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PRESS RELEASE

The start-up SmartEmbed has joined forces with STid Group, the expert in instinctive contactless identification solutions

SmartEmbed, based in Aix-en-Provence, France, develops and markets Eddo, a range of simple and innovative solutions for saving water and energy. Eddo incorporates STid's access control system. This alliance of companies in the Aix-en-Provence–Marseille area combines technology and the environment.

Eddo, chiefly aimed at professionals, provides **access to shower credits and shower time**. Users identify themselves with a contactless bracelet using RFID technology. As they shower, an indicator light changes from green to red to inform them, in real time, of their water consumption and raise awareness of responsible behavior. A web-based dashboard enables managers to view real-time consumption figures in their shower area, **saving up to 45% in water and energy**.

Say goodbye to waste and endless queuing at campsites, sports centers, water parks or pools!

Eddo solutions **incorporate access control by STid**, the expert in instinctive contactless identification solutions, to combine technology, the environment and short supply chains, with the production of Eddo products being entrusted to **companies in the Aix-en-Provence area**.

"Our work involves finding ever more ergonomic and instinctive solutions," explains Vincent Dupart, CEO of STid. *"Eddo combines responsible innovation and high-level security, in particular by using the SSCP European communication protocol. We are delighted to combine our expertise with that of SmartEmbed to guarantee the security of IoT solutions!"*

"Eddo can be installed onto all existing shower systems, and forms part of an environmentally responsible approach," explains Terence Huertas, Founding President of SmartEmbed. *"We are proud to draw on STid's expertise in high-level security."*



About STid

Our business - Protecting people, their property and data by securing identities and access

For over 20 years, we have been inventing and offering identification solutions for physical and logical high-security access control, as well as Automatic Vehicle Identification (AVI).

We enable businesses, governments and industry to simplify and safeguard their management of digital identity by developing smart identification solutions using cutting-edge RFID, NFC, Bluetooth® and Internet of Things (IoT) technologies.

[STid Press Contact](#)

Céline Haouji

Tel: +33 (0)6 82 36 62 84

Email: c.haouji@stid.com

About SmartEmbed

SmartEmbed, based in Aix-en-Provence, France, **in the Arbois environmental technology cluster**, develops and markets Eddo, a range of simple and innovative solutions for saving water.

In addition to a connected flowmeter for detecting leaks and excessive water consumption, we also provide means of reducing consumption, raising awareness and encouraging environmentally responsible behavior amongst users in communal and individual showers.

We are attentive to your requirements and offer solutions to improve water management in your buildings and washroom facilities.

[SmartEmbed Press Contact](#)

Léa Bentallah

Tel: +33 (0)4 84 49 27 59

Email: lea.bentallah@eddo.io