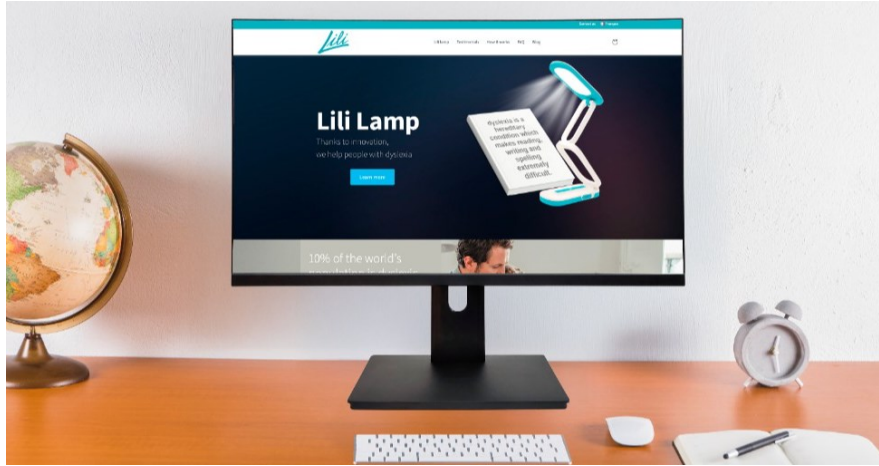




Normandy in the spotlight at CES in Las Vegas with LILI FOR LIFE



The **CES** (Consumer Electronics Show) in Las Vegas will take place from **January 7 to 10, 2025**. **Lili for Life**, a **start-up based in Rouen**, will showcase its **technological advancements**, offering unprecedented opportunities to **support dyslexic individuals** in their daily lives.

Lili for Life will also be featured in the **CES Unveiled** selection on **January 5, 2025**, at the Mandalay Bay Convention Center.

Visit us at **booth 60 801** to discover Lili for Life's innovations and learn **how our vision is making a meaningful difference for millions of people worldwide**.

A technology acclaimed by users

Dyslexia, which affects 8–10% of the world's population, is far more than a simple reading disorder. As the most common cognitive disorder, it profoundly impacts the lives of those affected, particularly when it goes unrecognized or is poorly managed. During school years, it can lead to injustices and difficulties that leave lasting marks well into adulthood, such as cognitive fatigue, low self-confidence, and a reluctance to openly discuss the disorder.

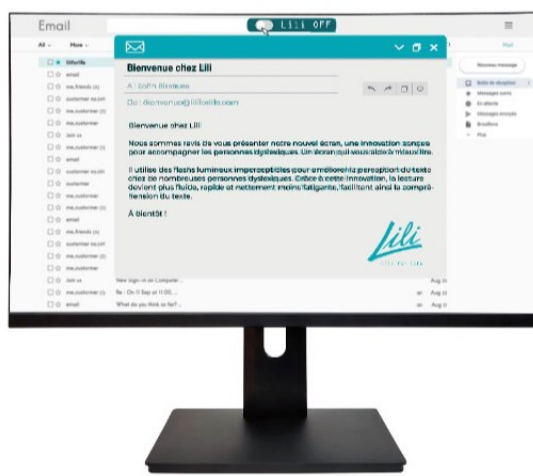
Although dyslexia cannot be “cured,” technological advances are offering unprecedented opportunities to support dyslexics in their daily lives.

Over the past three years, the **LILI lamp** has helped thousands of users regain confidence and reading comfort. Its effectiveness is widely acknowledged, with an impressive **85%** recommendation rate. Building on this success, **Lili for Life** is pushing the boundaries further with the imminent launch of its **LILI screen**, a solution that is both discreet and innovative.

Discover the LILI screen: reinventing reading

The new **LILI screen**, a **27-inch monitor**, integrates cutting-edge technology to address the specific needs of dyslexic users:

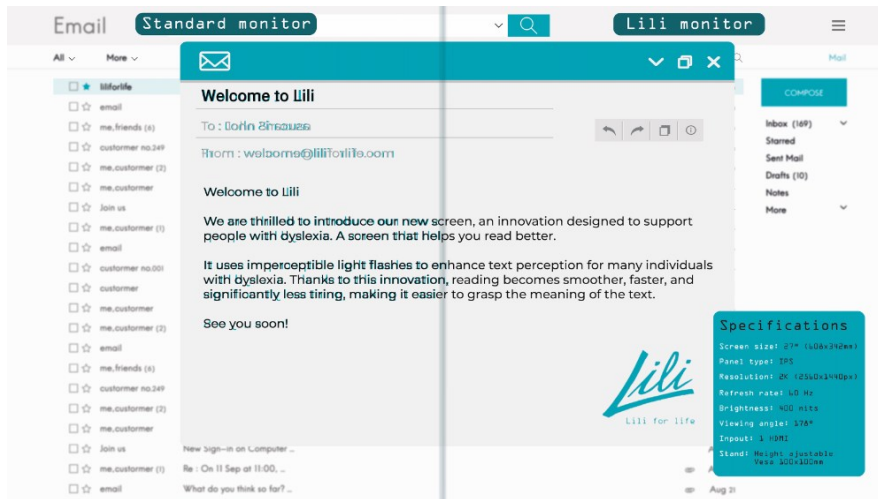
- **Discreet:** Featuring an elegant design, it is perfectly suited for both home and professional environments.
- **Intelligent setup:** The LILI function is automatically activated as soon as a dyslexic user connects their PC.
- **Comfort and performance:** Like the LILI lamp, the screen reduces cognitive fatigue and enhances comprehension, transforming reading into an enjoyable experience.



Lili for Life: a unique vision of dyslexia

The passionate and committed **Lili for Life** team is not merely innovating; it is redefining how dyslexia is perceived. At **CES 2025**, the team invites visitors to explore its products, test its groundbreaking innovations (the **Lili lamp** and the **LILI screen**), and, most importantly, engage in conversations about a new perspective on dyslexia.

With Lili, **“I read and I live again”**: a promise that embodies the tangible impact of these technological solutions on the lives of dyslexic individuals.



Lili for life is supported by funding from the Normandy Region.

www.liliforlife.com

Visuals

Press contact

Agence Flag - 01 58 60 24 24

Florence BERTHOLON - florence@agenceflag.com
Amélie GUIARD - amelie@agenceflag.com