Consumer Technology Association™

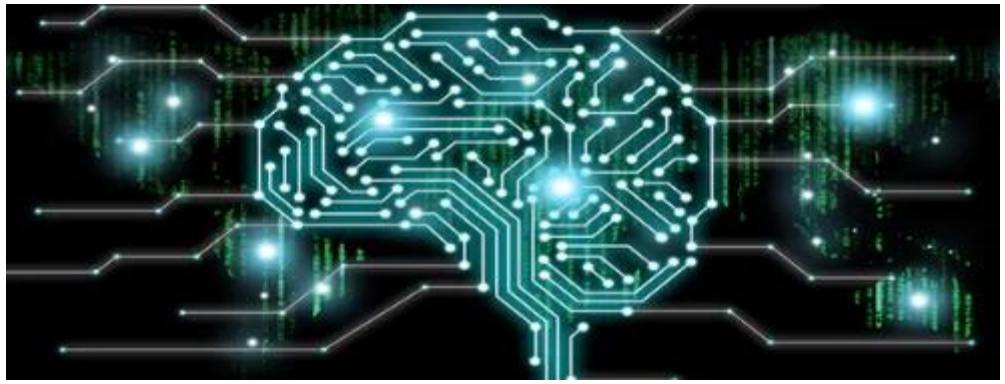
CES®

Into the Data Age

Steve Koenig
VP, Research

Lesley Rohrbaugh
Director of Research

What's Happening in Consumer Tech?



