



## Florence Poulet

**Award Female Inventor of the Year 2010 W.I.P.O.**

*By the World Intellectual Property Organization - Geneva*

**Presidential Award of the French Republic 2009**

*By the International Competition Lepine - Paris*

***Second woman in 110 years***

Florence has expanded her knowledge about ICT through more than 25 years, in Europe and in the USA; She is the first High End Consultant in the High technologies used for the future "Internet of things" - RFID, NFC, RF UHF and Speech recognition.

Scientific Training (School of Engineering and Master in ESTACA information systems INIG) Florence has created and directed IT Daumas from 1987 to 2006. Proprietorship, LLC then successively SA of 14 people, the company was specializing in the integration of multimodal solutions, integrating speech technologies, voice recognition and text to speech. During 25 years, various patents have been filed in the field of Human Machine Interface. The company also participated in major European project VICKIE (Label I.ST. in collaboration with INSERM in France) whose objective was to design an "electronic schoolbag" for Children with Disabilities (Education at home). Meanwhile the company has designed and produced a vocal Euro converter for fragile people, and sold several thousand units in Paris. In 2007 Florence created a vocal map for blind people, Easymetros, which was a great success (25000 sales) and received several awards in 2009 & 2010. **In 2013, Florence has been nominated by the Hong Kong RFID AWARDS.**

In 2014, working in partnership with chinese industrials, Florence conceived and patented an e-commerce platform : [www.mafrance.cn](http://www.mafrance.cn) to allow the delivery of French products, directly from the French providers to the Chinese customers (Law B2C crossborders) - No warehouse, no stock. MaFrance set up an IT interface to get the customs clearance before departure, in partnership with the chinese authorities. This new model of e-commerce means to do commerce worldwide 'out of the box' between 2 countries, installing a safe bridge: [www.mafrance.jp](http://www.mafrance.jp), [www.mafrance.vn](http://www.mafrance.vn), [www.mafrance.kr](http://www.mafrance.kr), [www.mafrance.co.th](http://www.mafrance.co.th) etc... securing the process, offering the certification of 100% origin France to the final customer.

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