

IPG MEDIA LAB

CES 2015 Recap

JAN 16, 2015

THE LAB AT CES:

THE IoT IS HERE

Every year, the IPG Media Lab attends the Consumer Electronics Show (CES) in Las Vegas to identify trends that will affect how people consume media and interact with brands.

In 2015, the big theme was **realization and implementation**. All the technology that industry professionals have been discussing for years—the Internet of Things (IoT), wearables, advanced interfaces—have matured to a point where consumers can readily buy and install them.

EIGHT TRENDS THAT WILL IMPACT 2015

1. Connected cars are the next mobile platform
2. The smart home is getting relevant
3. Television and content
4. Virtual worlds and gaming integrate into reality
5. Wearables expand
6. “Selfies” go to new heights
7. People are the new cookies
8. Power is currency

CONNECTED CARS ARE THE NEXT MOBILE PLATFORM

CHIPS

Processing power over horsepower is at a tipping point for the auto industry this year. Some of the biggest news of the show focused around NVIDIA going all in to power the connected car with its super chip, the TegraX1. Audi's driverless car, VW's trained parking and gesture control, Here's life mapping and navigation tools, and QNX's infotainment management software that power uConnect, SYNC, and others all feature NVIDIA's new star.

CONTENT

The car is now a BYOD (device) and BYOS (service) container to consume content. BMW's connected drive product now actually features an app with GoPro that allows you to create content.

CONTROL

Android vs. iOS is becoming the new West Side Story as OEM's are being forced to choose one system or the other: Apple has signed up Mercedes, Volvo, Jaguar and BMW, and Google has the others as members of the Android Automotive alliance. Aftermarket providers like Pioneer and Kenwood have built separate product lines for each and waiting for customer choice to determine which mobile OS wins. The two outliers from this feud are Parrot (aftermarket) and Hyundai (OEM), who are playing both sides.



THE SMART HOME IS GETTING SMARTER

The connected home is becoming a reality as both product availability and mobile compatibility are allowing for home automation and monitoring to happen anytime, anywhere, and with anything.

However, just because consumers can connect everything doesn't mean they'll want to. As a result, brands at CES were focused on explaining the benefits of the connected home, and highlighting practical examples of how smart devices can help. The Netatmo Welcome, for instance, identifies people in the home through facial recognition, and can alert users if an unrecognized face has entered, while Whirlpool's new washers and dryers send maintenance alerts and provide information on how to fix common problems. WeMo took a broader approach by allowing consumers to connect anything in the home and encouraging customers to ask if they can "wemo" it.



source: <http://www.cnet.com/pictures/wearables-and-the-smart-home-dominate-ces-unveiled/9/>

TELEVISIONS TAKE ON A NEW ROLE

Major manufacturers use CES to show off their biggest, thinnest, and bendiest televisions, and this year was no exception: TCL featured a 110-inch TV, Sony unveiled a 0.2-inch thick TV, and Samsung showcased a 105-inch bendable screen.

Image quality also continues to improve thanks to 4K, SUHD, HDR, and Quantum Dots. Between this alphabet soup of terms and limited 4K content, though, potential customers may be scared off from purchasing higher-resolution televisions and content. As a result, major manufacturers and studios have formed a consortium to develop standards and promote their benefits to consumers.

Of greater interest to marketers may be the launch of Sling TV, a new streaming and on-demand platform with content from ESPN, Food Network, and other cable channels without a cable subscription. Following similar announcements by HBO and CBS, it demonstrates the increasing impact of OTT services (which you can read about more in our white paper). Brands must follow audiences' eyeballs, so the space is well worth investigating.



source: <http://www.businesswire.com/news/home/20150105006208/en/Sling-TV-Launch-Live-Over-the-Top-Service-20#.VLIqZYrF8-A>

VIRTUAL WORLDS AND GAMING INTEGRATE INTO THE REAL WORLD

Virtual reality is always a crowd-pleaser at events, as attested to by the long lines outside the Oculus Booth. Far from escaping reality, though, this and other gaming technologies will blur lines between the real and virtual world, ultimately creating a richer experience.

For example, HP's Zvr display uses a 3D scanner and motion detector to unite physical objects with digital interfaces, while 3D Rudder made navigating the virtual worlds intuitive (and less ridiculous than a 360-degree treadmill). Although this technology is premature for the consumer market, some brands have already used VR technology to engage people at events. Fox Searchlight, for example, showcased a companion VR experience for the movie "Wild."

