



Slighter named as CES 2019 Innovation Awards Honoree **Tech for a Better World**

November 12, 2018

Slighter today announced that it has been named a CES® 2019 Innovation Awards Honoree for its innovative smoking reduction lighter in the “Tech for a Better World” product category.

The announcement was made during CES Unveiled New York, an invite-only tech event bringing together top media, exhibitors and industry leaders for a sneak peek of the products and trends expected at [CES 2019](#), which will run January 8-11, 2019 in Las Vegas, NV.

An annual program that celebrates outstanding design, the CES Innovation Awards recognizes honorees across 28 product categories. A panel of judges, including designers, engineers and members of the tech media, reviews submissions based on design, functionality, consumer appeal, engineering and how the products compare with competition.

Slighter is a smoking-reduction solution, featuring a learning lighter connected to a mobile app. Slighter’s AI algorithm records and analyzes a smoker’s behavior and develops a tailored cessation program that gradually reduces the number of cigarettes per day. By successfully reducing daily intake of cigarettes, the user can reach unprecedented level of confidence that would encourage extra efforts and quit the smoking habit altogether with minimal withdrawal symptoms.

The CES Innovation Awards are sponsored by the [Consumer Technology Association \(CTA\)™](#), owner and producer of CES, the world’s largest and most influential technology event. CTA has been recognizing achievements in product design and engineering since 1976.

Slighter will be on display in the [Innovation Awards Showcase](#) at the upcoming CES 2019. The complete list of CES 2019 Innovation Honorees, including product descriptions and photos, can be found at [CES.tech/Innovation](#).

CES 2019 will showcase life-changing technology across every major industry, featuring 4,500 exhibitors across 2.75 million net square feet (260K net square meters) of exhibit space. CES provides access to the very latest transformative tech, such as 5G connectivity, artificial intelligence, augmented and virtual reality, smart home, smart cities, sports tech, machine learning and more.

[Registration](#) for CES 2019 is open. For the latest news and show announcements, visit [CES.tech](#).



About Slighter:

With Slighter we aim to contribute to a smoke-free world and save millions of lives through our unique patented solution. Our invention targets 1 billion smokers worldwide that are considering to take a reasonable effort to reduce, quit smoking or monitor smoking behavior. Slighter was created to treat a smoker's habit, using methods known as nicotine fading and positive reinforcement. This gradual process of reduction minimizes withdrawal symptoms, which often are too great to overcome using other cessation methods. Slighter Beta prototype testing proved 40% smoking reduction over the period of 3 months.



About CES:

CES® is the world's gathering place for all who thrive on the business of consumer technologies. It has served as the proving ground for innovators and breakthrough technologies for 50 years-the global stage where next-generation innovations are introduced to the marketplace. As the largest hands-on event of its kind, CES features all aspects of the industry. Owned and produced by the Consumer Technology Association (CTA)™, it attracts the world's business leaders and pioneering thinkers. Check out CES video highlights. Follow CES online at CES.tech and on social.

About Consumer Technology Association:

Consumer Technology Association (CTA)™ is the trade association representing the \$377 billion U.S. consumer technology industry, which supports more than 15 million U.S. jobs. More than 2,200 companies – 80 percent are small businesses and startups; others are among the world's best-known brands – enjoy the benefits of CTA membership including policy advocacy, market research, technical education, industry promotion, standards development and the fostering of business and strategic relationships. CTA also owns and produces CES® – the world's gathering place for all who thrive on the business of consumer technologies. Profits from CES are reinvested into CTA's industry services.