

StoryTech® at CES®

CES® 2021 Trends - A Holiday Briefing



OVERVIEW

In 2020, the entire world experienced a dramatic shift in how we live, work, play, shop and share. Many up-and-coming technologies were massively accelerated by COVID-19. Some have suggested we achieved three years' worth of technology development in the first three months of the pandemic. Not all of these technologies will win once we go back to living in public. But those that prove more efficient, more user-friendly and more convenient than previous options are likely to remain relevant, even after the current pandemic crisis eases.

"Can't Touch This!" Tech helps us live without physical contact.

While technology controlled by voice, gesture, and haptics has been coming for a while, germaphobia fueled by the Covid Pandemic has accelerated a desire to avoid physical contact. Voice as UI has evolved to the point that we not only talk to our cars and voice assistants, but also, shop and pay with them. Demand for robots has soared as we turn to machines for cleaning and securing empty office buildings as well as taking over basic caregiving tasks. Massive increases in shipping and delivery has also fueled advances in drones for touchless delivery.

"Alexa, Read My Mind." AI Invades the Everyday.

As the pandemic turned the world upside down, AI has played a critical role not only in fighting the disease with contact tracing, hospital management and the development of an effective vaccine, but also, in helping other businesses adjust to wildly fluctuating markets and behavior. As IoT morphs once again to become the "Intelligence" of Things, companies wrestle with providing personalized products while satisfying standards for ethical data handling. With customers increasingly shopping digitally, discoverability has become very challenging. AI will help by personalizing the man/machine interface—allowing machines to detect the tiniest micro-expressions and adjust accordingly.

Redefining Home. The relationships between home and work and local and global are changing.

The need to remain physically distanced has rapidly and dramatically shifted the way we work and live. People of all ages, kids to grandparents, are learning electronic tools once reserved for corporate offices because of a nearly total reliance on electronic communications for many aspects of our lives. And the dramatically increased need for bandwidth and low latency is driving a greater desire for the promise of 5G. And at the same moment we have begun to live and work

and connect at home, we have begun to think of our home in a more communal sense. Builders are creating homes with environmental footprints in mind. Cities decimated by the challenges of 2020 are seeking new ways to build resilience for the future.

Virtually Unbelievable. The World is Experienced from the Living Room.

A dramatic drop in physical travel, learning, shopping and entertainment has naturally resulted in a massive rise in virtual experiences. Extended Reality(XR) is a catch-all term that applies to Augmented Reality (AR), Virtual Reality (VR), 360 video and other forms of immersive entertainment. AR in particular is growing rapidly, thanks to an increased reliance on phones over computers and dramatic improvements in lightweight eyewear. These technologies are expected to remain mission critical for distance learning, home fitness and telehealth.

Stay Safe and Be Well: Consumers Heal Themselves and the World.

In this tumultuous year, consumers are more interested than ever in keeping themselves and those they love safe and healthy. Personal wellness products include a variety of wearables that not only measure and monitor vital functions, but also, improve and heal them. And in recognition of the emotional and spiritual challenges brought on by COVID, a number of very important apps and telehealth products have evolved to offer stress release and even access to counseling. Consumers are also turning to IoB (Internet of Behavior) tech to monitor how others in the world are behaving: are people following health protocols (such as mask wearing compliance), driving responsibly (DMS systems) and monitoring if people are wearing masks or driving safely and much more.

ABOUT STORYTECH®:

StoryTech is an experiential marketing firm that brings brands, storytellers and technology companies together to create great experiences that foster business success.

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