



## NEWS - For Immediate Release

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High-Resolution Images Immediately Available

### **SIMPLE LABS HONORED WITH CES 2023 INNOVATION AWARD FOR COGNI™ WINE BARREL MONITOR**

(Napa, CA) — [Simple Labs](#) has been named a [CES® 2023 Innovation Awards Honoree](#) in the Food & Ag Tech category for the **Cogni™ Wine Barrel Monitor**. The announcement was made prior to [CES 2023](#), the world's most influential technology event, set for January 5 - 8, 2023 in Las Vegas, Nevada.

Cogni™ is a patented, wireless, continuous, integrated barrel aging monitoring system that in the wine industry can track temperature, humidity, phenol/guaiacol, acetic acid, SO<sub>2</sub>, pH, alcohol and fill levels, making real-time data accessible to winemakers from anywhere worldwide. By forming a network of connected devices, with any number of barrels, if levels slip out of user-set tolerance ranges, Cogni alerts via mobile and desktop notifications. Winemakers can then review the current levels and recorded data to determine next steps.

The CES Innovation Awards program, owned and produced by the [Consumer Technology Association \(CTA\)®](#), is an annual competition honoring outstanding design and engineering in 28 consumer technology product categories. This year the CES Innovation Awards program received a record high number of more than 2,100 submissions. An [elite panel of industry expert judges](#), including members of the media, designers, engineers and more, reviewed submissions based on innovation, engineering and functionality, aesthetic and design.

“The recognition by the CES Innovation Awards affirms our belief that the Cogni barrel monitoring device and platform is a game changer in winemaking,” said **Founder and CEO Mike Slone**, who invented Cogni, “Furthermore, through our innovative work and solutions, Simple Labs has a future capacity for change in other related industries.”

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The CES 2023 Innovation Awards honorees, including product descriptions and photos, can be found at [CES.tech/innovation](https://ces.tech/innovation). More will be revealed in January. Many honorees will showcase their winning products in the Innovation Awards Showcase at CES 2023.

Owned and produced by CTA, CES 2023 will take place in Las Vegas on January 5-8, 2023, with Media Days taking place January 3-4, 2023. Attendees will experience new technologies from global brands, hear about the future of technology from thought leaders and collaborate face-to-face with other attendees. The show will highlight how innovations in sustainability, transportation and mobility, digital health, the metaverse and more are addressing the world's greatest challenges. Audiences will hear from industry experts during live keynotes, including leaders from John Deere and AMD. Visit [CES.tech](https://ces.tech) for all CES 2023 updates, [registration details](#) and the [media page](#) for all press resources.

Simple Labs™ is a technology company with the mission of evolving the production process of products produced using barrels. Beginning with the wine industry, the company provides clarity to winemakers and vineyards during the barrel aging process, through creating innovative technological solutions based on ever-changing challenges and needs. Simple Labs globally and equally supports all winemakers regardless of scale, investing in an immersive understanding of customer needs to offer a personalized experience. The creativity and innovation of the company, arises from deep roots in diversity and a collection of equally-heard voices in the room, actions and causes that are the foundation of the firm. Key tenets include emotional intelligence, social and environmental awareness, a genuine curiosity and kindness filled with empathy. For more visit [SimpleLabs.com](https://SimpleLabs.com).

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