

TOM ORTELLS

#CES2023

CES 2023 Interest Trends

January 2023

Hi, this is a report of the CES 2023 Showcase.

During the report, we will be breaking down some interests innovations and trends straight out of CES Las Vegas show that went down from January 5th - 8th, 2023.

Health Care

Spinal Cord Innovations

Abott showcased its state-of-the-art spinal-cord stimulation system at the event, designed to tackle chronic pain and bring relief to patients. This innovative technology offers a cutting-edge solution for those struggling with persistent pain, making it a must-see at the event.

Wellness

Wellness has taken center stage as people prioritize their health and well-being. CES has presented an abundance of wellness wearables such as Nowatch and CZ Smart, that are also now integrating into smart home devices for healthy cooking and even robotics pillows. These cutting-edge technologies demonstrate a shift in the industry towards a more holistic approach to health and well-being.

Artificial Intelligence

AI Parenting

One of the most talked-about products at CES 2023 was the Ella Smart Stroller - an innovative AI-powered pushchair that boasts self-driving capabilities. This cutting-edge technology has attracted significant attention and is poised to revolutionize the way we think about strollers and parenting.

It is becoming more real and natural

In 2023, we are witnessing a revolutionary shift in the realm of AI-knowledge with the introduction of tools like OpenAI that are designed to be user-friendly and accessible to a broader audience. This breakthrough promises to empower individuals and businesses alike, providing new opportunities for innovation and growth.

Metaverse and Web 3.0

Metaverse Accesories

As the internet evolves to offer an ever-increasing immersive experience, brands are unveiling cutting-edge devices to optimize this new dimension. One such device is Shiftall by Panasonic, which promises to take the immersive experience to the next level. These types of advancements are revolutionizing the way we interact with technology, and the possibilities are truly exciting.

Augmented Reality

The incorporation of technology outside the home has taken a leap forward, with companies like TCL and Skyted leading the way in exploring new ways to create a more seamless experience. These advancements have brought about significant improvements and have the potential to revolutionize the way we interact with technology.

Sustainability

ESG practices on the rise

Sustainability was a prominent theme at CES 2023, with many companies emphasizing the eco-friendly aspects of their products. From Samsung's partnership with Patagonia to reduce microplastics in the water supply to Asus' claim that it has used 1,500 tons of recycled plastic in its products since 2017, the emphasis on reducing environmental impact was clear. New launches such as John Deree's robot planter also showcased the industry's dedication to sustainable solutions. These advancements demonstrate that companies are becoming more conscious of their impact on the environment and are taking steps to make positive changes.

Batteries are here to stay

Electric cars, portable power banks, and other battery-powered devices are on the rise and look to be revolutionizing many aspects of our daily lives. Companies such as Vinfast, Togg, Italdesign, and Peugeot's have showcased the power of solid-state battery cells, which have the potential to create significant disruptions in the near future. These advancements demonstrate the growing prominence of battery technology and its ability to shape the way we interact with technology on a daily basis.

Mobility

Car Experience

CES 2023 was marked by an exciting array of traditional consumer electronics players making a bold push to shape the future of in-car experiences. From automotive giants like GM and BMW, to tech leaders like Samsung and LG, each company presented their unique vision for smart car platforms. This event has set a new standard in how we will spend our time in vehicles, with the integration of technology, comfort, and convenience.

Travel becomes personal and not mass

Gone are the days when speed and efficiency were the only priorities when it comes to transportation. Today, the journey is just as important as the destination. The advent of electric vehicles (EVs), self-driving vehicles, and announcements like Delta's free in-flight Wi-Fi, are all trends that are transforming cars and other modes of travel into integrated technology experiences. These advancements are creating new platforms for the way we travel, prioritizing comfort, convenience, and seamless connectivity.

Internet of Things

Smart home becoming simpler

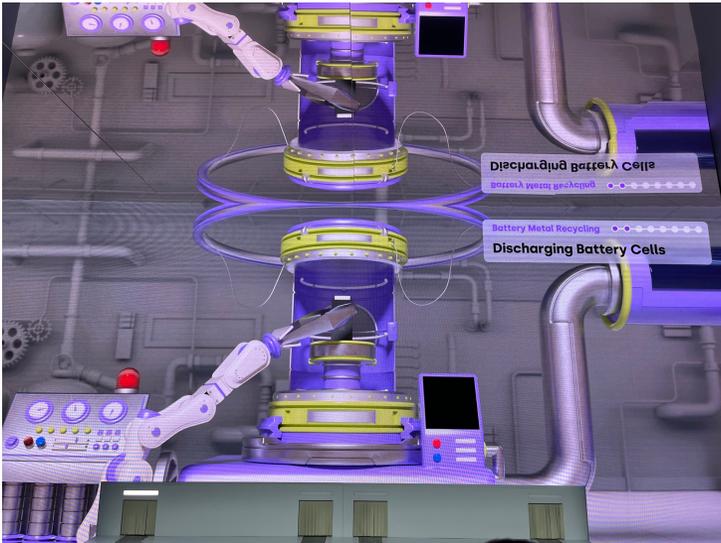
Company, Matter, has secured support from tech industry giants such as Amazon, Apple, Samsung and Google to revolutionize the market with its open-source, universal Wi-Fi-based standard. Matter seamlessly integrates compatibility with Alexa, Google Assistant, Siri, and SmartThings, among others, positioning it as a game-changer in the industry.

Smart Surveillance

Smart security cameras have become an essential component in today's homes, but they're no longer limited to just security. They have now evolved to serve multiple functions, including acting as doorbell cameras and elevating the gaming experience. These versatile cameras are not only improving our home security, but also enhancing the overall smart home experience.

Displace Wireless TVs

Displace TVs at CES are revolutionizing the industry, they are lightweight and run on hot-swappable batteries with a monthly lifespan. They connect wirelessly to a base station and can be moved around easily.



About CES

CES is the most influential tech event in the world — the proving ground for breakthrough technologies and global innovators. This is where the world's biggest brands do business and meet new partners, and the sharpest innovators hit the stage. Owned and produced by the Consumer Technology Association (CTA)®, CES features every aspect of the tech sector.

CES showcases companies including manufacturers, developers and suppliers of consumer technology hardware, content, technology delivery systems and more.

It also includes a conference program where the world's business leaders and pioneering thinkers address the industry's most relevant issues.

Find out more about the thought leaders and industry innovators who will be at CES 2023.

From CES.tech

TOM ORTELLS

#CES2023