

# MediaCom at CES 2016

Things that inspired us

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## Things that inspired us

We hope everyone had a chance to experience CES 2016, either live from Las Vegas or via our real-time news and trends hub at [ces.mediacomusa.com](http://ces.mediacomusa.com).

What was most important this year? Unlike previous years, CES 2016 was far more rooted in the now: a much higher percentage of the items on display could be purchased either immediately or within the next few months. That's a big change and perhaps a sign of the industry's (and consumers') waning interest in fanciful ideas that may never materialise.

Here are the show highlights from our five featured categories: Connected Home, Lifestyle, Mobile, Health & Wellness, and Beauty.

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01



**Connected  
Home**

02



**Lifestyle**

03



**Mobile**

04



**Health &  
Wellness**

05



**Beauty**



01

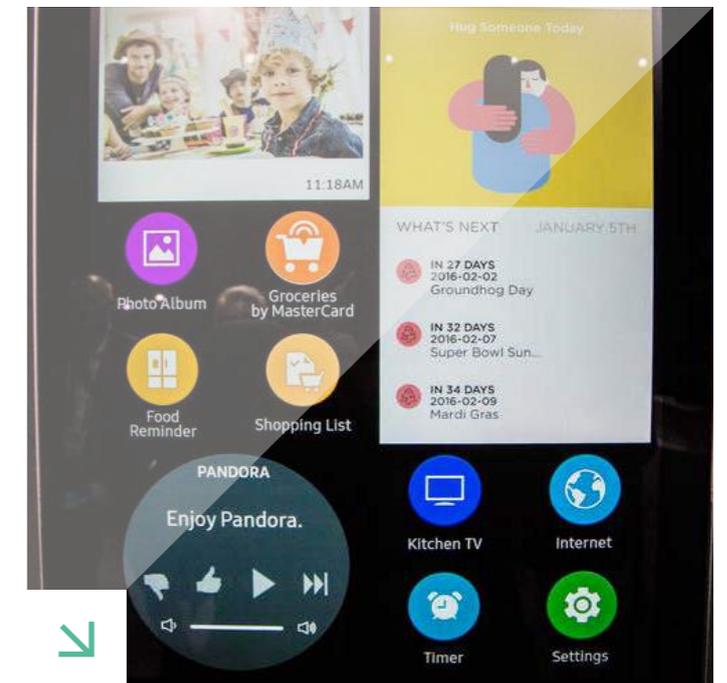
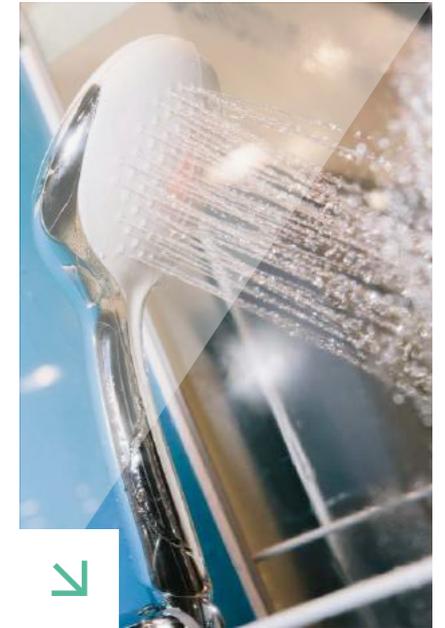
# Connected Home

What was most important? Hardware and software suppliers will always find ways to get consumers to purchase new household appliances. Companies such as Samsung, Panasonic, Whirlpool and LG all offer new technology that make the connected home a more likely reality. And falling prices for white sale items like refrigerators and washing machines will begin to stimulate real demand.

[Samsung's new smart fridge](#) can display your family photos, show multiple calendars and even stream Samsung TV content right to your fridge door. Oh, and going to the grocery store but forgot to make a list? The fridge has three interior cameras so you can see inside via a smartphone app.

We know that some people like to fold laundry, but... we don't. [Seven Dreamers' Laundroid](#) uses image analysis and a suite of robotic tools to fold laundry items after a user inserts them into the machine.

Did you know that a 10-minute shower can consume up to 50 gallons of water? [Hydrao Smart Shower](#) may be the first tool that helps you keep track of how much water you're using in real time. A Bluetooth LE device embedded in the special shower head connects to an iPhone or iPad app that lets you set three alert intervals, e.g., five, seven and ten gallons.