IoT

Internet of Things

IoT

Intelligence of Things

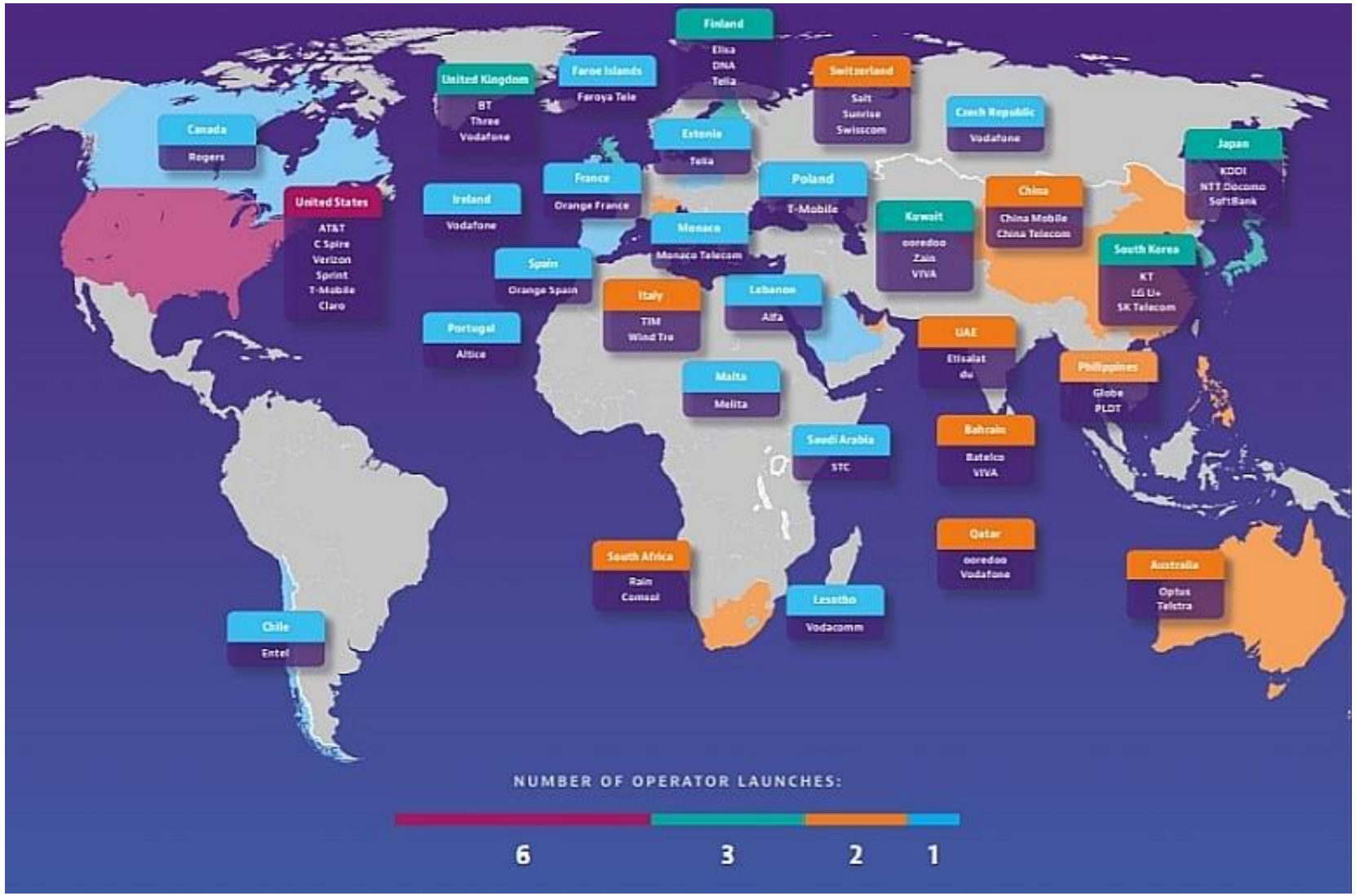
Global 5G Deployments In 2019

CES SuperSession

Cristiano Amon, Qualcomm President

Wednesday, January 8th

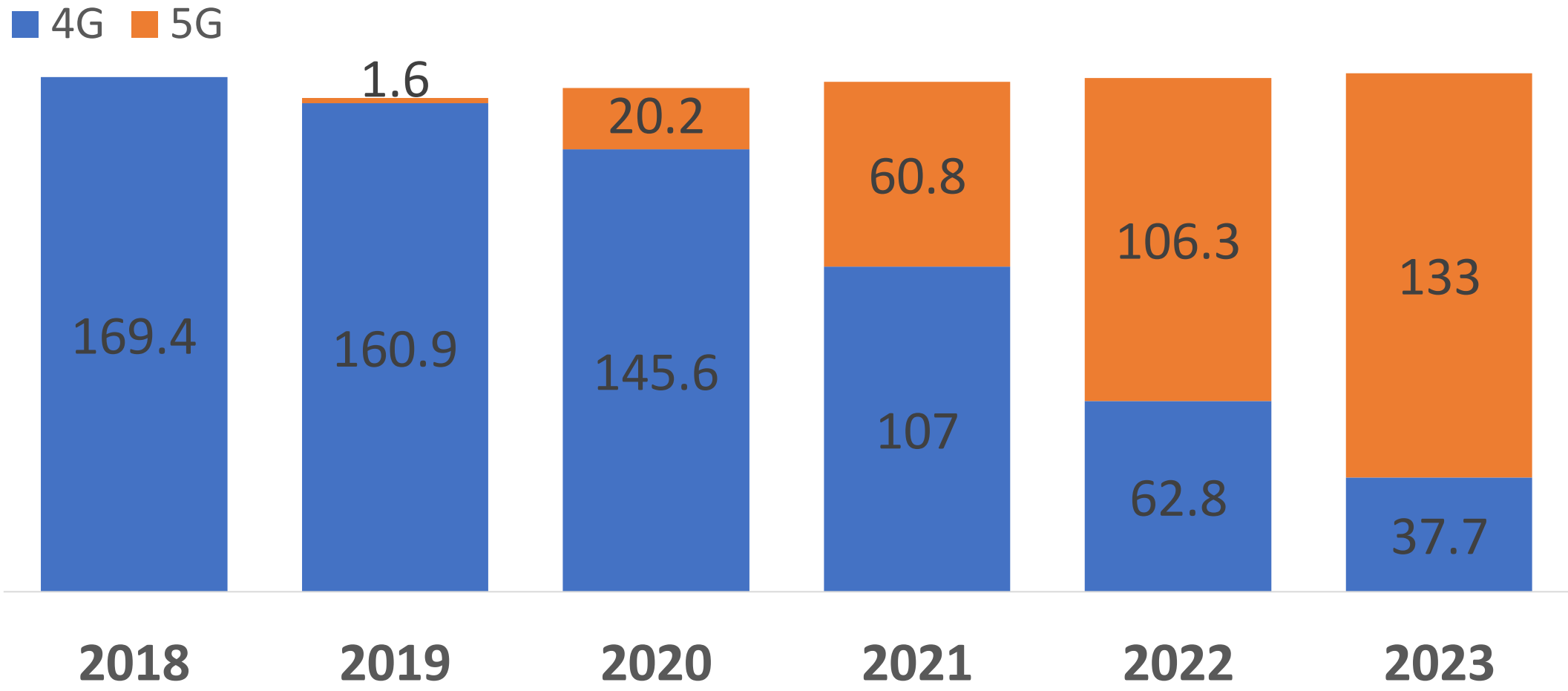
10:30am, LVCC North Hall



Source: Viavi Solutions

5G Handset Shipment Expectations

U.S. Market – Millions of Units



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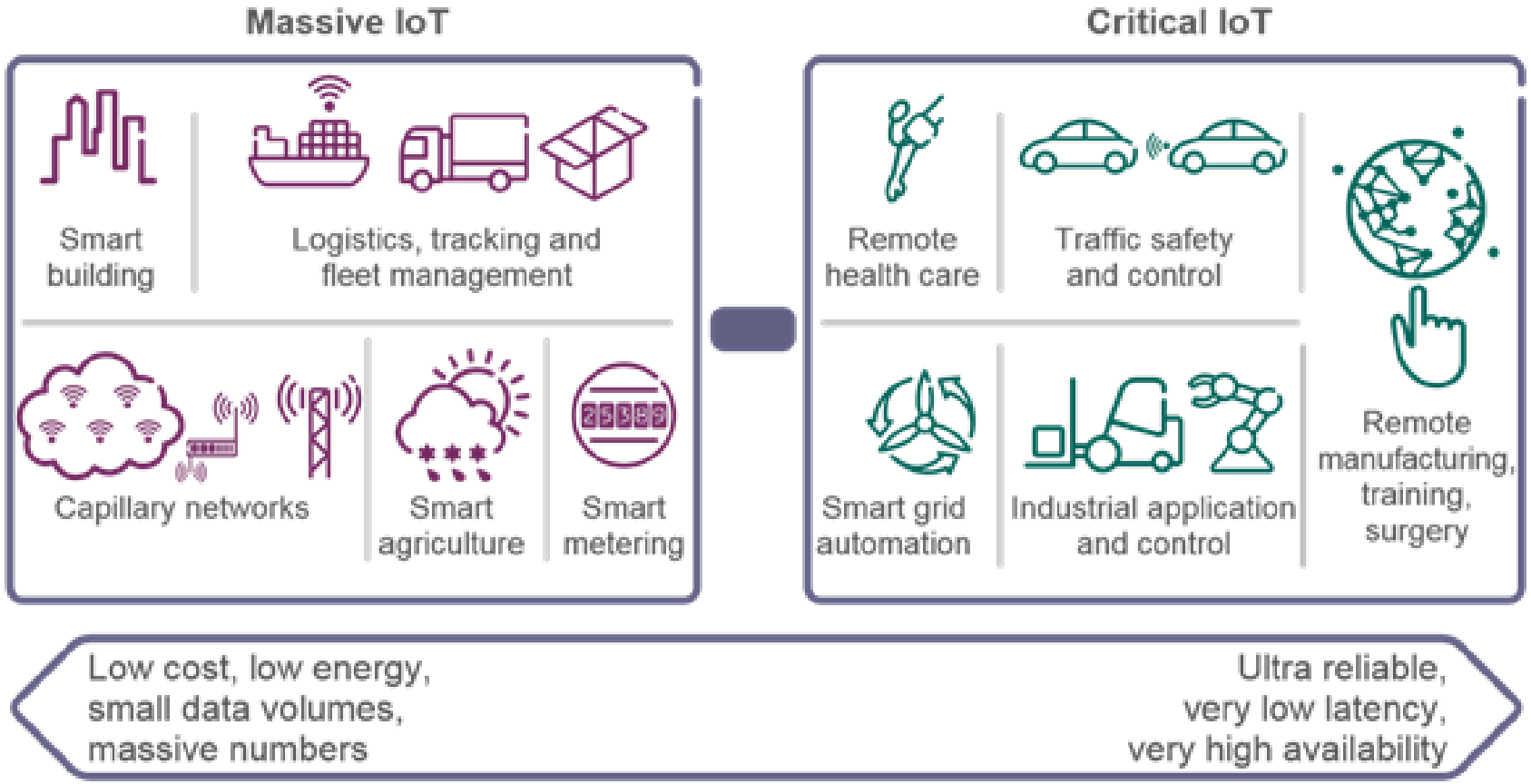
Source: CTA Research

