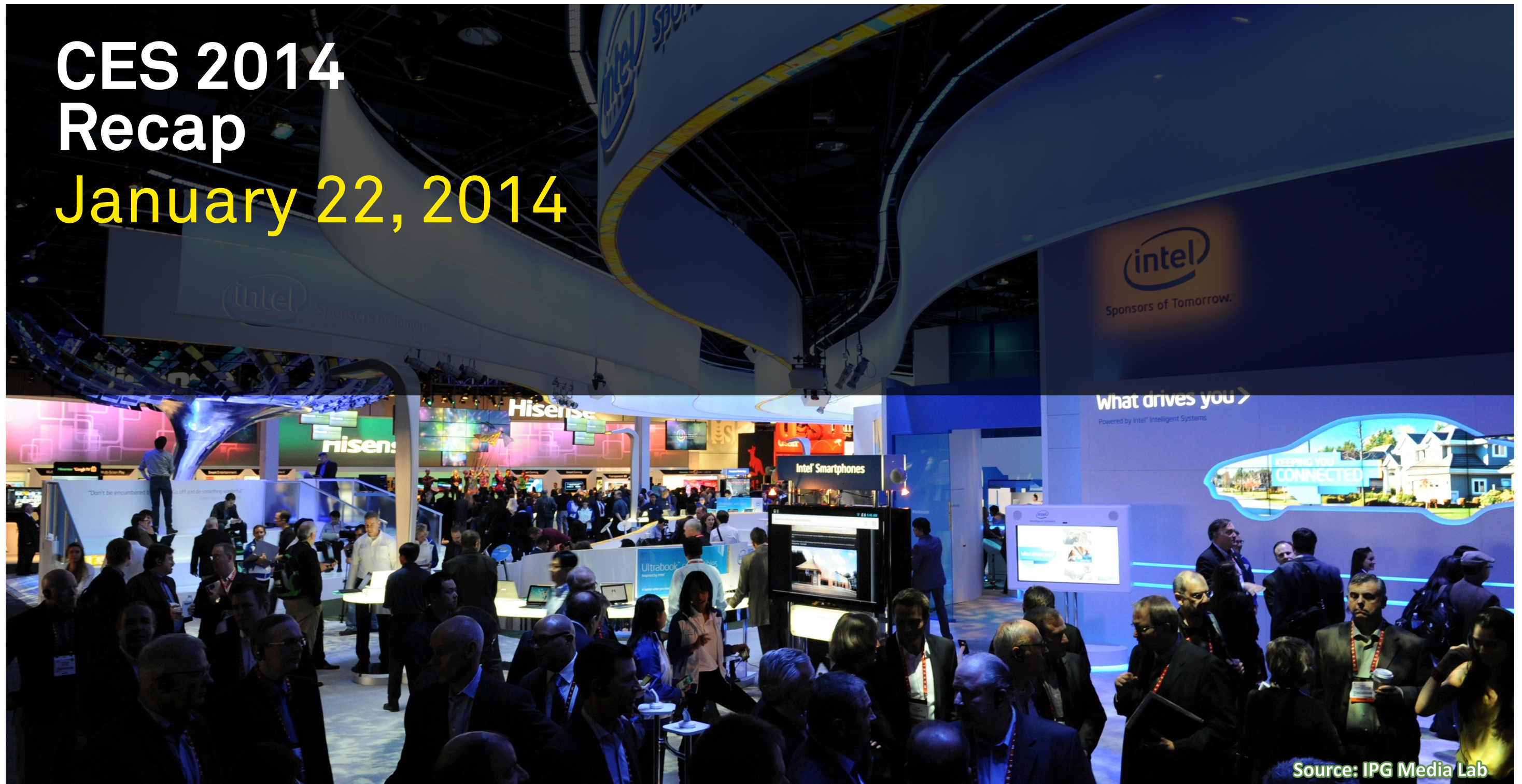


CES 2014 Recap January 22, 2014



Source: IPG Media Lab

The Lab @ CES 2014

While CES is clearly about technology, the Lab pays special attention to how these advancements change the way we consume media and experience brands. Technology is, after all, used by people and people comprise audiences.

So each year, the IPG Media Lab travels to CES to explore the changes happening in technology that will affect the way brands reach audiences in the future.

