

**whoa.**

INSIDE CES 2018  
**TRENDS & TAKEAWAYS**



Consumer  
Technology  
Association™

CES® 2018 | JANUARY 9-12  
LAS VEGAS, NV

# INTRODUCTION

Every January the world's most  
**INNOVATIVE COMPANIES**  
converge on CES.

Embedded among the 20,000 new products and services to come to fruition here every year are a smaller number of trends that fundamentally define how we'll live out our future.

Subtle technological transformations materializing in telecommunications, smart cities, self-driving vehicles, drones, IoT, VR/AR, wearables, AI, and cybersecurity will have massive ramifications on real sectors of the economy and individuals across the globe.

## **INSIDE CES 2018 - TRENDS & TAKEAWAYS**

highlights and explores the definitive trends unfolding at CES. These intricately-connected catalysts of change and shifts in the marketplace are defining tomorrow.

**YOU SAW THEM FIRST AT CES.**

# CONTENTS



## EXECUTIVE SUMMARY

### WHAT WAS NEW FOR CES 2018?

### CES BY THE NUMBERS

### MEGA TRENDS

### HUMAN-DIGITAL CONNECTEDNESS

- INTELLIGENCE INSIDE
- SMARTENING UP OUR CITIES
- CONSTANT SCANNING

### AWARD WINNERS

### THE START-UP SCENE OF EUREKA PARK

### CES FLYOVER

- VR, AR, AND MIXED REALITY
- SPEECH RECOGNITION & OTHER FORMS OF AI
- TRANSPORTATION TRANSFORMATION
- IOT & THE SMARTHOME
- SMART CITIES
- DIGITAL HEALTH
- SPORTS & FITNESS
- VIDEO & AUDIO
- WEARABLES
- WIRELESS/5G
- CONTENT & MEDIA

### CTA RESEARCH

## » MEGATREND

Increasingly tech hardware is integrating and embedding services as core elements of the user experience. The hardware couldn't exist without the service and conversely the service couldn't exist without the hardware. Artificial Intelligence (AI) is being employed to tie service and hardware together.