5G will be led by the enterprise



Source: 5G Americas

5G and Agriculture

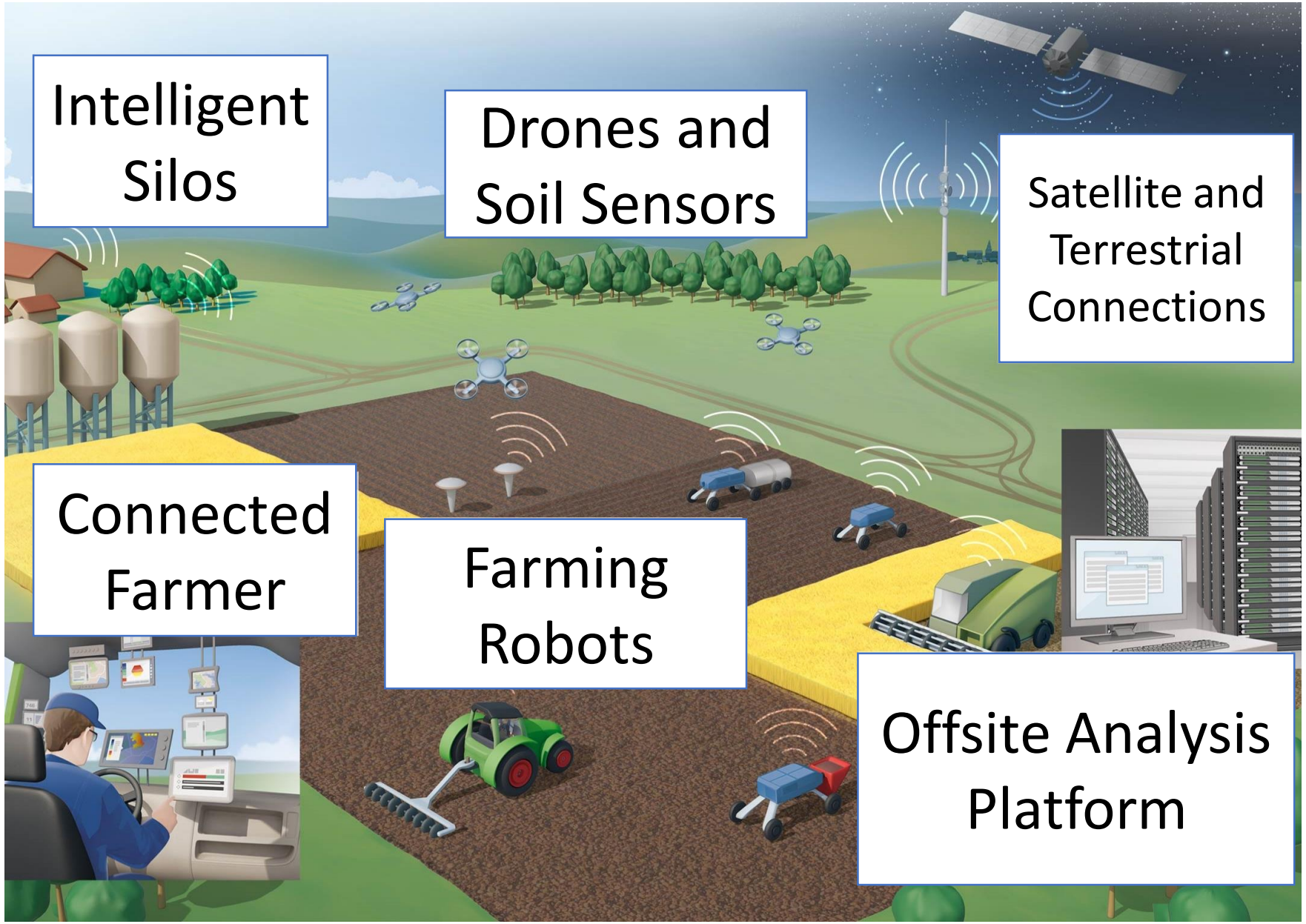
Enabling Digital Tools to Solve Food Scarcity