There are three primary things The Lab does at CES:

- We ***gather intelligence*** on tech trends we feel will shape the coming year
- We ***curate*** the gigantic show, taking our clients on tailored walkthroughs that cut through the clutter
- We ***produce*** compelling content showcasing our POV for the benefit of Mediabrands and beyond.

What We're Seeing

At the Lab we have a keen eye for spotting trends in technology that impact audiences. This year at CES, we saw the following seven trends:

1. Automotive as the new mobile battleground
2. 4K begins to go mainstream
3. Smart TVs getting smarter and more widespread
4. The importance of mobile accessories including power boosters
5. Wearable technology begins to break out
6. Smart Home technology becomes more accessible
7. Blurring the line between PC and console gaming

Automotive Battleground

Open Automotive Alliance

Google announced a partnership with several major automakers to launch Android-based infotainment systems starting in 2014. It will be carefully crafted for safety and will be an open platform carmakers can tailor for their needs. Since it is based on Android, it will be able to draw on a large existing base of developers. Brands should keep an eye on when or whether to migrate their existing Android apps to this platform.

More info: <http://www.openautoalliance.net/>

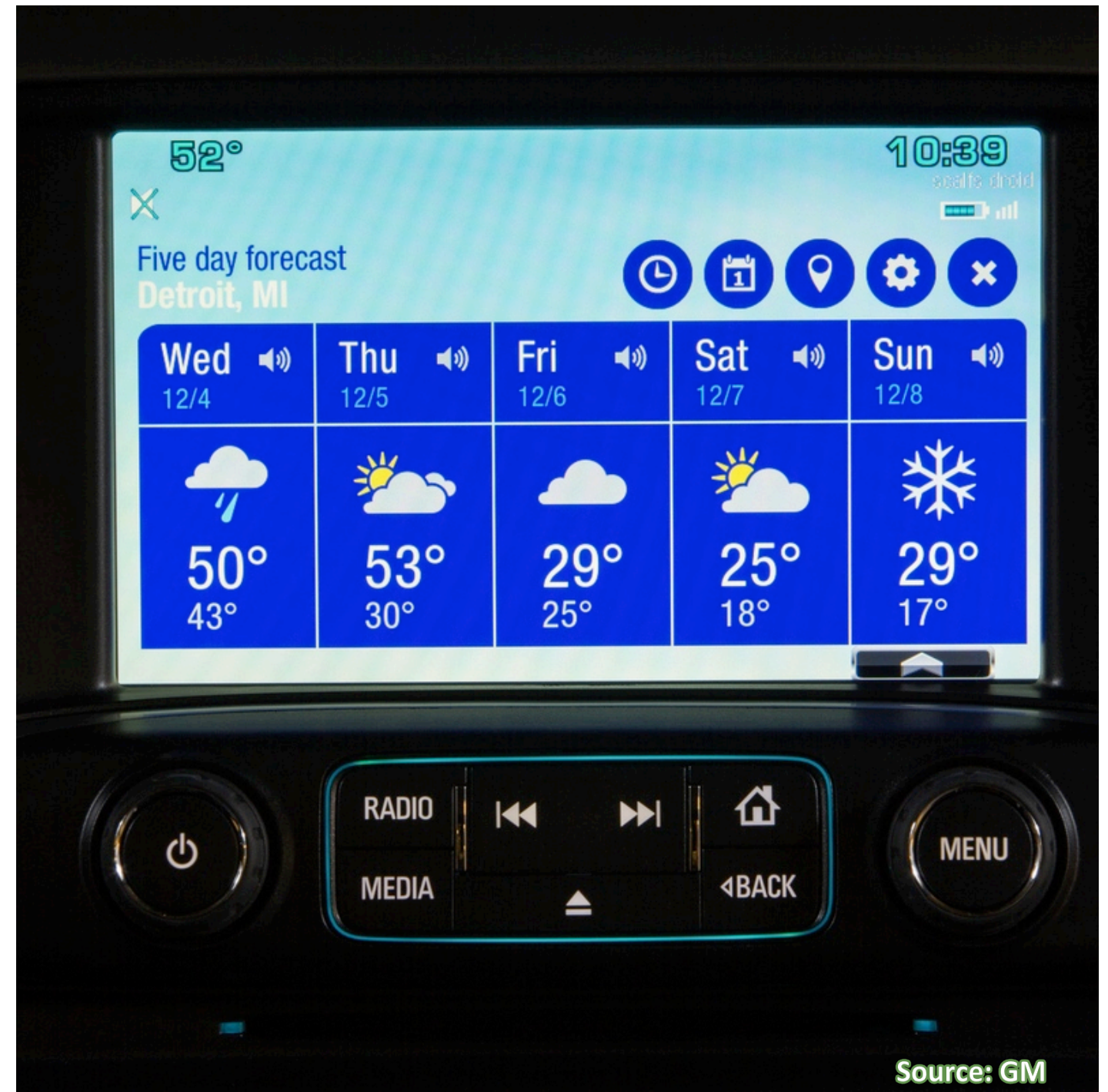


Automotive Battleground

Chevy 4G LTE

GM and AT&T announced a partnership to build 4G LTE connectivity into upcoming Chevrolet vehicles. This upgraded edition of OnStar will enable drivers to install an AT&T SIM card into their cars, allowing them to access the Internet. This in turn will power a suite of mobile apps re-designed for driving safety, and will serve as a Wi-Fi hotspot for passengers. The idea of simply adding your car to your data plan along with your phones and tablets further underscores that the car can be thought of as a mobile device. And as with other mobile devices, reaching audiences who use them is imperative.

More info: <http://labt.ag/1db9nzJ>



4K Going Mainstream

Netflix and YouTube 4K Streaming

Launched with much hoopla last year, 4K (“UltraHD”) has struggled with adoption because the range of available content is so limited. Even though it is twice the resolution of current HD, no major cable company supports it yet. Attempts to bundle studio films with the TVs have been moderately successful. This year at CES, Sony unveiled a partnership with Netflix to stream 4K content to its televisions. They and a series of other TV makers also announced support for YouTube streaming in 4K. It remains to be seen whether this will kickstart 4K adoption.