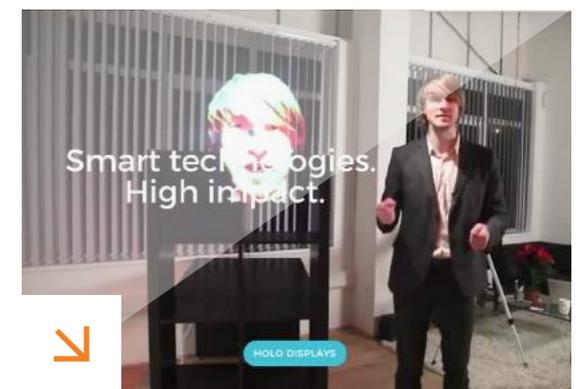
What was most important? Virtual and augmented reality stole the show with news that Facebook's Oculus Rift, [Sony Playstation VR](#) (the only headset that works with an existing gaming console), Microsoft HoloLens and HTC VIVE are all set to launch soon. A couple lesser-known stand-outs include:

Avegant's [Glyph](#) offers a screenless, one-piece VR device that can be used as both an audio-video headset and as hi-def headphones. Glyph lets you enjoy any content from TV shows, movies, streaming video and games with 360-degree media and full head tracking – no specially-authored content needed.

HTC has made real progress with its [VIVE VR headset](#), which uses laser-emitting “base stations” on the wall to create a 15 square foot virtual reality world in your living room.

Using its front-facing camera, the headset's “chaperone mode” keeps users from helplessly slamming into their couches and coffee tables while their senses are occluded. There are cool accessories coming out this year to help make the VIVE experience even more immersive.

In a different vein entirely, [Kino-mo.com](#) has the potential to change retail point of sale forever. Its 3D holographic plug and play solution makes the fantasy world of Star Wars-style holographic imagery possible at scale and at lower price points (without quality loss) than previous solutions could offer. As brands compete for foot traffic, brick and mortar retailers will increasingly rely on services like this to create experiences unavailable to online shoppers.



And, just a quick bit about drones (which were tested everywhere, but may never truly make it into the public domain)...

The Chinese drone manufacturer [Ehang](#) introduced the world's first passenger drone, the [Ehang 184](#). With an ability to fly for 23 minutes at sea level, a passenger can set a flight plan and use only "Take off" and "Land" commands (with the help of a

Microsoft Surface tablet mounted on the dashboard). With a 30-mile range, the applications are exciting. You could send the 184 out unmanned and return it with a person inside. Drone ambulance, EMT pod, rescue drone? We don't know what to say about it, other than "amazing".

For a product more likely to get used by more people, check out the [Sony PS-HX500 turntable](#), which

will take your vinyl and transfer the tunes onto your computer or phone in a hi-res format.

And lastly, [D-Vine](#), [Pico Brew](#) and [Somabar](#) showed us that the perfect glass of wine can be served sans sommelier, you can brew your own beer as easily as a cup of coffee and the perfect cocktail is only a robotic appliance away.



What was most important? Most of the big news was made in the high-tech car sector.

GM introduced the [Chevrolet Bolt EV](#), a compact, fully-electric car with the promise of over 200 miles on a single full charge. The Bolt EV will go into production this year, selling for around \$30,000 (making it an affordable alternative to the Tesla Model S).

Considered a serious rival to Tesla, [Faraday Future](#) launched its electric concept car, the [FFZERO1](#). This is an important reminder that – like Blue Origin, SpaceX and Virgin Galactic in space – new entities are willing to challenge the old in categories previously thought impenetrable. And like these three entities, Faraday is funded by a billionaire who made his money elsewhere and can do as he pleases. An aside: given that Jia Yueting’s fortune came from leading LeTV, China’s answer to Netflix, we can be sure that FF cars will feature some impressive entertainment solutions in the not-too-distant future.

Delphi’s V2E™ “Vehicle to Everything” aftermarket technology will soon [enable](#) your smart car to communicate with streets, signs, traffic lights, other cars and even pedestrians.