Automated Farming Equipment

Precision Agriculture

Connected Micro Weather Stations

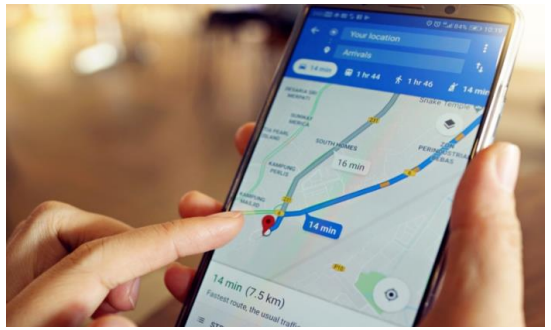
The 5G Farm of the Future



Source: Bayer

The Consumerization of Artificial Intelligence

Machine Learning



End Devices

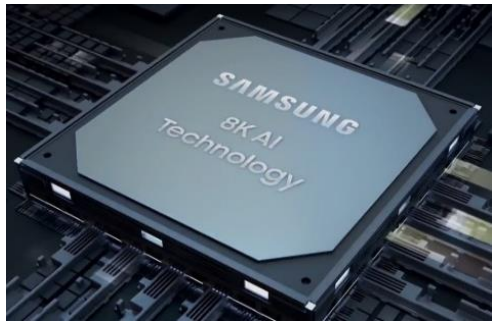
Services

Emerging Tech

Intelligence of Things

Connected Intelligence

8K UHD TVs



Upscaling AI Chips

Nest Hello
Smart Doorbell

Facial Recognition

Whirlpool
Smart Oven

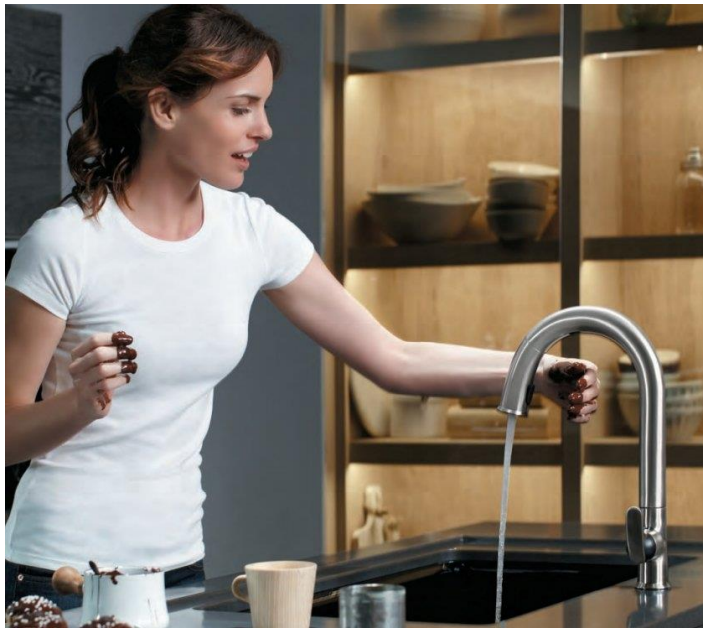
Object Detection

Smart Speakers

Speech Recognition

Intelligence Is Enhancing The Home

Voice-Activated Faucet



Verdera Smart Mirror

U by Moen Shower System

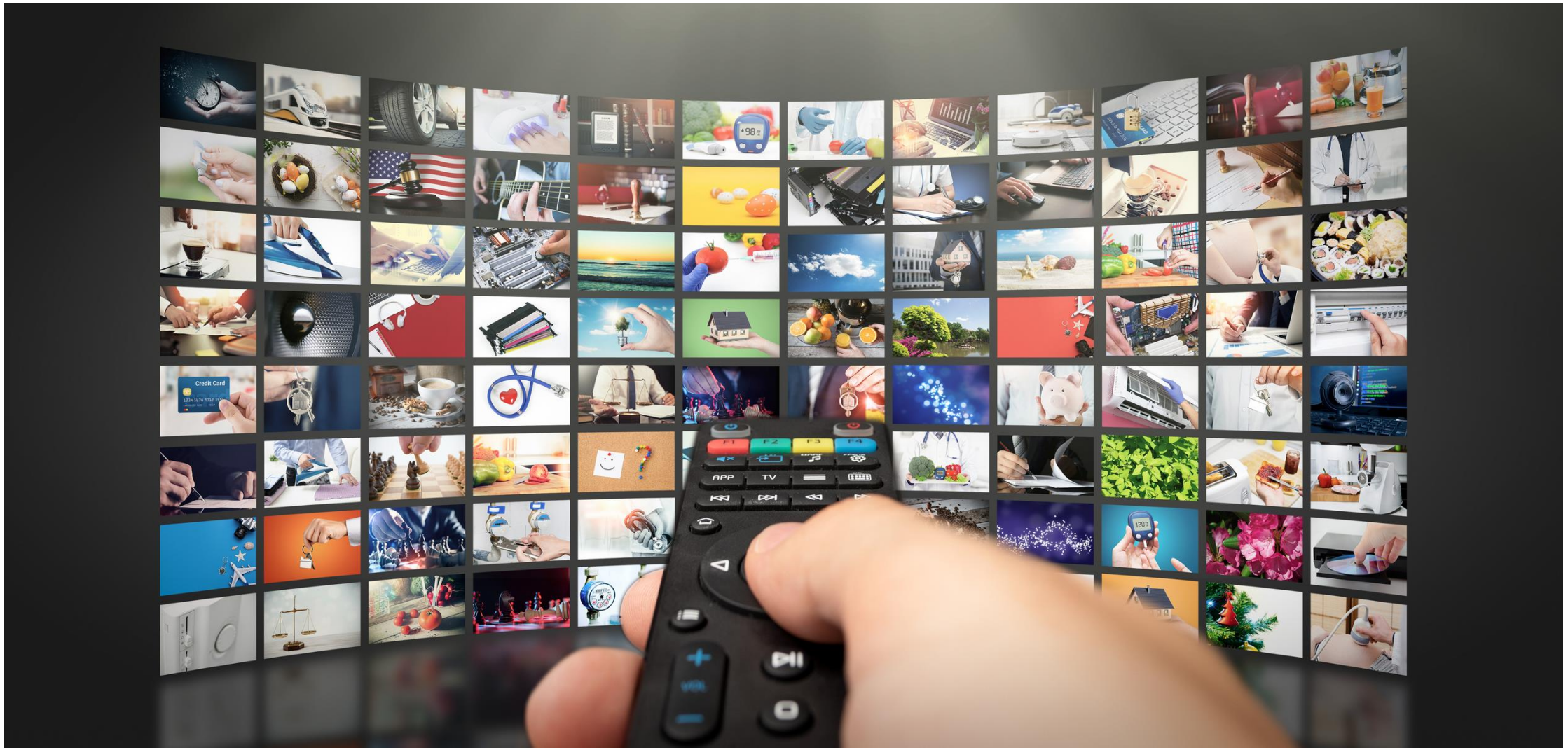
KOHLER Konnect

Moen

Would you like AI with that?