More info: <http://labt.ag/1dbdDiM>



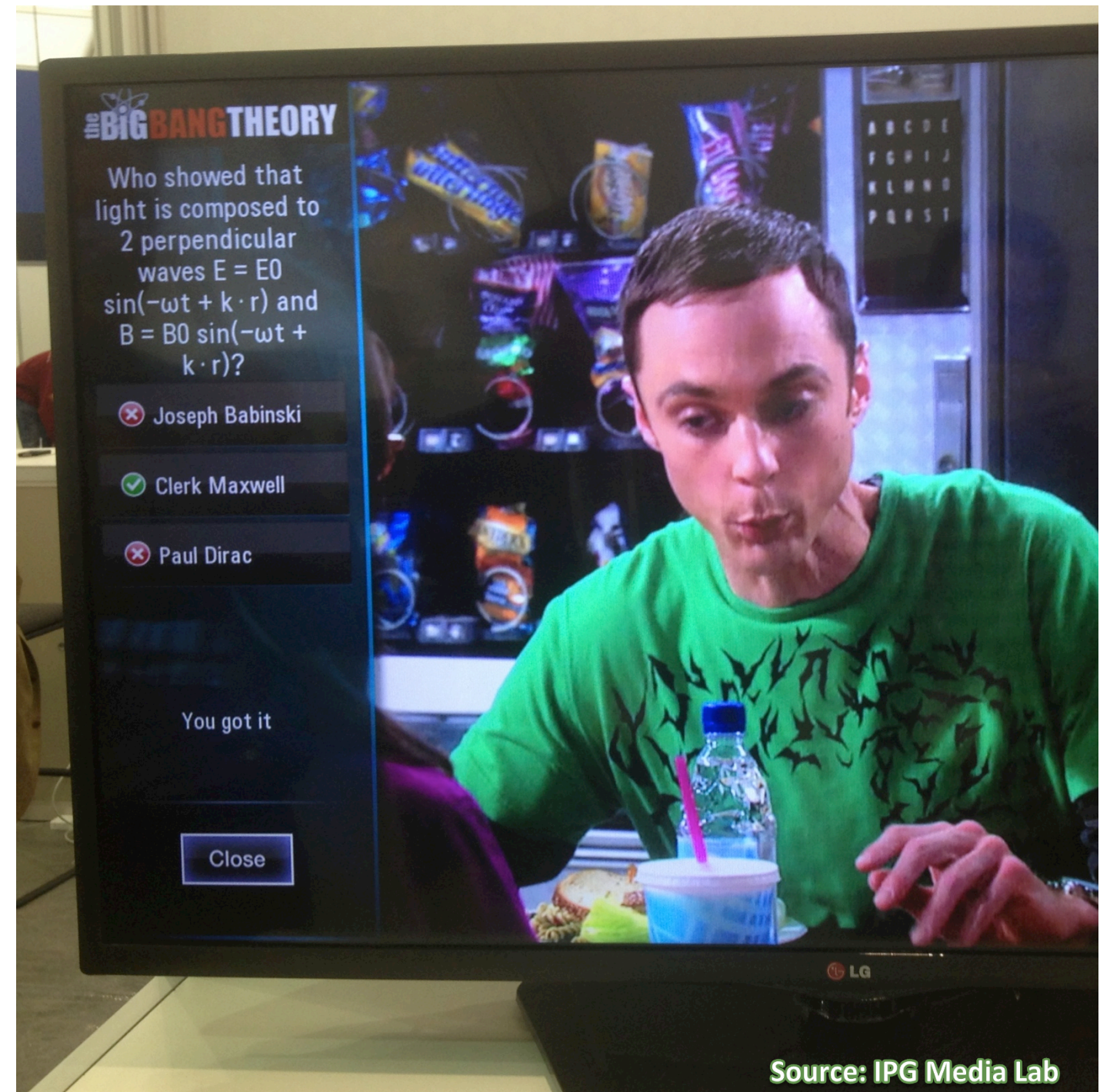
Source: whathifi.com

Smart TVs Getting Smarter

Content Recognition

Samsung demonstrated a TV that can recognize the content being shown on it and pull data into an overlay app running on its SmartHub platform. In the live demo, an overlay is shown of tweets relevant to the program being watched. As the user changes channels, new relevant tweets are automatically shown. Cognitive Networks showcased an LG TV that identifies content and enables the user to take an interactive quiz. Brands looking to augment their traditional 30 second spots with interactive experiences should take note. This type of technology can function both as an alternative or compliment to second-screen experiences.

More info: <http://www.cognitivenetworks.com/>



Smart TVs Getting Smarter

LG embraces WebOS

LG has resurrected the beloved but ultimately niche mobile operating system WebOS to power a new line of televisions. The user experience makes multi-tasking easy, and the HTML underpinnings make it very developer-friendly. While most Smart TV buyers currently do not take advantage of the advanced technology their units are capable of, a strong user experience may change that and ramp up adoption. There's significant potential for brands to spin up interactive experiences for the living room with relatively lower costs than more proprietary platforms.

More info: <http://labt.ag/1eOt2dB>



Smart TVs Getting Smarter

Roku TVs

