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## **GLOBAL ADVENTURER BEAR GRYLLS TO UNVEIL ACTION CAMERAS AND TECH ACCESSORIES AT CES Las Vegas**

**London, UK, 18<sup>th</sup> December, 2017** – UK- based consumer electronics manufacturer, Lyte Limited has partnered with World-renowned Adventurer Bear Grylls to create a range of action cameras, wearable cameras and portable power products.

Building on the tremendous brand loyalty behind adventurer and global television personality Bear Grylls, the range will leverage the brand's vision to 'Inspire, Equip and Empower.' Regarded as the global authority in outdoor adventure, Bear Grylls is constantly testing boundaries and sharing his stories with fans. This new range of products will capture the essence of the Bear Grylls brand and allow fans to share their own adventures.

The products will be performance orientated and designed for the outdoors, with the line including Bear Grylls Power banks and Solar Power, Bear Grylls Action Cameras and Bear Grylls Video Eyewear. The new line-up is set to be unveiled at the world's largest consumer electronics show in Las Vegas on 9 January 2018 and will be available in stores across Europe, USA and Canada, Australia and New Zealand and South Africa from early Spring.

Chris Chance, CEO of Lyte, says: *"It is really exciting working with Bear Grylls, everything he does is a challenge and usually in pretty extreme environments, so we've had to reflect this in our development. The great thing is it brings a true sense of purpose to the products and a real opportunity to promote the spirit of Bear through technology".*

Bear Grylls is a former 21 British Army Special Air Service (SAS) soldier and bestselling author. He has become known around the world as one of the most recognized faces of survival and outdoor adventure. His Emmy award-winning television shows, *Man vs. Wild* and *Born Survivor*, have become two of the most watched programmes on the planet, with an estimated audience of 1.2 billion. He also hosts the hit adventure shows *Running Wild* and *Bear Grylls Survival School* on NBC in the U.S., as well as BAFTA winning *The Island with Bear Grylls* on Channel 4 in the U.K and BAFTA winning *Bear Grylls Survival School* on ITV and *Absolute Wild* on Dragon TV in China. He is an honorary Colonel to the Royal Marine Commandos and the youngest-ever UK Scout Association Chief Scout, an inspiration to forty million Scouts worldwide.

Rupert Tate, CEO of Bear Grylls Ventures, says: *"We are very happy to be working with Lyte to translate the Bear Grylls brand into this exciting new range. The brand's vision to Inspire, Equip and Empower will transfer perfectly into the products and allow fans to capture and share their adventures in style."*

## **About Lyte**

Lyte is a UK based technology company that develops innovative products for the consumer and professional markets. Our technology is released under various consumer brands and used in live TV and sports broadcasting around the world. The company is headquartered in London, with offices in Shenzhen, China and affiliates in the USA and HK. For more information, please visit [www.lyte.uk](http://www.lyte.uk)

## **About Bear Grylls Ventures**

Bear Grylls Ventures (BGV) is a management and production company based out of the UK. BGV manages all television, film, books, licensing and endorsement deals for Bear Grylls. The goal of the company is, as a team, to inspire and encourage men, women, boys and girls, to listen to their adventure selves - to get out there and go climb their mountains, to break some rules, to go the extra mile in all they do, to protect those who are struggling and to walk the path less trodden. BGV stands for the positive, the kind and the quietly courageous. We know that those that endure are those that win.