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sense: Corporate Background

Sen.se was founded in 2010 by rafi Haladjian and Franck Biehler.

rafi Haladjian co-founded Violet in 2003, creators of Nabaztag – the first connected rabbit and first Smart Object. Franck Biehler joined the Violet team early on and with other members of the Sen.se team brought together the most comprehensive experience of Objects connected to a network.

Sen.se's mission is twofold: sense and make sense

- **Sense.** To develop a new generation of Smart Objects destined to blend elegantly and unobtrusively into the lives of users while collecting meaningful data, continuously and over long periods of time.
- **Make Sense.** To create and operate a platform with the capacity to collect huge amounts of data in real time from any source, more specifically from Smart Objects. The data is stored and routed towards specialized applications that can analyse it and extract meaning, services and smart actions from it.

Sen.se introduced Mother a caring, adaptable and programmable device that turns objects into smart and understanding things, at the 2014 International CES. In addition to marketing Mother & the Motion Cookies to consumers, Sen.se is also working on the development of products for the business-to-business market.

Today, an increasing number of industries in various sectors are showing an interest in developing smart objects. However, designing, developing and industrializing Smart Objects is a process that takes at least 18 months and requires much greater investment than simpler digital developments such as web sites or apps for smartphones. Sen.se designed Motion Cookies that enable the development of different applications based on a single sensor. This now offers the business community an opportunity to make their products smart very quickly, at a fraction of the cost.

In the next few months, Sen.se will announce agreements with brands that have chosen to incorporate cookies in their products. Likewise, Sen.se partners will soon launch *Cookie Ready* accessories, items for everyday life uses (i.e. fitted with a slot in which users can slip a Cookie).

Sen.se is headquartered in Paris, France. For more information go to <https://sen.se/>