Roku took a step beyond being just an Over-The-Top box or streaming stick this year at CES. Both Hisense and TCL announced TV models with Roku baked in as the primary user interface. When the TVs are turned on, “Cable” is just another option alongside Netflix, YouTube and thousands of other Roku apps. Putting interactive smart TV functionality front-and-center, rather than behind a special button on the remote, could accelerate cord-cutting behavior.

More info: <http://labt.ag/1eOAaXo>



Source: IPG Media Lab

Mobile Fashion And Power

Cases as fashion, power as accessory

With most big mobile device announcements being pushed to standalone events and February's Mobile World Congress, CES tends to showcase miles and miles of smartphone cases and accessories. The emphasis on accessories highlights the fact that phones aren't just utilitarian anymore, they are often fashion statements. Meanwhile, external power sources like Mophie continued to build up steam, as users find themselves running their batteries down before the day is over.

More info: <http://mophie.com>



Source: IPG Media Lab

Wearables Everywhere

Fitness for the whole family

Geopalz allows you to buy stylish fitness trackers for your whole family and track your activity together. Children can unlock rewards on popular platforms like Club Penguin with physical activity. Soon parents will be able to define their own rewards based on other things their kids want, physical or digital. Brands can start thinking about how they can participate in this ecosystem, where purchase incentives (such as discounts) can be offered as prizes for kids' fitness.