McD Labs, a new R&D lab for McDonald's based in Silicon Valley, is working to bring voice-assistants to the drive thru.

~~Star~~ Streaming Wars



The (Media) Empire Strikes Back

Quibi

CES Keynote

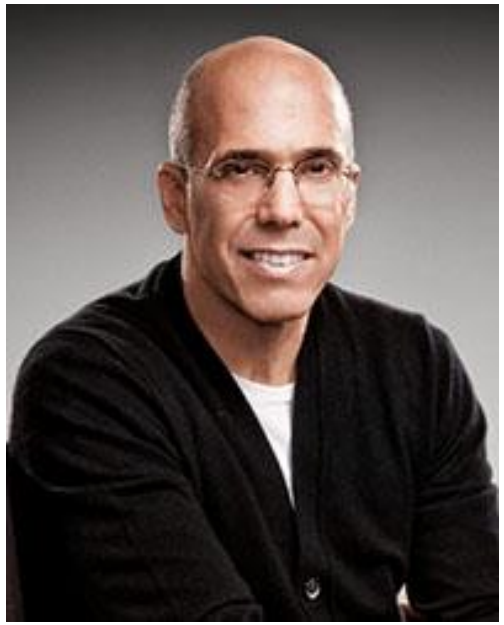
Wednesday, January 8th

9:30am, Park Theater

Featuring:

Meg Whitman

CEO



Jeffery Katzenberg

Founder & Chairman of the Board

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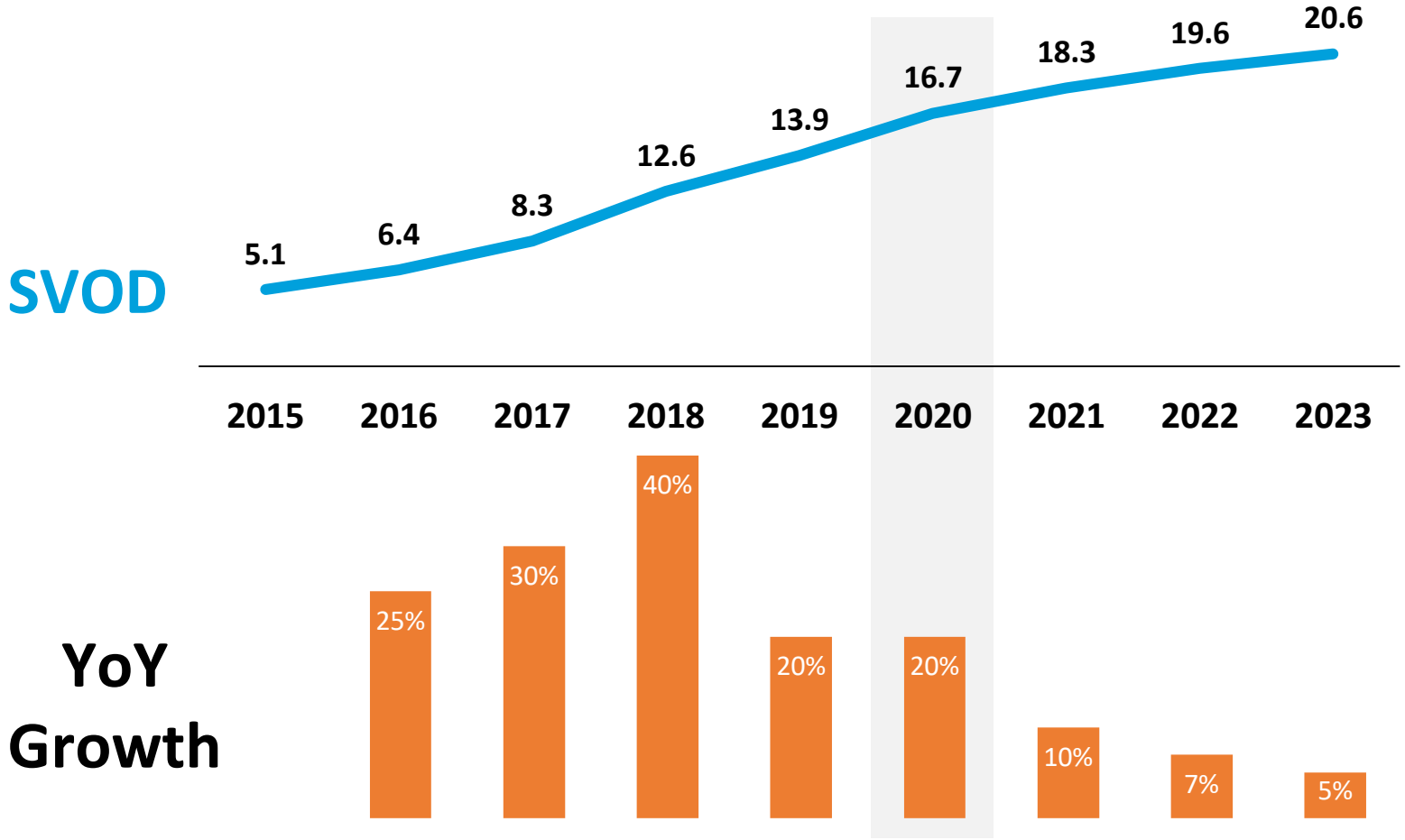
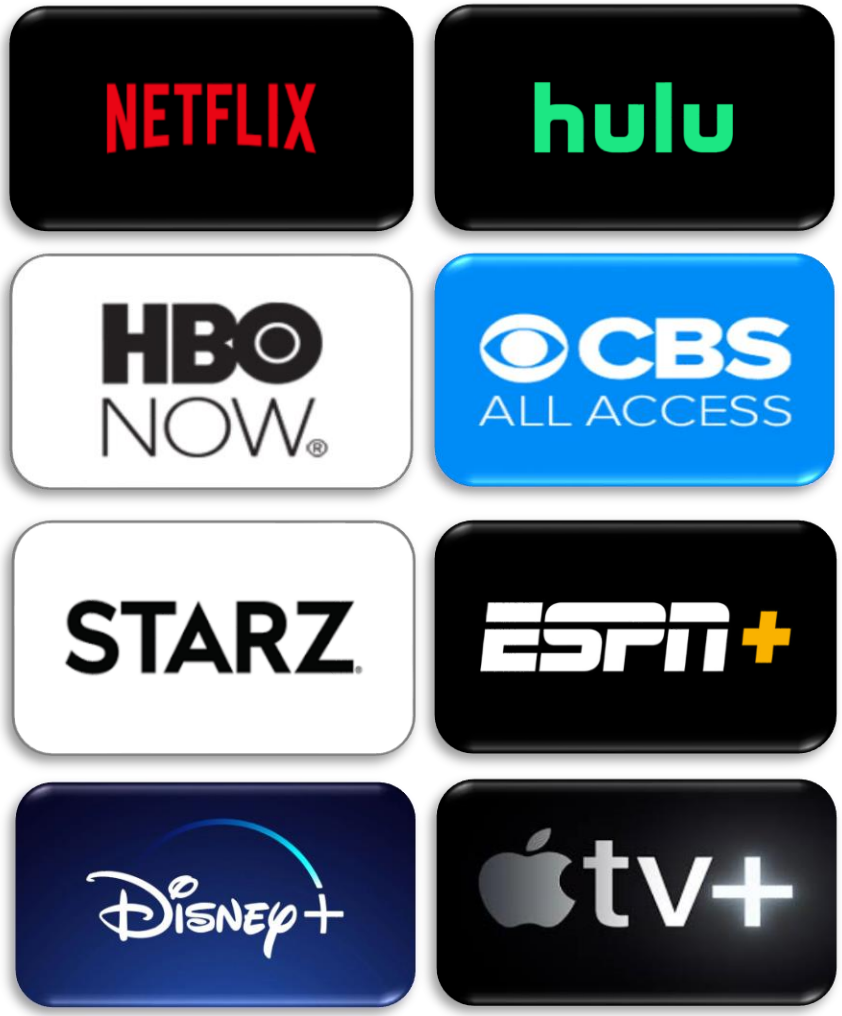
New entries in SVOD services spur growth potential

