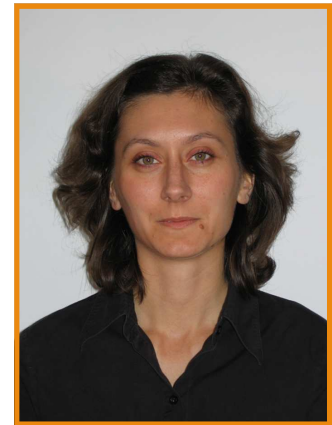
## Interview with Arielle Cogniat (Newsteo)

### “Provence Promotion? To make the best choice!”

Some listen better than others ... And in this context, the Newsteo company (soon to be set up in La Ciotat) has very high finely tuned hearing because its project is based on a very simple concept: how to solve communication problems in noisy and disturbed environments such as on construction sites or in fire zones. The result is the creation of the Newsteo Phone, a radiophonic device that transmits information through vibration properties of bone ... and going on from one idea to the next, the company now has an entire range of solutions varying from voice transmission to all types of data ... and obviously secure wireless solutions! Arielle Cogniat, marketing Manager, tells us what she thinks ...

#### > Tell us about the beginning of Newsteo

Arielle Cogniat: the Newsteo company was created in October 2005 under the leadership of Frank Przysiek and Philippe Guènebaud, and was awarded the first Tourism Awards Prize in December 2005 for its first mock-up of a Newsteo Phone. It received another award in June 2006, because it won a prize in the national competition for assistance with the creation of companies working in innovative technologies. Although this sequence of prizes rewarded the enormous research efforts undertaken by the start-up, its main result was that it validated Newsteo's business model. This confirmation that it had made good choices has enabled it to start development and hiring. It now employs about 12 persons, mainly engineers and research workers.



Arielle Coignat

#### > What products has the company developed?

Arielle Cogniat: Newsteo offers two types of activities. Firstly telemetry, for which it has developed wireless data transmission solutions to satisfy needs expressed by its customers. The objective is usually to create interfaces for sensors that are conventionally connected through cables to make them operational in wireless installations. It also makes finished products that satisfy very precise problems. For example in the logistics field, it has created a range of intelligent data-loggers for monitoring freight transport conditions (Newsteo Tracker) and storage conditions (Newsteo Logger). Integrated monitoring criteria are selected as a function of specific features of the freight:

- over-exposure to heat for perishable food,
- shocks for micro-electronics,
- exposure to light for products for medical purposes, etc.

The data-logger stores corresponding measurements in its onboard memory or transmits them directly to a PC. A warning can be triggered in real time and records can be printed later to enable complete traceability of the operation.

For further information

<http://www.newsteo.com/>



## Interview with Arielle Cogniat (Newsteo)

### > And the second type?

Arielle Cogniat: The Newsteo Phone... which is actually the first! Newsteo offers an appliance for communications in a noisy environment (construction site, production plant, etc.).

A person wearing a helmet for safety reasons in such an environment can choose between good protection and being able to communicate.

Newsteo has developed a noise-resistant helmet to eliminate this unsatisfactory choice, that enables high performance communication without needing to take it off: it is called the Newsteo™ Phone EM (Ear Muff) and is based on osteophony principles. Osteophony is based on the property of skull bones that carry sound waves when speaking. With this system, only the user's voice is transmitted, and surrounding noise is excluded. The Newsteo™ Phone EM captures sound vibrations, processes them and then transfers them by radio waves to the other person who receives the message loud and clear through speakers built into the helmet. The research project should terminate in autumn 2007.

### > What is the company's development status at the moment?

Arielle Cogniat: Due to growth in its activity, Newsteo will very shortly move to La Ciotat - specifically during May. La Ciotat was chosen for several reasons: firstly the proximity to Saint-Cyr-sur-Mer which was the location of the company's first offices, and also ease of access for its suppliers and partners, the presence of the industrial zone, etc.

### > How has Provence Promotion facilitated this project?

Arielle Cogniat: The development agency took close note of our needs, and accelerated formalities during our searches. They presented premises, suggested sites and offered substantial assistance that made a real contribution towards making the best choice for our activity.