

# Ten innovative consumer technology products to look out for at DISTREE EMEA

*Hundreds of brands will showcase their latest products to distributors, retailers and e-tailers at DISTREE EMEA*

ANTONY, PARIS, FRANCE, February 15, 2016 /EINPresswire.com/ -- [DISTREE](#) Europe, Middle East and Africa (EMEA) will gather together senior executives and buyers from the region's leading distributors, retailers and e-tailers. During the event, which takes place from February 24-27th 2016 in Monaco, hundreds of consumer technology brands will showcase their latest products and look to secure orders and sign new channel partners.



Section of DISTREE EMEA 2015 exhibition area

Alexandra Sinson, Event Director for DISTREE EMEA 2016, commented: "DISTREE EMEA is where the latest and greatest consumer technology is showcased to channel partners capable of selling significant volumes throughout EMEA. From new brands to A-brands, DISTREE EMEA is a must-attend annual trade-focused channel event."

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*Alexandra Sinson, Event  
Director for DISTREE EMEA  
2016*

During the course of the event, the hundreds of brands exhibiting at DISTREE EMEA hold pre-scheduled one-on-one meetings with trade buyers, channel executives and press. The independent event is a hugely efficient way for brands to identify new partners, meet existing channel customers and explain their product roadmap for 2016 and beyond.

With hundreds of brands promoting their consumer technology products, DISTREE EMEA is a product sourcing goldmine for distributors, retailers and e-tailers. Here are ten products and brands (listed in alphabetical order) with real channel sales potential in 2016 and beyond that are well

worth a visit at this year's event:

## 1) AEE Technology – AP12 quadcopter drone

AEE has become a major player in the fast-growing consumer drones space. AEE is launching its new AP12 quadcopter drone featuring an integrated 3-axis gimbal camera system that records in 1080P at 60 fps, up to twenty-five minutes of flight time, and top flight speeds of 44 miles per hour. Andy Zhang, CEO at AEE, recently stated: "AEE has always had a dedicated following in Europe and

Asia. As the drone market continues to grow, our company is dedicated to releasing exciting drones that enthusiasts and professionals alike will enjoy.” [www.aee.com](http://www.aee.com)

## 2) aiFi – Stackable Speaker

Beautifully designed wireless speakers from Sweden. Apart from the great aesthetic, what sets the aiFi speakers apart is the option to add another speaker (on top or to the side) for an instant volume boost. The speakers also feature Wave Dot Technology ensuring seamless sound distribution across the speaker units once they are connected. Three stacked aiFi easily make a Soundbar for your TV. And a Six-Stack is perfect for a party on your patio. [www.aifi.se](http://www.aifi.se) @aifidelity

## 3) Armor-X - IP68 Waterproof Shockproof Case

The all-new Armor-X IP68 Waterproof Shockproof Case for iPhone 6 and 6 Plus is designed for marine and watersports. The product is X-Mount ready and constructed with dual-layers of shock-absorbing TPU and protective polycarbonate. Armor-X is a lifestyle design collective dedicated to creating products that fuse form, function, and style. [www.armor-x.com](http://www.armor-x.com) @armorxmount

## 4) Divoom – Aura Box

This ‘smart speaker’ is packed full of features and fun. Via the smartphone app, users can create their own drawings and animation and show them off via the LED display. Other features include social media alerts, an alarm clock and thermometer function. Packed with a powerful 3" 5-watts speaker, professionally tuned by Divoom. [www.divoom.com](http://www.divoom.com) @divoom

## 5) Flapit – Social Media Counter

Flapit is the first available physical counter connected to all the major social media platforms. Flapit work with 11 separate social media networks: Facebook, Twitter, Yelp, Instagram, YouTube, Dianping, Zomato, VKontakte, Foursquare, Swarm and Tripadvisor. Flapit is a powerful, interactive marketing device for corporations and small businesses, retailing for just US\$449. [www.flapit.com](http://www.flapit.com) @flapitcounter

## 6) Modecom – VOLCANO BLAZE Set

Modecom's all-in-one mobile virtual reality (VR) package will be showcased at DISTREE EMEA. The Modecom VOLCANO BLAZE set includes headset, earphones and a Bluetooth controller in one high-quality set. The VOLCANO BLAZE's goggles are compatible with all smartphones which have built-in gyroscopes and screen sizes between 4.5" and 5.7". [www.modecom.pl](http://www.modecom.pl)

## 7) Nedis - König Smart Home Starter Kit

Bringing smart home technology to the mass market represents a huge opportunity for EMEA channels in 2016. The König Smart Home Starter Kit offers a cloud-based alarm, monitoring and automation solution. The kit includes a next generation IP camera enabling users you to watch over their properties in the highest quality HD resolution. [www.nedis.com](http://www.nedis.com)

## 8) Razer - Blade Stealth Ultrabook

Razer's latest product innovation boasts the Intel Core i7 processor and a stunning 4K display. The ultra-thin notebook gives gamers the option of unprecedented desktop-level gaming performance with the help of the Razer Core via Thunderbolt 3. Featuring the world's first individually backlit RGB

keyboard, your Razer Blade Stealth gives users access to 16.8 million color options powered by Razer Chroma. [www.razerone.com](http://www.razerone.com) @razer

#### 9) UPRIGHT – Posture Trainer

UPRIGHT is a smart trainer product, designed to be worn for a short amount of time during the day. UPRIGHT and its training programme work to gradually train your core muscles and build muscle memory, allowing users to eventually maintain an upright posture almost entirely subconsciously. Features include multiple sensors, smart learning algorithm, vibration feedback and connection to dedicated app via Bluetooth. Are you ready to be UPRIGHT? [www.uprightpose.com](http://www.uprightpose.com) @UpRightPose

#### 10) Innoio – AIRXEL Wireless Projector

With a weight of only 0.9 pounds, and only 0.7” thick, the AIRXEL fits easily into a laptop computer bag. It is the thinnest projector in the world, and is half the thickness of regular mini beam projectors. It weighs as much as a light book, so you can carry this mobile projector along with your laptop. The AIRXEL retails for US\$499. [www.innoio.com](http://www.innoio.com) @INNOIO

Sinson concluded: “This is just a fraction of the vast array of new and cutting edge consumer technology products that will be showcased at DISTREE EMEA 2016. The event is the ultimate channel gateway for driving volume sales across the region.”

#### About DISTREE Events

DISTREE Events specialises in the planning, organisation, staging and management of ICT & CE channel events. DISTREE Events is a Paris-based company owned by Infopro Digital. The team at DISTREE Events has successfully organised such events for more than a decade, gathering more than 10,000 senior executives from 160 countries during that time. DISTREE Events spans the entire EMEA region, Asia-Pacific and Latin America with employees based in Paris, Dubai, Moscow, London, Singapore and Sao Paulo. For more information, visit [www.distree.com](http://www.distree.com) or follow us on Twitter @DISTREE\_Events

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