U.S. Consumer Spending ($ Billions)





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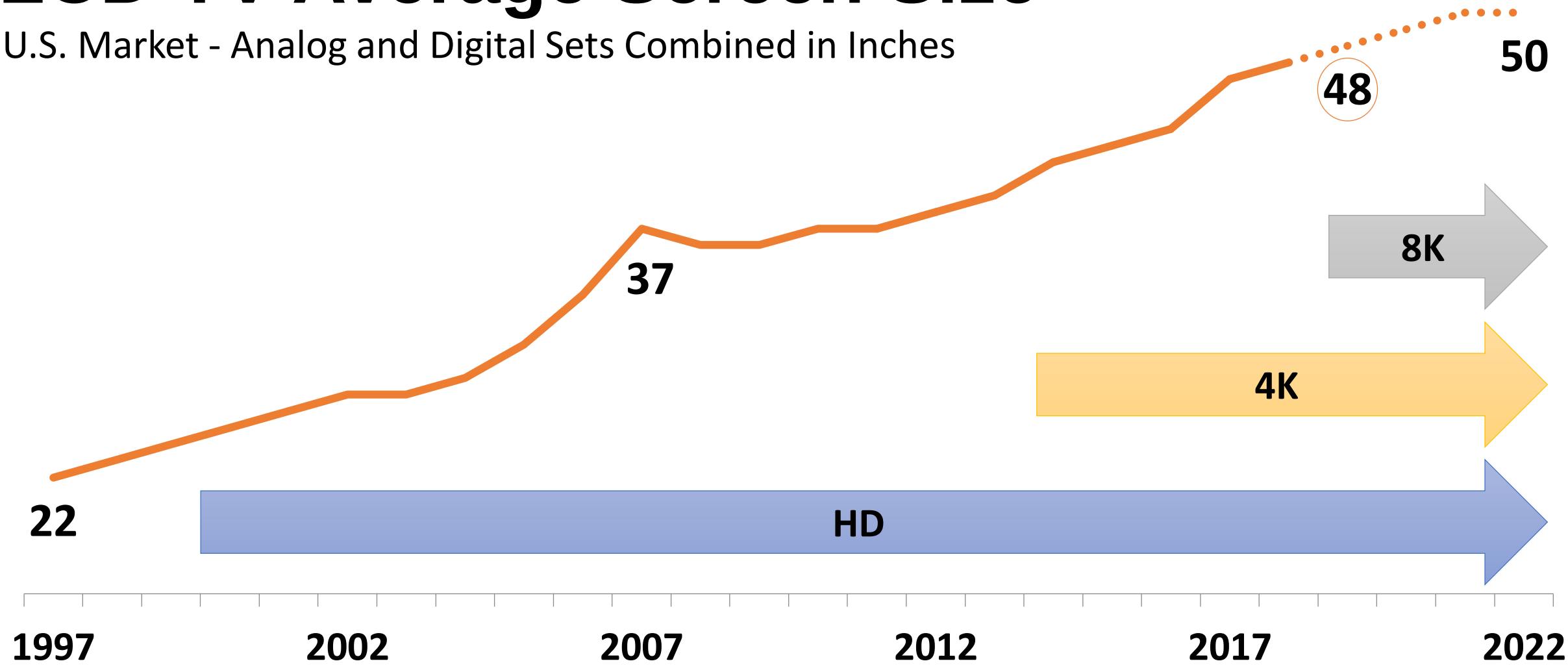
Source: CTA Research, CTA Sales & Forecast January 2020

