



# invoxia

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**BIC connects with consumers through a new innovation platform which provides a first look at its AI-enabled shaver at CES, developed with Invoxia**

BIC announces today [\*\*The Next BIC Thing\*\*](#), a new, collaborative platform that will deepen its focus on consumer insights by bringing consumers directly into BIC's Innovation and Research & Development (R&D) process.

**The Next BIC Thing** will allow consumers to access the latest news from BIC's new products and become part of a new group of brand ambassadors called the **"BIC R&D Squad."** The **"BIC R&D Squad"** is a community that will test BIC's product prototypes, provide feedback, and interact with BIC's internal teams.

Unveiled at the Consumer Electronics Show (CES) in Las Vegas, **The Next BIC Thing** will kick-off with BIC's **new AI-enabled prototype shaver** designed in partnership with Invoxia, a global leader in the design and development of connected devices.



BIC's new prototype razor, the first wet shaver with AI technology, will capture data about the complete shaving experience, including temperature, humidity, hair density, shaving speed, number of strokes, time spent shaving, blade dullness, and more. With its community of users and the help of data collected through the application designed by Invoxia, BIC will create its next-generation of shavers, perfectly adapted to today's users based on these advanced consumer insights.

*"CES is a tremendous opportunity to illustrate BIC's focus on the needs of the modern consumer. The Next BIC Thing is one of many initiatives underway at BIC that will not only broaden and strengthen the insights we use to create products that consumers want and need, but enhance our growth path,"* said **Thomas Brette**, Group Innovation & Insights Officer at **BIC**.

**Eric Carreel**, **Invoxia** co-founder said, *"What we are doing with BIC perfectly demonstrates the virtuous trypic: device, service and data. By using a smart device that collects useful data, we can better understand just about anyone's habits and provide instant and personalized feedback. In addition, this data now also drives innovation! BIC is the perfect illustration that a better service allows you to take better advantage of the data and improve your product."*

Specializing in smart devices integrating AI, Invoxia is an expert in developing an entire ecosystem of intelligent objects, including hardware, firmware, software and apps. Invoxia is among the first to integrate Edge computing (embedded and autonomous AI) in consumer products to generate useful information from pet behaviors to predictive maintenance. It has also launched best selling anti-theft GPS Trackers with unlimited range and market leading battery-life.

For 75 years, BIC products have helped consumers around the world create opportunities, momentum and possibilities in their lives.

In 1975, BIC revolutionized the world with the launch of its first one-piece razor. It imposed an entirely new standard of affordable quality that allowed anyone, whatever their level of income, to benefit from a fresh, smooth and quality shave. Technology and R&D allowed BIC to continually invent, manufacture, and distribute razors that were made more efficient, longer lasting and higher quality by reinventing the blades, the design, the ergonomics, and the materials that would suit the largest population of men and women.

Today, the **Next BIC Thing** and our AI-enabled prototype shaver join BIC's suite of recent initiatives that include BodyMark by BIC, the first temporary tattoo marker specially made for skin and Made for You, a premium razor made for both men and women, sold on Amazon in the United States. It is a new milestone in BIC's transformation journey into a more efficient, agile, and Consumer-Centric organization that started in early 2019 with "BIC 2022 – Invent the Future" plan

Together with Invoxia, BIC is inventing the shaving of tomorrow.

**Join the "NextBICthing" by visiting [www.nextBICthing.com](http://www.nextBICthing.com) and become part of BIC R&D Squad.**

**Visuals and videos available [here](#)**

**Meet us at the CES: Venetian CES Booth INVOXIA & BIC: Sands, Hall A-D - 45131**

## About BIC's new AI-enabled prototype shaver

### Features

- Stroke detection
- Shaving style assessment through motion analysis
- Rinsing time and water use estimation
- Room temperature and humidity measurement
- Replaceable cartridges
- Edge computing algorithms

### Package content

- BIC Squad Shaver and Smart Charging Station
- 2 x 5 Blades Cartridges
- Quick Start Guide
- USB-C power cable

### Safety

- Secured data transfer

### Design

- Designed and assembled in Europe

### Support & Software

- Free iOS and Android mobile application
- Shaver updates through bluetooth

### Specifications

- Dimensions: Shaver 140x45mm / Dock: 72x31mm
- Weight: Shaver 47gr / Station: 133 gr
- Power: Lithium-ion rechargeable battery
- Battery: 2 weeks autonomy - Rechargeable through USB-C
- Connectivity: Bluetooth 4.0 (BLE)
- Waterproof Shaver: IP68
- Splashproof Station: IP64

## About BIC

BIC is a world leader in stationery, lighters and shavers. For 75 years, BIC has honored the tradition of providing high-quality, affordable products to consumers everywhere. Through this unwavering dedication BIC has become one of the most recognized brands and is a trademark registered worldwide for identifying BIC products which are sold in more than 160 countries around the world. In 2018, BIC Net Sales were 1,949.8 million euros. The Company is listed on "Euronext Paris" and is part of the SBF120 and CAC Mid 60 indexes. BIC is also part of the following Socially Responsible Investment indexes: CDP A list and CDP "Supplier Engagement rating Leader board", Euronext Vigeo – Eurozone 120, Euronext Vigeo – Europe 120, FTSE4Good indexes, Ethibel Pioneer and Ethibel Excellence Investment Registers, Ethibel Sustainability Index (ESI) Excellence Europe, Stoxx Global ESG Leaders Index.



## About Invoxia

Invoxia specializes in smart devices integrating AI. The company develops and commercializes a range of consumer and professional trackers with deep neural network, allowing for instance to recognize pet behaviors (such as running, scratching, eating...). The company also created Invoxia Tracking Pro, a B2B complete and customized tracking solution for professionals, integrating a platform and a dedicated range of trackers. Invoxia also developed a predictive maintenance and defect detection solution for Richemont (Switzerland-based luxury goods holding company). Also known for its In Vivo Acoustic® technology, the company developed Triby, the first connected speaker compatible with Amazon Alexa Voice System and Apple HomeKit for the home. Invoxia is a French company founded in 2010 with offices in the United States and China.

## **Press Contacts**

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