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**FOR IMMEDIATE RELEASE**  
December 2, 2014

## **French Company Rollkers Set to Make United States Debut at International CES January 6-9, 2015**

Already a recognized name on the European technology scene, **Rollkers SAS** will formally make their mark internationally when they unveil their product of the same name – **Rollkers** – at the International CES in Las Vegas, NV, January 6-9, 2015.

**Rollkers**, the product, is a transportation accessory that increases a person's average walking rate up to 7 miles per hour.

**Rollkers SAS**, the company, was founded in 2012 by Paul Chavand, and has developed a buzz in Europe during its brief history. At the 2013 *Inventions in Geneva* exhibition, the French company entered its namesake product and won the silver medal in the transport category. Building upon this early success, **Rollkers SAS** now looks to CES to provide a new and expanded platform through which to unveil their product offering.

Chavand conceived the idea of Rollkers based largely on the magic feeling he experienced when using the "travelator" or the moving walkway traditionally found in airports. As he deemed it unfeasible to equip an entire city with travelators, he inverted the problem and focused on integrating the technology into footwear. "That was my incentive for creating the Rollkers product."

"It seriously disturbed me that a lot of people focus exclusively on *new* technology," Chavand said. "I am firmly convinced that good, *old* technology should not be forgotten in the innovative process – inventions that combine both are truly the way of the future, and with Rollkers, it happens right now." With society increasingly favoring environmentally friendly products, Chavand saw Rollkers as an opportunity to strike while the iron was hot. "People drive and take public transportation that pollutes the air and environment with nasty emissions; and Rollkers helps to reduce that to some extent." With Rollkers, one places the product on the bottom of their shoe and immediately acquires the ability for faster transportation based on *walking*, the most natural of all transportation means, without negatively contributing to environmental issues.

The product is expected to be available for licensees in late 2015.

**Rollkers SAS** will present from the **Eureka Park** Technology Zone at CES from **Booth #75762** in the Sands Expo Center. Company spokespersons and staff demonstrating the product will be on hand. **Rollkers** will also exhibit at **CES Unveiled**, Sunday night, January 4, from 4-7 p.m. at the Mandalay Bay.