

Wrap-Up: Trends & Implications
MediaCom@CES 2018

connectedworld

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#MEDIACOMCES

Connected, connected, connected.

With over 4,000 exhibiting companies and more than 1,000 speakers, CES was an inspiring event that helped us better understand the potential of a fully-connected world. It's getting easier to visualize the implications for a consumer's lifestyle; how he'll shop, how she'll get stuff done and how they will interact with the people and things around them. The Internet of Things, in particular, is more real than ever, as technology falls to the background and knowing robots, showers, kitchens, cars and pets move to the foreground.

This report will call out the most important themes from the Show and, more importantly, some of the short- and mid-term implications for your business.



Recap

CES is no longer about technology; it's about solutions that eliminate friction and make it easier for people to accomplish both new and existing tasks. Going forward, AI will fuel the advances we'll care most about.

In the meantime (while Google and Amazon fight to control the OS...), CES 2018 exhibitors' wares focused on products that we see as delivering on three human needs/desire states: Utility, Relaxation, and Entertainment.

Here are some of the most interesting.

Utility

- [Robomart](#) is a self-driving store for produce and grocery items. It comes to your house, you select and buy.
- [GrowPods](#) turn you into an agra farmer at home.
- [Aipoly](#) uses facial and product recognition to create fully-automated markets. You walk in, see recommended products, pick your items and walk out. No employees needed.
- Connected bathrooms from [Kohler](#) and connected kitchens from [Whirlpool](#) let you get your scrub on.
- A home cybersecurity network from [Bitdefender](#) leverages the name you know.
- [Omron](#)'s blood pressure/EKG watch was a big deal, as was the first wearable glucose tracker from [Pkvitality](#)
- [Samsung](#) is moving into the health space.
- [Hudway Glass](#) helps you drive (supposedly) by delivering information and imagery on a windshield AR screen. No we don't want it.



Relaxation

- [Mooda](#) smart fragrance machines diffuse scents in your home.
- [Jibo](#), "the first social robot," is Pixar-cute.

Entertainment

- [Revl Arc](#) is the ultimate 4K action camera.
- About the size of a soda can, Anker's [Nebula Capsule](#) is a portable cinema display that lets you stream commercial services anywhere.
- Kids can build and control [MekaMon](#) physical robots via phone-based AR.
- [ManoMotion](#) allows you to create 3D paintings and sculptures in mixed reality.

Connected cars are now a given. Wearables have moved from a passive (counting) to an active diagnostic state, and [TVs](#) are being designed around your home form and functional needs. VR and AR devices are still cumbersome to wear and look silly on you.

Blockchain and bitcoin had their first real presence at CES. One word: [Kodak](#).

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VOICE Revolution

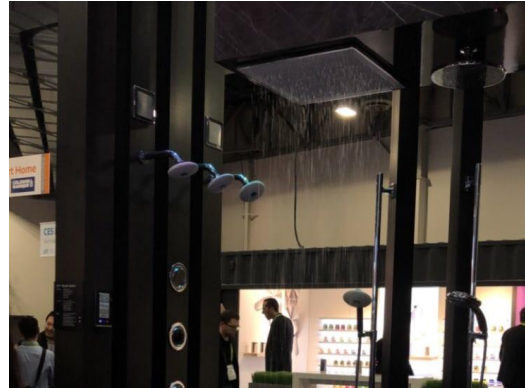
The ability to control technology with your voice

The war between Google and Amazon Alexa was palpable at CES 2018. Voice commands were enabled in everything from the light bulb to your shower to your car.

The power of voice extends to voice control in other technologies. For example, a VR experience can even be modified by using your voice to change movements and colors in the experience.

Business Implications:

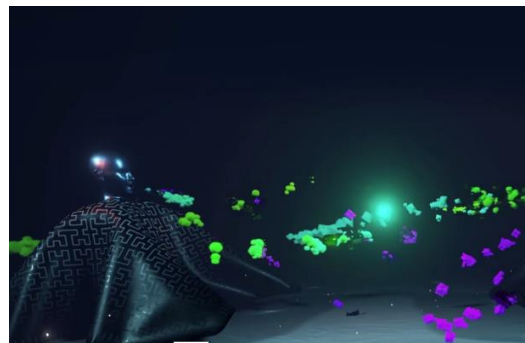
With voice-enable technologies enabling automated purchasing, brands will need to ensure they start moving strategies beyond “top of mind” to “top of tongue.” Being on the first page of Google’s search results may no longer be enough.