Debuting at the show was the long-rumored Volkswagen [Budd-e Electric Bus!](#) While still technically a concept, the Budd-e rides on the new [Modular Electric Toolkit](#) (MEB) that will underpin all future small electric cars from VW.

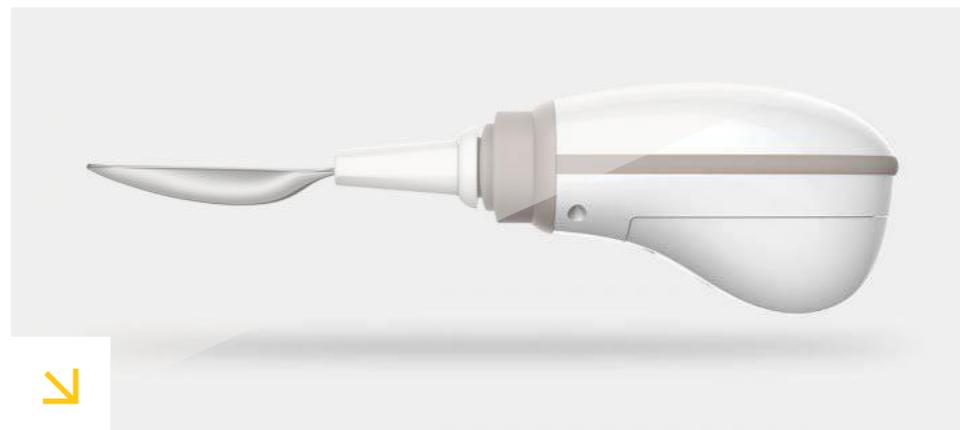
And for something mobile you can actually put in your pocket, Lenovo is partnering with Google to bring the latter’s [Project Tango](#) technology to the mobile phone. The result will be the [first \(3D sensor-enabled\) smartphone](#) that will offer the user the ability to experience augmented reality.



## Health & Wellness

What was most important? Although many thought wearables might turn out to be a fad, it looks like the technology is here to stay... and it's being integrated into an increasing number of contexts.

Neuromuscular diseases can lead to a loss of motor control, and the [Gyenno Spoon](#) has the power to help people maintain their independence. The Spoon's intelligent, high-speed system provides fast and accurate 360-degree stabilisation that can offset up to 85% of unwanted hand tremors. We think the Spoon deserves a special award for technologies that can restore human dignity and truly improve a person's life.



And speaking of dignity, have you ever tried to take an infant's or toddler's temperature? [Temptraq](#) has a better idea: slap a patch on the kid and look at your phone. The parents at MediaCom love this!



Long-term care insurance company [Genworth](#) provided a different virtual journey with its [R70i Aging Experience](#), an exoskeleton that mimics the sluggishness, vision problems and hearing loss that can come with old age. The suit is intended to "help people step into their future selves... reinforcing the importance of thinking about future long term care needs and talking to loved ones about how they would like to age." Rrrrrright.



## Health & Wellness

Another product for parents to love is the [FITGuard](#), a revolutionary mouthpiece intended to help protect young athletes against head injury. The mouthpiece actively monitors the amount of force exerted on its user during games or practice, and lights up when it detects a level of force that could foreshadow a concussion.

Another new product, [Nima](#), is a portable gluten sensor that can isolate the contents of your meal. As food

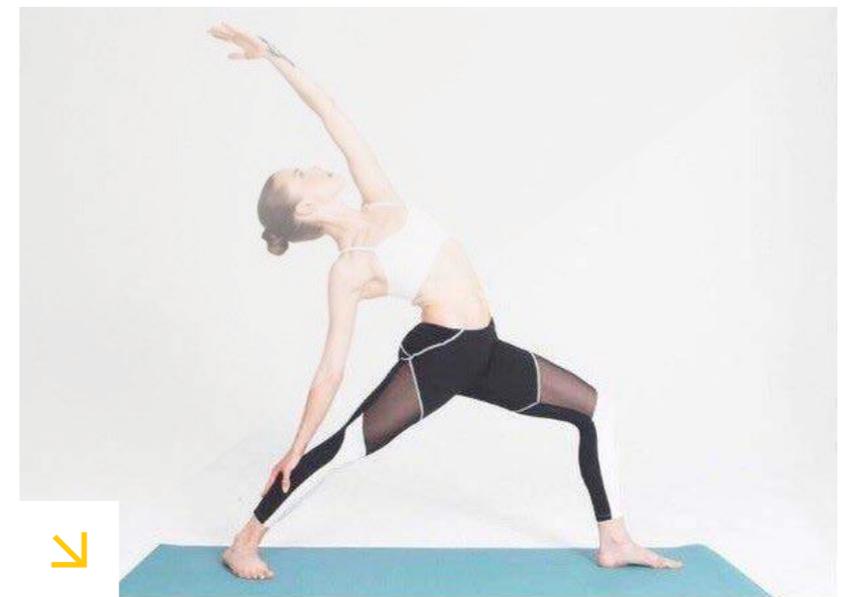
sensor technology advances, it has the potential to challenge many food production companies' recipes and practices. Other solutions on display in this category included [The Penguin](#) and [TellSpec](#).