LCD TV Average Screen Size

U.S. Market - Analog and Digital Sets Combined in Inches



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Source: CTA

XR Innovation: Hardware & Use Cases

VR Hardware 3.0

- Six Degrees of Freedom (6DoF) now the norm
- Untethered models

AR Advances

- AR glasses get realistic
- Smartwatch features and more
- More AR apps

Use Cases

- Productivity increases
- Workforce training
- Travel experiences of the future

Gearing Up For Gaming

Immersive Technology

Esports

Cloud-Based Gaming

The Future of Transportation

Multi-Modal Transportation

C-V2X Communications

Self-Driving Vehicle Fleets

Electrification

Flying Cars

Electric Vertical Take-Off and Landing (eVTOL)

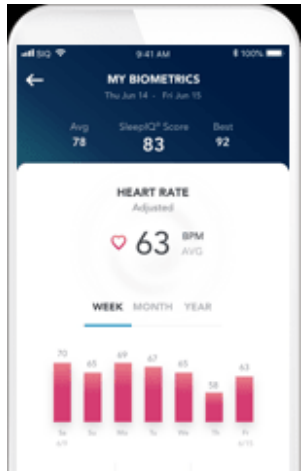
Uber Elevate Concept

Bell Nexus at CES 2019

Digital Health Becomes a Lifestyle

Sleep Tech

sleep number



Health & Wellness/Fitness

fitbit

OMRON

Humana

PHILIPS

Cigna

P&G

Baby Tech

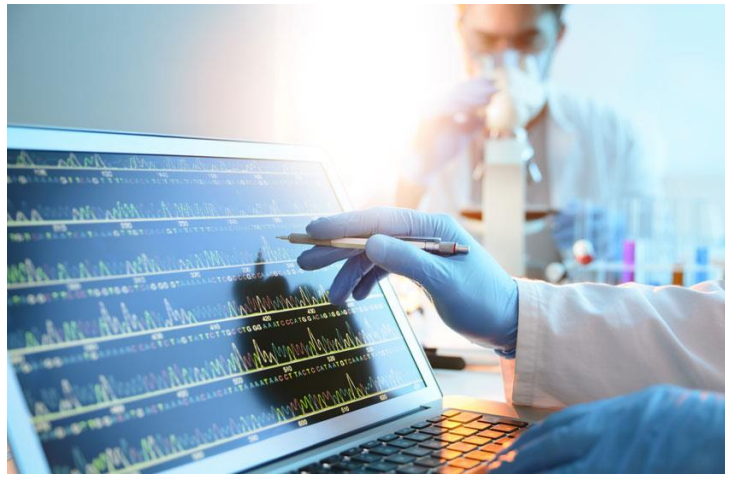
happiest baby snoo smart sleeper

Digital Health Evolves

Extending Care, Lowering Costs, Improving Outcomes, Advancing Medicine

Evidence-Based
Telemedicine

Augmented MDs
Remote Surgery & VR Training
AI-Assisted Diagnosis



Remote Monitoring
Hospital Datacenters
Remote Rx Activation

Resilient Technologies

Cyber Security

Public Alert Systems

Disaster Recovery

Emergency Preparedness

Renewable Energy

Global Tech Challenge

CES

WORLD BANK GROUP

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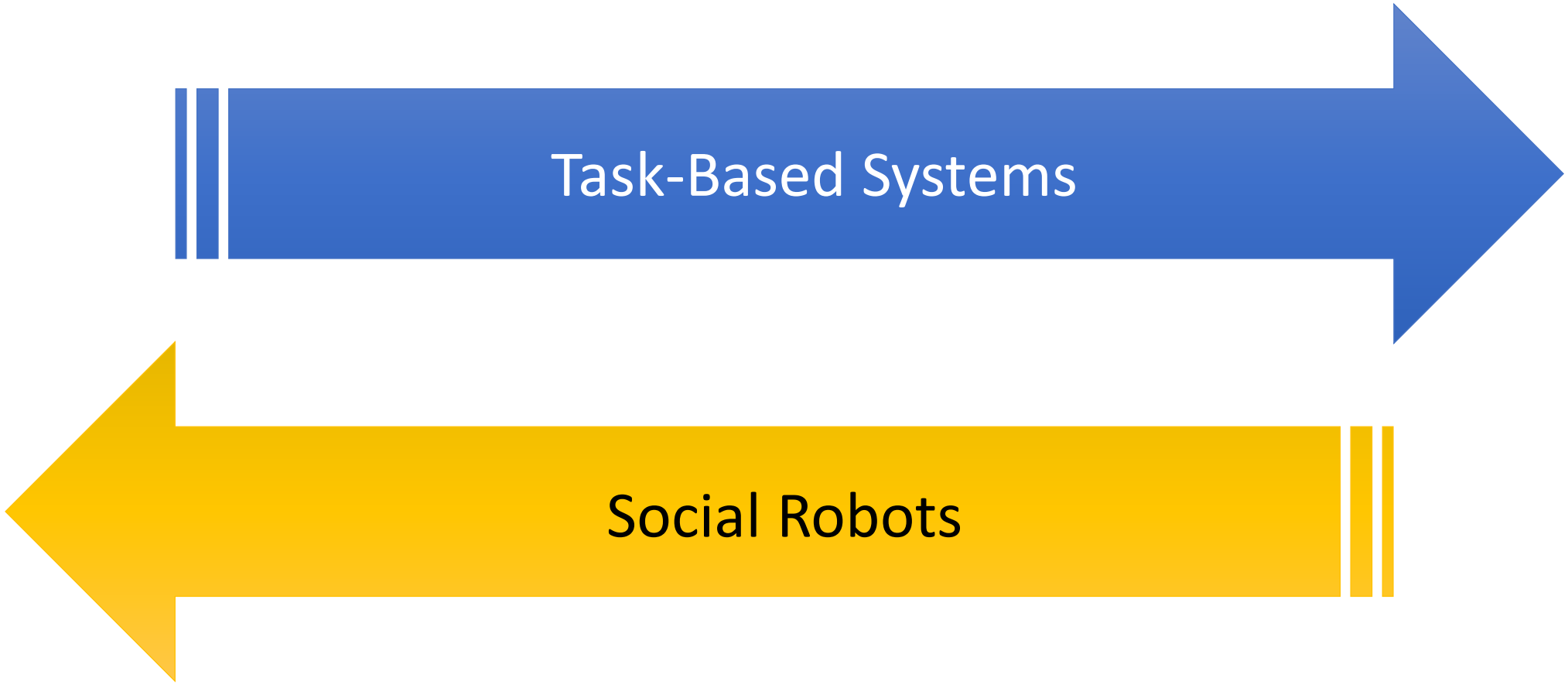
Start-Ups at CES 2020: Eureka Park