Shower with [Kohler Konnect](#) is a smart connected shower that allows you to adjust the water temperature, control the showerhead and spray patterns, and set the duration of a shower using voice commands.



The [Sengled](#) Element Color Plus LED is a \$35 smart bulb that changes colors and syncs with both Alexa and Google Assistant.



[VVVR](#) (Visual Voice Virtual Reality) is a “voice-controlled tool for self exploration and well being. It combines virtual reality and audio effects to temporarily free the mind from language and cultivate awareness of the present moment.” Huh.

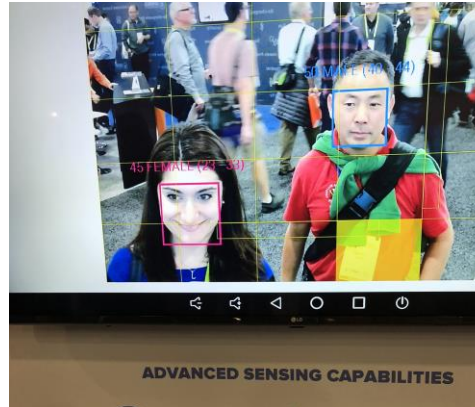
Superhuman Companions

Technology and support that turns people with disabilities into superhumans

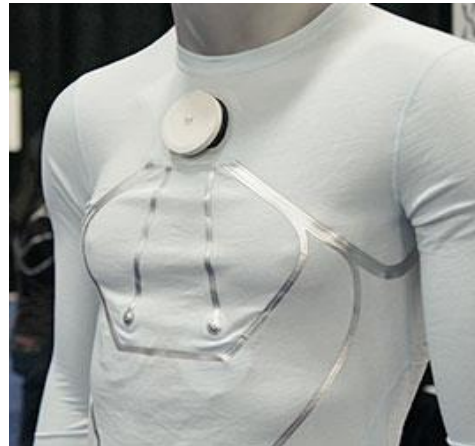
Companies are seeing more and more opportunity in accessibility. Innovative products ranged from support for physical disabilities to mental disorders to even social challenges with companion tech, health trackers and near-bionic add-ons.

Business Implications:

Product and service brands may consider “companion” technology as packaging additions or value enhancements to improve the customer experience and increase repurchase tendencies.



[eyeSight](#) computer vision technology uses deep learning and computer vision models to help the blind and sight-impaired.



[Xenoma](#) e-skin pajamas grant dementia patients and others greater independence. The company's prototype pajamas can detect motion, monitor heart rate and connect to an ECG.



IBM's [Olli](#) is a the multi-passenger autonomous shuttle. The company is touting an accessible Olli, which can help the elderly and others who may have special transportation requirements.

Democratized Everything

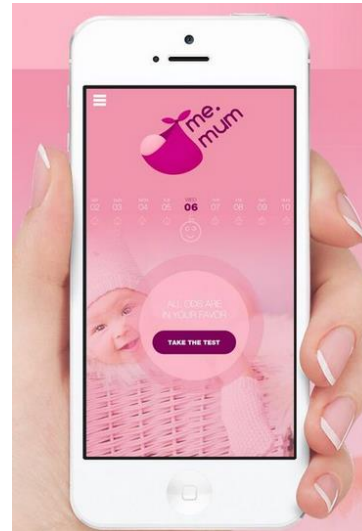
Technology historically reserved for specialized professionals is being simplified for consumer use.

Diagnostic healthcare devices once used only by healthcare professionals are becoming more commonly available at reasonable prices.

The home security industry continues to be disintermediated by wifi-enabled facial recognition cameras, door bells, dead bolts and other devices that can be controlled from anywhere.

Business Implications:

With consumers taking control over their own environments, brands will benefit from providing support, education and companion products that help users lean into this ever-growing phenomenon.



[me.mum](#) is a smartphone app that analyzes saliva to determine a woman's most fertile days.



The [Zmodo](#) Outdoor Monitoring System includes facial recognition to alert you when strangers arrive or to greet you when you're home.



[Smart Gurlz](#), a line of coding robots for girls.

Deep Accuracy

Scanners, sensors and data collection allow for products and services that are perfectly customized to the user.

Technology will soon help us eliminate much of the pain involved in buying (and returning) goods that just don't work for us.

Goodbye fitting rooms, tight shoes, headache-inducing eyeglass frames and skin creams that make us break out.