Think that diagnostic wearables are only for hardcore athletes or healthcare?

[Nadi](#) are vibrating yoga pants that help regular people improve their

downward-facing dog. This product shows us that everyday wellness has as much to gain from technology as do the leading, most-expected categories.

And when it all gets to be too much, try out a set of new wireless earbuds: [Hear](#), which let you selectively listen to the sounds you want and eliminate those you don't, or [Hush](#), designed to block out noise by crooning sleep-inducing sounds into your ears to help you fall asleep.



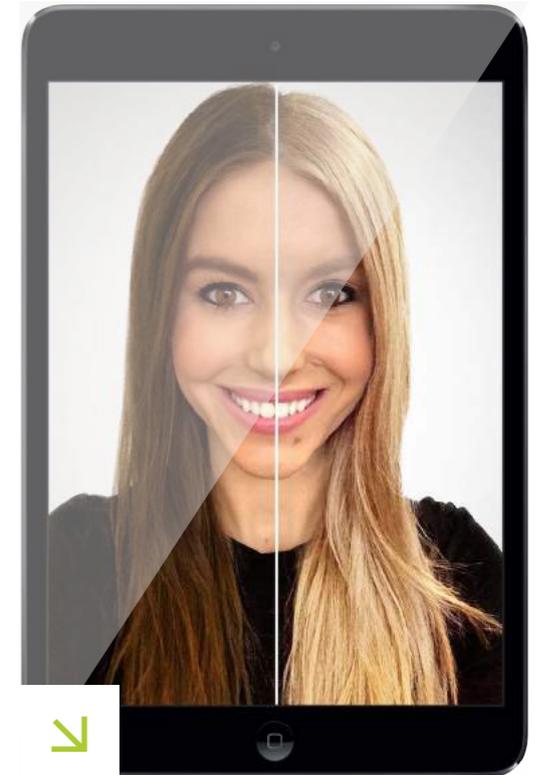
**W**hat was most important? Innovation in all forms is key to the future of the beauty category, and companies are leaping in with all forms of technology to get ahead. Just as cars once were, beauty may well be the next “traditional” category in line for a makeover of its own.

[ModiFace](#) introduced a new smart mirror that will bring personal use and retail displays to another level. Not only can it “apply” different products on demand, it can also be programmed to simulate skincare, haircolor, anti-aging, teeth whitening and contact lens effects.

It’s a fact that our muscles expand when our adrenaline levels are high. [Intel’s new 3D-printed connected dress](#) can monitor its wearer’s adrenaline level based on the conductivity of her skin, and expand or contract

accordingly to maintain a perfect fit. For now, it is only a prototype made entirely with a 3D printer. Insert fat joke here if you would like to be throttled by a woman with a lot of adrenaline coursing through her veins.

Looking like what some have called “a Keurig for your skin,” the [Romy Paris](#) is a machine that produces custom moisturiser designed for exactly what your skin needs at that moment. And for a custom fragrance matched to your personality type, there’s [Archetypes](#), a new offering from the founder of the popular personal care brand, Philosophy.





## Closing remarks

In closing, this was the first year that many of us came away saying, “I would use that”. Less fantasy and more real-life solutions on display is, we believe, a very good trend.

There is more to see at CES than you have capacity to consume and we hope this summary gives you a helpful curation of some of the best things that inspired us this year.

See you at CES 2017!

**For more information, please get in touch.**

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