Tobii Tech showcased a different gaming application by bringing eye-tracking technology to video gaming and virtual reality. Their new products allow gamers to track and analyze where they look during a game, and even allow streamers on Twitch to watch where gamers are looking. With new gaming celebrities attracting a devoted audience, brands will similarly need to follow their eyeballs to maintain relevance.

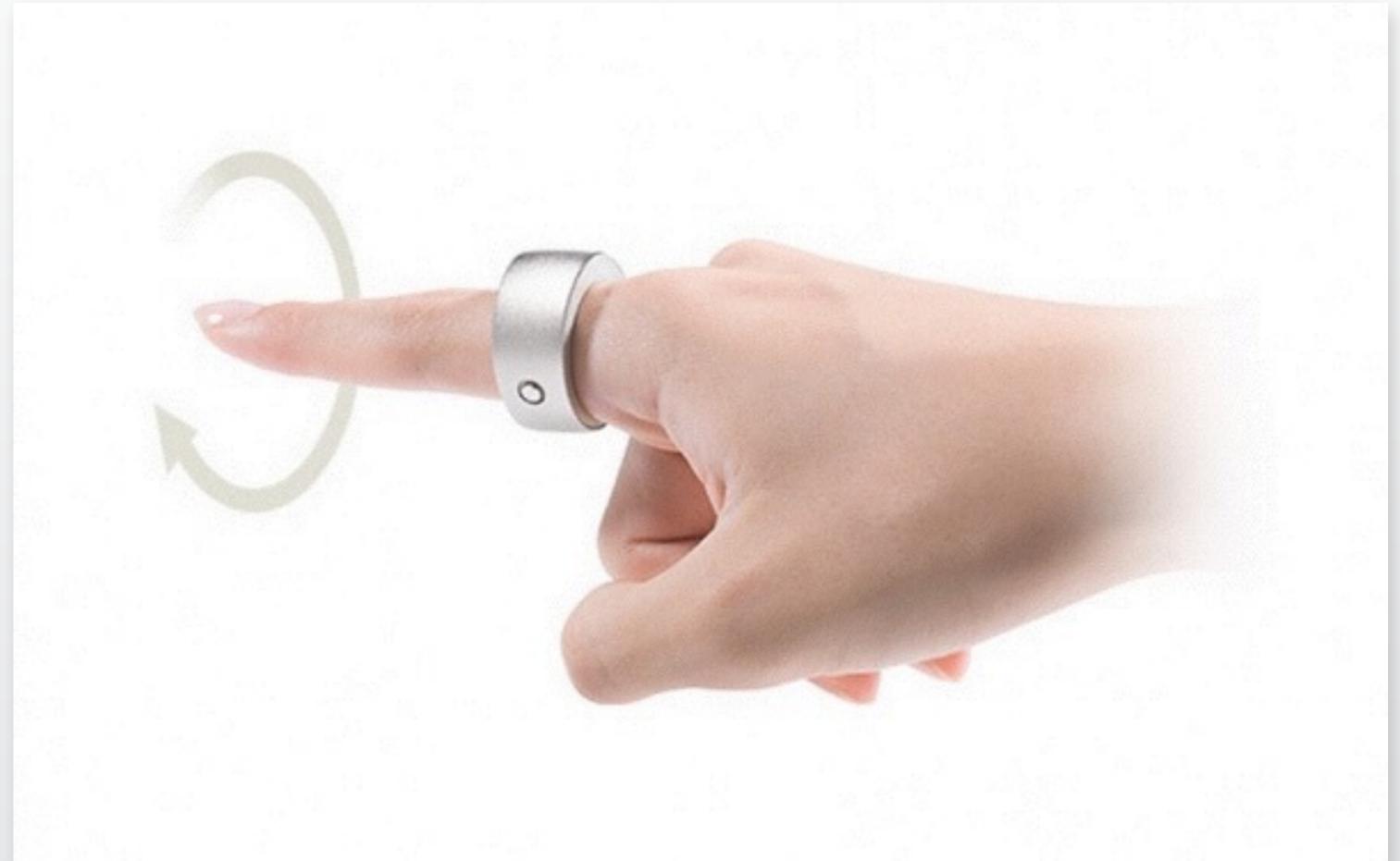


source: <http://www.digitaltrends.com/computing/needs-gestures-tobiis-eye-tracking-sensor-returns-ces/>