Business Implications:

Virtually-limitless versioning will produce an exponential level of value chain complexity for companies around the world. As all parties begin to adapt, however, seamless shopping, value-based pricing and one-and-done shipping (minus returns) will produce a “new normal” for both sellers and buyers.



The [Euveka](#) mannequin adjusts its shape to reflect the exact measurements of an individual so that clothing can be designed for a perfect, unique fit.



[Bioreline](#)'s VisoDerm is a tool that identifies a person's exact skincare needs and recommends specific creams via a subscription service.



[Bellus3D](#) is an easy-to-use, high-quality 3D face scanning camera for Android and Windows devices that makes virtual shopping for glasses easier and more accurate (among other things).

Disintegration of Screens

Screens are no longer displays on solid, flat surfaces.

As AR and VR continues to emerge, so do unusual physical experiences.

Business Implications:

Obvious questions include those related to scale, cost, trackability and durability.



Forget about shaking that old thing: the [Cinema Snowglobe](#) can display still and moving images, drawings, photographs, film and video.



[Hologruf](#)'s 3D hologram system allows for the projection of 3D advertisements, signs or displays. Imagine the floating mid-air visual lighting up malls and attracting consumers with eye-catching displays.

CES

Buzzwords

Blockchain

Blockchain is a continuously growing list of records, called blocks, which are linked and secured using cryptography. It's used to verify and audit transactions automatically and cheaply. The goal is to build a radically better financial system.

Cryptocurrency

Cryptocurrency is a digital asset designed as a medium of exchange. It's typically difficult to counterfeit because of its security capabilities. Bitcoin was the first cryptocurrency and is the most well-known.

Internet of Things (IoT)

Connected devices and anything else that can be assigned an IP address and linked to the internet, or each other, enabling to generate, share and exchange data.

Neuromorphic Computing

Computing that mimics the way the human brain learns.

Voxel

A pixel placed in 3D space. Adds depth and volume to give volumetric video.

Phantom Vibration Syndrome

That feeling that your phone is buzzing when it isn't.

Overheard @CES

“Facial recognition is not just about recognizing your face. It’s about watching people using their devices and reading their emotions. Imagine Netflix watching you watching Netflix, learning about what you like and what you might want to see next.”
Brian Cooley, CNET

“When telling a story in VR, you may have one person moving forward, two moving backwards and one moving sideways. You need to think and see from every angle.”
Zeda Stone, RYOT Studio

“[FCC Chairman] Ajit Pai chickening out on going to CES is the first smart thing I’ve seen him do.”
Steven Schneck, Pocketnow.com

“We need to find new ways to drive consideration in a voice-based shopping world.”
Anush Prabhu, Head of Strategy, MediaCom USA

“The coolest areas for blockchain? Transparency in payments, healthcare, artist royalties... and it may certainly impact digital advertising tracking and pricing.”
Charlie Fiordalis, Group Account Director, MediaCom NA

“Does anyone have a battery pack?”
Just about everyone during a power outage that plunged the Las Vegas Convention Center into darkness. For two hours. During CES. The largest tech show in the world.

“Artificial intelligence, virtual reality and machine intelligence are all areas that stand out at CES this year.”
Sir Martin Sorrell, WPP

“CLOi, what’s for dinner tonight?”
Silence
“OK, CLOi is not going to talk to me. CLOi doesn’t like me, evidently.”
“CLOi, are you talking to me yet? What recipes could I make with chicken?”
More silence
David VanderWaal, VP Marketing LG, attempting to introduce the company’s new connected home voice controller, CLOi

More CES 2018 Resources

Don't just take our word for it. Here are some additional recaps from trusted sources:

- Ars Technica: [The Best PCs, Gadgets and Wearables of CES](#)
- Engadget: [Presenting the Best of CES Winners](#)
- Forbes: [CES 2018 Wrap: 4K, 8K, VR And More](#)
- Gizmodo: [The Coolest Stuff We Saw at CES 2018](#)
- Tech Crunch: [The best gadgets we saw at CES 2018](#)
- Trusted Reviews: [Best of CES 2018](#)
- VentureBeat: [The top trends of CES 2018](#)
- The Verge: [CES 2018 Day 4: a glimpse of 2030](#)
- Wired: [CES 2018 in Photos: A Glimpse of the Gadget Zaniness](#)
- WSJ: [Best of CES 2018](#)

QUESTIONS? LOOKING FOR ANY PRESENTATIONS OR SLIDES?

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