e-Cycling Re-Invented with MAT, awarded as Innovation Honoree at CES 2018

SITAEL's IoT solution "MAT – Magnetic Assisted Tap" wins the Innovation Awards Honoree at CES 2018 in the Vehicle Intelligence and Self-Driving Technology category. MAT is the first magnetic and intelligent smartphone holder docking station for e-bikes enabling vehicle's connectivity, control and security in one single gesture. [VIDEO] www.esb.bike/mat

Las Vegas, NV, January 9th, 2018 – SITAEL announces it is the only Italian company that has been named a CES 2018 Innovation Awards Honoree, thanks to its **'Magnetic Assisted Tap – MAT'** for electric bikes. Awards have been assigned by a preeminent panel of independent industrial designers, independent engineers and members of the trade media to honor outstanding design and engineering in cutting edge consumer electronics products across 28 product categories.

MAT is a new concept of smartphone holder docking station transforming e-bike into a fully connected vehicle. Thanks to its proprietary hardware and software technology (SITAEL's ESB electronics system with GPS/GPRS modules, smartphone magnetic mount), MAT is the first bike deeply integrated docking station enabling a plenty of unique features on the smartphone by simply placing it on the MAT's surface: enhanced cockpit, navigator, real-time vehicle control & monitoring, GPS/GPRS-based Anti-theft system, mobile wireless and USB charger.

'*It's a great result for our team*' says Matteo Pertosa, Head of Industrial & IoT Division, '*SITAEL's vision to provide unique and innovative technology to protect and engage users reaches its highest expression with MAT, which defines a new level of cycling in one single gesture; e-bike comes to life instantly only by placing the smartphone on the MAT top surface.*'

The prestigious CES Innovation Awards are sponsored by the Consumer Technology Association (CTA)™, the owner and producer of CES 2018, the global gathering place for all who thrive on the business of consumer technologies, and have been recognizing achievements in product design and engineering since 1976.

Unveiled in New York event and featured on CES.tech/Innovation , under the category *2018 - Vehicle Intelligence and Self-Driving Technology*, MAT will be displayed at **CES 2018**, which runs **January 9-12, 2018**, in **Las Vegas**, Nevada, both at the **Innovation Awards Showcase**, within the Venetian Ballroom at CES Tech West, and at the **SITAEL's booth #2209 Westgate**.

MAT main Features & Crowdfunding Launch Campaign.

Thanks to its proprietary magnetic technology, MAT provides total control of the e-bike with one single gesture. IP65 water-resistant, MAT has been tested to both extreme temperatures (-20°C, +85°C) and vertical shocks up to 70g-force (gravitational acceleration) with a certified shaker instrument, which confirmed its suitability to the most extreme off-road rides.

Besides private uses, MAT is ready to be adopted in free-floating bike-sharing systems, both in peer-to-peer and fleet management contexts. The full system includes **the Lock**, the new connected locking system for the e-bikes rear wheel, and the handlebar **Remote Controller** which grant bike security and a superior riding experience even without the smartphone use.

If you would like to be the first MAT user, visit the link below and sign up for updates; MAT docking station mounted on SITAEL's foldable e-bike "NEXUM" will be launched shortly with a **Crowdfunding Campaign on Indiegogo.** Stay tuned!

Visit: www.esb.bike/mat

About SITAEL S.p.A. – *www.sitael.com*

ESB is a product and registered trademark of SITAEL S.p.A, the largest Italian privately owned company operating in the space industry and belonging to Angel holding, a worldwide leading Transportation and Aerospace Group with more than 1000 qualified employees. With state-of-the-art facilities, SITAEL manages all stages of production, offering highly safe and reliable turnkey solutions for Industrial, Railways and Space Markets as demonstrated by the press notoriety over the involvement in the Curiosity Rover mission on Mars by NASA (National Aeronautics and Space Administration). Thanks to an obsessive attention to details paid to processes and systems design at every developmental and manufacturing stage by an exceptionally qualified staff, SITAEL has been successful in meeting its customers' needs. Regardless of the market they are involved in, SITAEL has assured performance and reliability in its products and solutions.

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Annex
Images: https://cloud.sitael.com/index.php/s/kG0emgymZ7EKeFv
VIDEO: www.esb.bike/mat

HTML CODE for VIDEO embedding :

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<iframe width="560" height="315"
src="https://www.youtube.com/embed/NqiU_EYqpjg?rel=0" frameborder="0"
gesture="media" allow="encrypted-media" allowfullscreen></iframe>
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