WEARABLES EXPAND

“Wearables” were big at last year’s CES, but were mostly limited to heart rate monitors and pedometers. This year, their applications have expanded to everything from fashion to gesture control. For example, Swarovski’s Shine band turns an activity tracker into a statement piece of jewelry, while the LogBar Ring lets the user control other devices, such as turning on lights or music. Even athletic wearables have surpassed expectations: Skulpt measures muscle quality and body fat percentage, and Owlet monitors infants’ vital signs to alert parents to any potential concerns.

Ultimately, wearables will evolve from nifty gadgets into more integrated products that provide users with relevant notifications and actionable insights. Rather than thinking about wearables as closed ecosystems, or even displays for ads, brands must consider how the data they create can power consumer experiences, and where their products or services can improve daily life.



source: <http://www.techtimes.com/articles/25084/20150107/ces-2015-the-ring-to-control-them-all-how-logbar-gesture-control-ring-works.htm>

“SELFIES” GO TO NEW HEIGHTS

With the emergence of new drone technology enabling people to better capture life’s most fascinating and memorable moments, comes a surge of media being produced by individuals rather than media companies. Hexo+, Zano, and AirDog make it possible for drones to capture the owner’s image from a unique vantage point, perfect for taking selfies while kayaking, skateboarding, or surfing.

These drones all use auto-follow technology by tethering the drone to the user’s phone or device, and some, like Hexo+, even allow users to direct their drone with pre-programmed shots, such as panning out. It’s also easy for users to share these clips on social media, demonstrating how popular this type of footage is online.



source: <http://www.engadget.com/2015/01/06/hexo-plus-first-look/>

PEOPLE ARE THE NEW COOKIES

2014 saw an unprecedented amount of data security breaches that compromised personal and banking information, and as a result, consumers are looking for new ways to secure their personal credential and protect their digital identity.

In response, startups like Myris and HyprKey have developed authentication systems that utilize biometric measures to secure personal identification, using iris detection and fingerprint sensor, respectively. While current applications are mostly limited to unlocking computer passwords or mobile payment, these systems point to a future that allow secure, consistent identification everywhere. Myris, for instance, demoed its iris-scanning technology in a car visor, which would start the engine.

Protecting anonymity is also important, making encryption important on the device itself. Vysk has developed a signal-blocking phone case that uses end-to-end encryption to ensure the privacy of phone conversations and file transfers. Although this may seem extreme, the interest shown at CES in the device indicates the level of concern about privacy.



source: <http://www.cnet.com/pictures/wearables-and-the-smart-home-dominate-ces-unveiled/9/>

POWER IS CURRENCY

As mobiles get larger and more “things” join the Internet, powering devices has become a major challenge, and solutions that result in faster or wireless charging are in demand. iBattz, for instance, unveiled a portable charger that can fully charge a phone in just 15 minutes—perfect for those walking around a convention hall.

WiTricity demonstrated a more comprehensive solution for recharging with its wireless charging pad. For CES, they demoed a prototype of their pad integrated into a car console, recharging phones placed in a glove compartment or even a cup holder. While compatible phone cases are still required to enable charging, as this technology gets built into more devices, we can expect to see more wireless charging in the next two years.



source: <http://witricity.com/witricity-technology/ces-2015-day-one-recap/>

WHY CES MATTERS TO MARKETERS

The Lab has been covering and leading tours at CES since 2012 because we believe technology is fundamentally changing how people consume content, how marketers can measure their attention and engagement, and ultimately, how brands can provide utility to consumers. Even if your company isn't directly affected by the latest developments in batteries or high-definition television, every aspect of consumers' lives are being affected by advances in technology, so it's essential to keep on top of emerging trends. This year's launch of C Space—an area dedicated to marketers, agencies, and publishers—further attests to the marketing industry's increasing interest.

Whether considering how to integrate into the connected car, developing more accurate consumer profiles, or looking to wearable devices to activate a space, we hope our coverage of CES 2015 has inspired you to explore, and implement, new solutions.

P.S. If you're feeling a bit overwhelmed, start with our video "[CES 2015 in 45 Seconds.](#)"

THANKS!

Watch [all our interviews](#) from CES 2015.

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