More Info: <http://geopalz.com/>



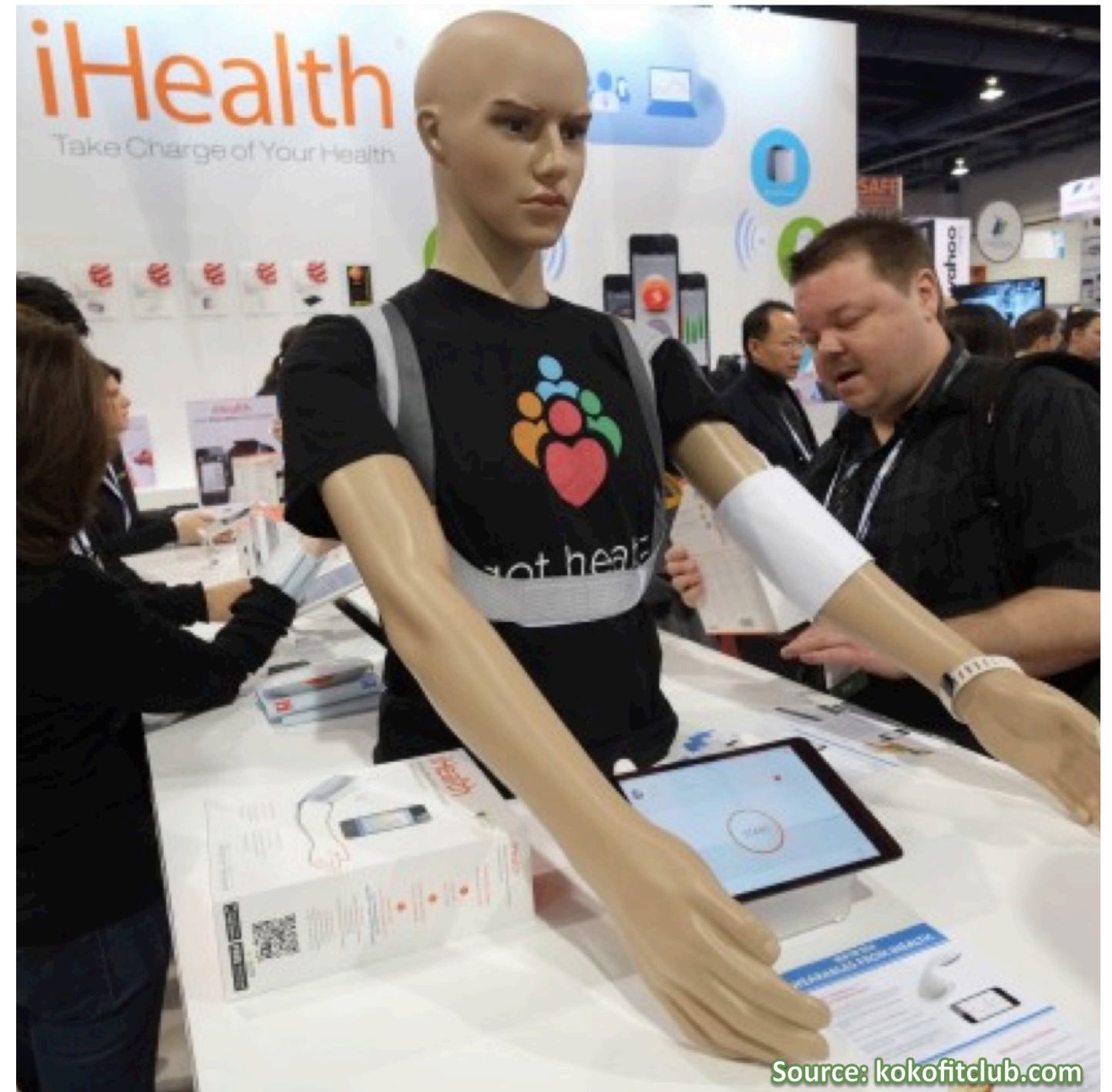
Source: geopalz.com

Wearables Everywhere

A wide array of health monitors

iHealth Labs showed off a wide range of wearable health monitors. Their assorted wireless gadgets pair with your mobile device and can measure everything from activity to sleep, to blood pressure and glucose levels. Brands could potentially partner with iHealth Labs or similar manufacturers to create branded campaigns around health and fitness, hooking into the data produced by these devices.