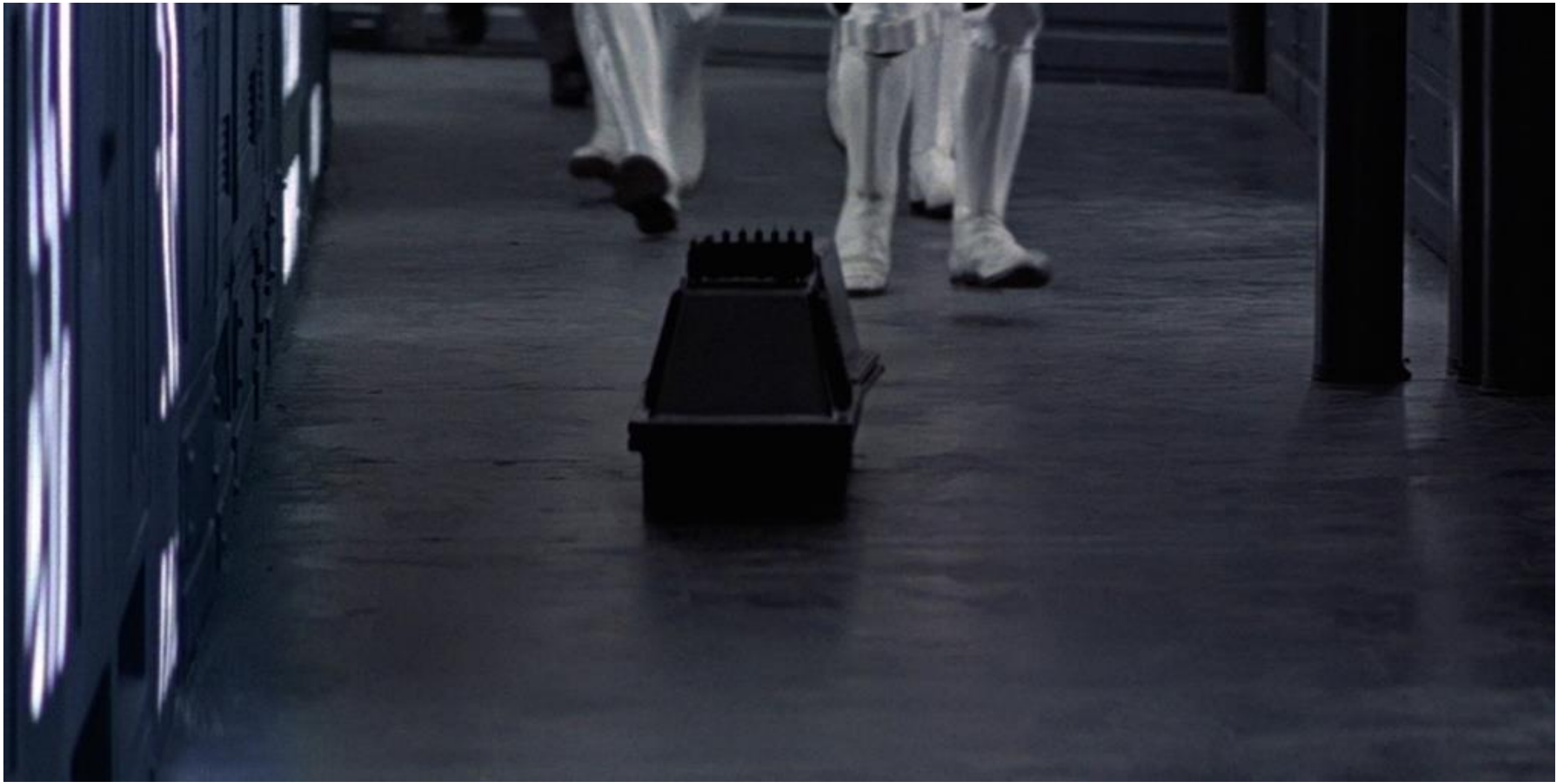
Coolfinity

SKOON

Hydraloop

Robotics: Back To The Future





A Robot For Nearly Any Task

Segway Loomo

Breadbot

Foldimate

Social Robots: Finding Their Role

Roybi

Tombot Robot Dog

Pria by Black + DECKER

Get The Slides

www.CES.tech/salesandforecasts

ARE YOU CES READY?

CES Consumer Technology Association

JANUARY 7-10
LAS VEGAS