More Info: <http://www.ihealthlabs.com/>



Source: kokofitclub.com

Wearables Everywhere

The Big Players Jump In

Samsung showed off how their Galaxy Gear can integrate with your car or bicycle. The LG Lifeband activity tracker keeps track of your biometrics and has a touch interface. Sony introduced the Core life-tracker concept, which promises to keep track of your steps, the music you listen to, and even the photos you take.

More Info: <http://labt.ag/1dbnapR>



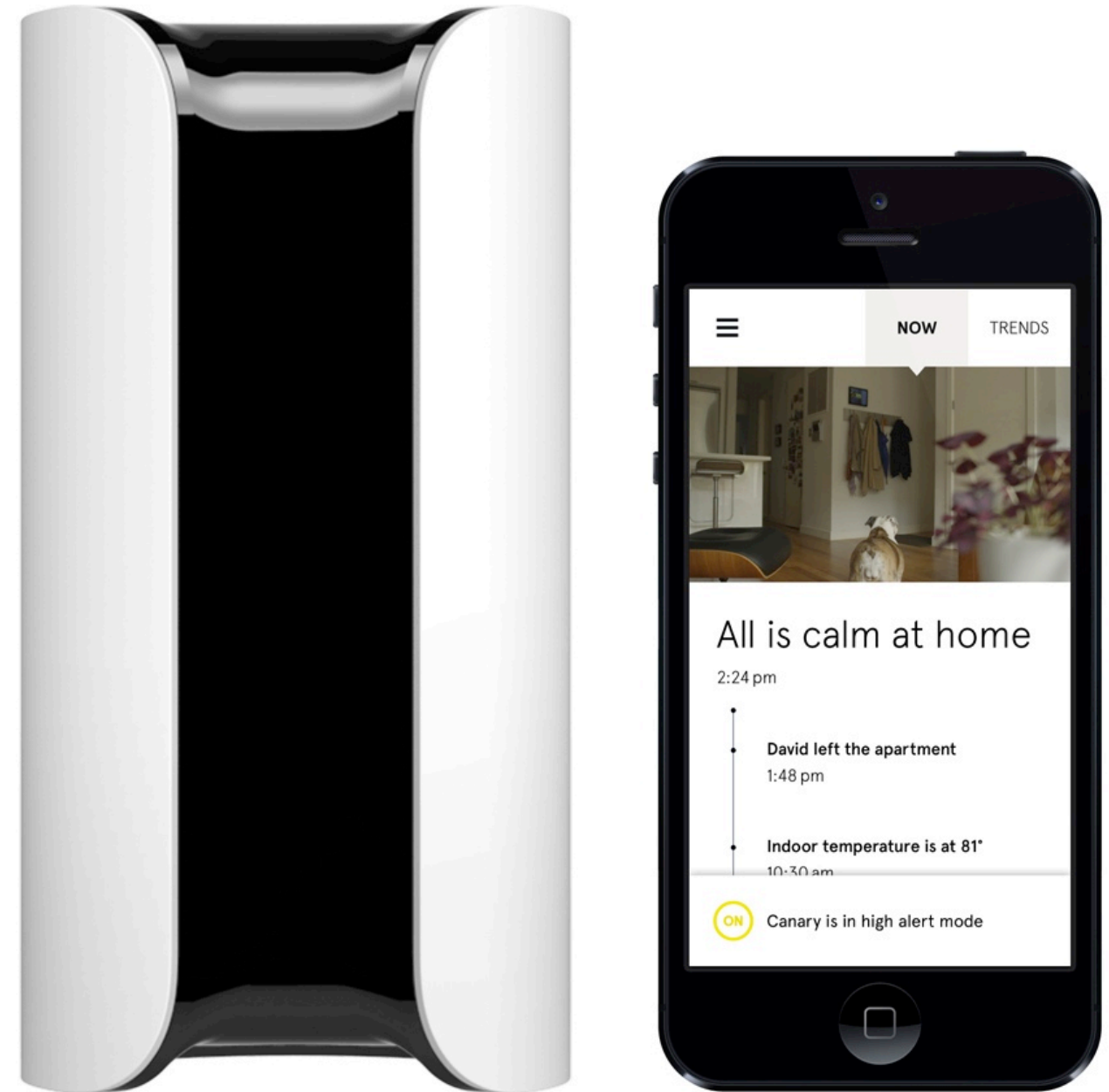
Source: IPG Media Lab

Smart Home Tech

Canary

This nimble startup makes a simple and affordable home security system that links back to your smartphone. It sports an HD camera you can remotely monitor. It also features motion sensors, temperature and air quality sensors. It will retail for only \$199. Devices like this are a sign of remote notifications providing actionable intelligence, with actions being taken via mobile as a result. Home security could prove to be the “gateway drug” for more remote monitoring and resulting actions, including the potential for product purchases.

More info: <http://www.canary.is/>



Source: Canary

Smart Home Tech

Mother

This DIY approach allows you to attach little plastic beacons (“cookies”) to various objects around your house, and they are monitored by a base station called “Mother”. The cookies measure movement, temperature changes, or whether they have strayed into or out of range of the base unit. Consumers can build their own experiences out of these kits, and brands can help encourage or incentivize them.

More info: <https://sen.se/store/mother/>



Source: IPG Media Lab

Smart Home Tech

Petzila

Companies like Dropcam have been selling remotely-viewable webcams for years. Petzila takes the concept into a new vertical with their new offering. When away from home, you open the Petzila app and peer into your house. Through your phone mic, you call your pet over to the Petzila unit. You can interact with your pet and if they behave, you can remotely dispense a tasty treat.

More info: <http://www.petzila.com/>



Source: Baltimore Sun

PC Gaming In The Living Room

Steambox Consoles

Millions of PC gamers currently play games downloaded from the Steam ecosystem. Now they are being given the opportunity to play on their large living room screens via the release of high-performance gaming consoles by a series of independent manufacturers. This will pull eyeballs away from other living room media alternatives.

More info: <http://labt.ag/1e0FpXd>



Honorable Mention

Grover's Block Party

Qualcomm showcased a proof of concept featuring its Alljoyn connected device technology and its Vuforia augmented reality platform. Themed as a learning tool for kids and featuring Sesame Street's Grover, the experience synchronizes a learning game seamlessly between a TV and a tablet. The tablet's front-facing camera picks up the child's interaction and Grover hops down from the TV to the tablet to provide encouragement during the game. An inspiring prototype for potential future branded experiences.

More info: <http://vimeo.com/84093673>



Source: Two Bulls

Honorable Mention

3D Printed Food

3D Systems, already a leader in the 3D printing space, unveiled a unit called Chef Jet, which can print 3D objects using flavored edible substances. In their CES display, throngs lined up to eat complex 3D-printed chocolate candies. While not a mass-production tool at this point, brands could take note of an item like this for out-of-home events or PR opportunities. Hershey's has already struck a deal with the company in the wake of CES.

More info: <http://labt.ag/1eQN8Ux>



Honorable Mention

Virtual Joey

Dish has been making waves in recent editions of CES with their Hopper DVR unit, and the remote “Joey” units for other rooms in the house. This year they made a number of announcements expanding the platform, including a Super Hopper with more tuners, and Wireless Joey which communicates wirelessly to the base station. From a media perspective the biggest news was Virtual Joey. It’s an app that lives on LG Smart TVs as well as Sony’s PS3 and PS4, that allows users to easily remotely access their mountain of DVR’ed content. This is a great example of a technology that could fragment media audiences.

More info: <http://labt.ag/1eQOezQ>



Source: hd-report.com

What's Next?

The IPG Media Lab doesn't rest on our laurels after CES. We follow up on the technologies we saw and the companies we met and build relationships with them. It is part of the Lab's constant process of making sure Mediabrands has its finger on the pulse of how the very newest technologies can be used by brands to reach audiences.

See you next year!



Thanks

For any questions or more CES information, please visit <http://ipglab.com> or get in touch:

info@ipglab.com

 @ipglab