SCREENS AND CARS
AND ROCKETS, OH MY
WHAT IS CES?

Having evolved beyond its initial 'Consumer Electronics Show' namesake, CES can now claim it is the largest tech trade show in the world – and the internet.

While one of the biggest (and oldest – over 50 years) technology events in the world was set to return to its traditional in-person format, the pandemic forced a pivot to a simultaneous online and in-person offering, with 2,200 physical exhibitors across 44 tech categories, including new CES categories like space tech and non-fungible tokens (NFTs). 150 companies marked their attendance as "digital only."

Nevertheless, as they say in showbusiness, 'the show must go on.' And on it did, both in-person (in Las Vegas, Nevada), and online.

Whether you tuned in via video or walked the floors masked up and in person, this year provided a glimpse of the devices we may be using in the coming years and provided plenty of inspiration as to how the tech trends of the coming year may play out.

2022 TECH TRENDS' KEY THEME:
OPERATING IN OMNIPRESENT OPPORTUNITY

The pandemic has changed (or, in some cases, expedited changes to) how consumers work, play, learn, travel, shop, and experience the (physical and digital) world(s) around them.

Necessity – credited as the 'mother of invention' – drove consumers to test new platforms, technologies, and processes to alleviate frictions the pandemic created, expedited, or uncovered. Whether it was how to secure groceries while quarantining, taking on new roles like 'teacher', or finding new streams of income and entertainment, we all changed how we work, shop, interact and play.
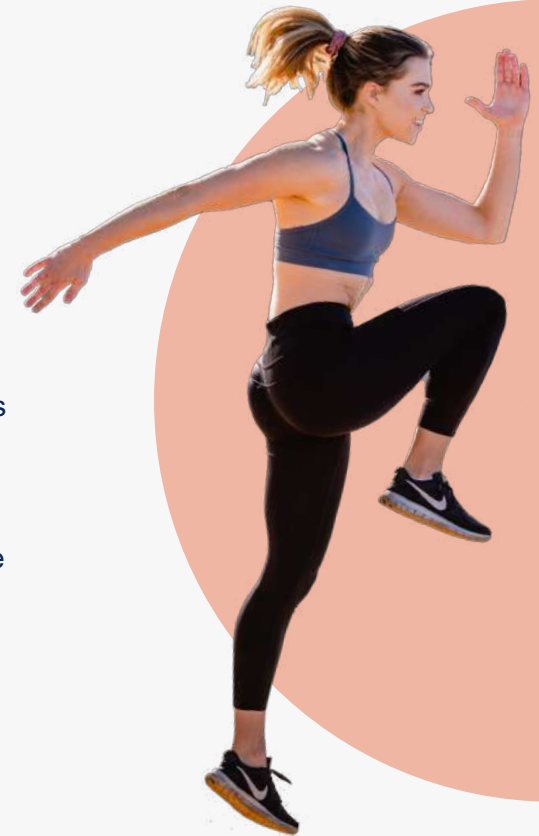
While it will take years to determine which behaviors are long-term scars vs. shorter-term scabs, it is evident that the last two years have changed how people evaluate and select digital, media, and brand-driven solutions. As a result, marketers have needed to rethink how to drive growth and efficiency in unexpected times.

We need to evolve the way that we define and engage in concepts like 'work,' 'education,' 'entertainment,' 'health and wellness,' etc.

Additionally, consumers tested, embraced, and abandoned technologies and platforms in the last two years which will have longer-term impacts. How platforms and brands court those consumers – influencers included – to drive engagement and adoption will need to evolve as well. The economic implications for both consumers and brands have turbo-charged the need to reexamine and reflect upon policies around data transparency and privacy, cookies, influencer investments, content creation, and digital marketing.

So, how do you disrupt and challenge the status quo when your brand, industry, and world is constantly being disrupted?

By restructuring and repositioning your teams, divisions, partnerships, and company to operate within the omnipresent opportunities endless disruption provides. Seeking the upside to today's challenges uncovers insight for tomorrow's successes. Provoking what may seemingly look like chaos may really be opportunity in disguise. It's all about embracing how you operate day to day to take advantage and position yourself to uncover the insights to unlock strategic success.

2022 TECH TRENDS

CONNECTIVITY: EMBRACING A META WORLD

The 'Metaverse' is the next iteration of immersive, three-dimensional digital/virtual experiences that utilize emerging technologies to enable innovative ways to engage, interact, and transact with people, brands, and worlds.

While one singular online virtual world that incorporates multiple means of conversation and provides a hyper realistic world to coexist in for all isn't here, the evolution of metaverse-esque worlds that cater to specific communities and needs was a hot topic.

Conceptionally, 'metaverse' is a catch-all term for an online virtual world that incorporates functionalities (e.g., IoT) that enables users to interact with each other virtually (e.g., conversation, meetings). We saw brands leaning in; Samsung launched My House, its metaverse, hosted on metaverse platform Zepeto, showcasing products and how they integrate into real-world and meta homes.

CES is the perfect place to talk metaverse as the building blocks it needs to succeed - cloud computing, 5G & 6G wireless, blockchain, AR & VR – were on display, touting their abilities to support the notion of metaverse.

The popularity of the topic has given rise to a second chance for VR and AR devices, with a new generation of headsets that took fashion and comfort into account, not simply the hardware and software needs.

We're also seeing partnerships trying to solve how to best address emerging needs. For example, Qualcomm and Microsoft announced a partnership to develop a customized Snapdragon AR chip to power future AR glasses within Microsoft's ecosystems. For any device or console to differentiate itself from the competition, offering brand name games and media properties will be critical to driving headset adoption.

Today we are a ways away from the metaverse we've been promised. Faster broadband speeds, always-on online worlds, and better headsets will likely be needed for wider adoption. In the meanwhile, the metaverse(s) evolution will bring with it conversation around the ethics of VR and AR (especially as it pertains to content/data privacy access), as well as the ethics around crypto's role in the metaverse, and general user behaviors as the online and real-worlds continue to blend.

WHY THIS MATTERS
TO BRANDS

The notion of community is evolving. We will most likely end up with multiple metaverses based on different online communities with their own social and cultural values. Understanding how consumers tap into these digital spaces will help uncover how to engage in ways that both compliment and differ from the ways consumers connect online.

There's real money on the line. Just as you buy extra lives on the mobile game you play when you run out of them or invest in weapons to upgrade your experience in a first-person shooter game, spending real money (even if converted into cryptocurrency) on digital assets (i.e., digital accessories, NFTs) for your online life makes sense, and gives brands plenty of opportunities to become a part of your real-world life by integrating into and providing utility to your digital life.

'Activations' as we know them are changing. Experiences when they are multiverse-dimensional need more planning and forethought than ever for maximum impact and crossover success.

As consumers' digital identities move beyond simply bitmoji and emoji, the signifiers that tell others who they are will inevitably translate via digital accessories and goods that adorn their digital worlds and personas. This means plenty of spending on virtual possessions – comparable to how we do so on physical ones today. Which will inevitably drive more time online, and more of a blurring between how we see time spent in both the physical and digital world.

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CONNECTIVITY: EMBRACING A META WORLD
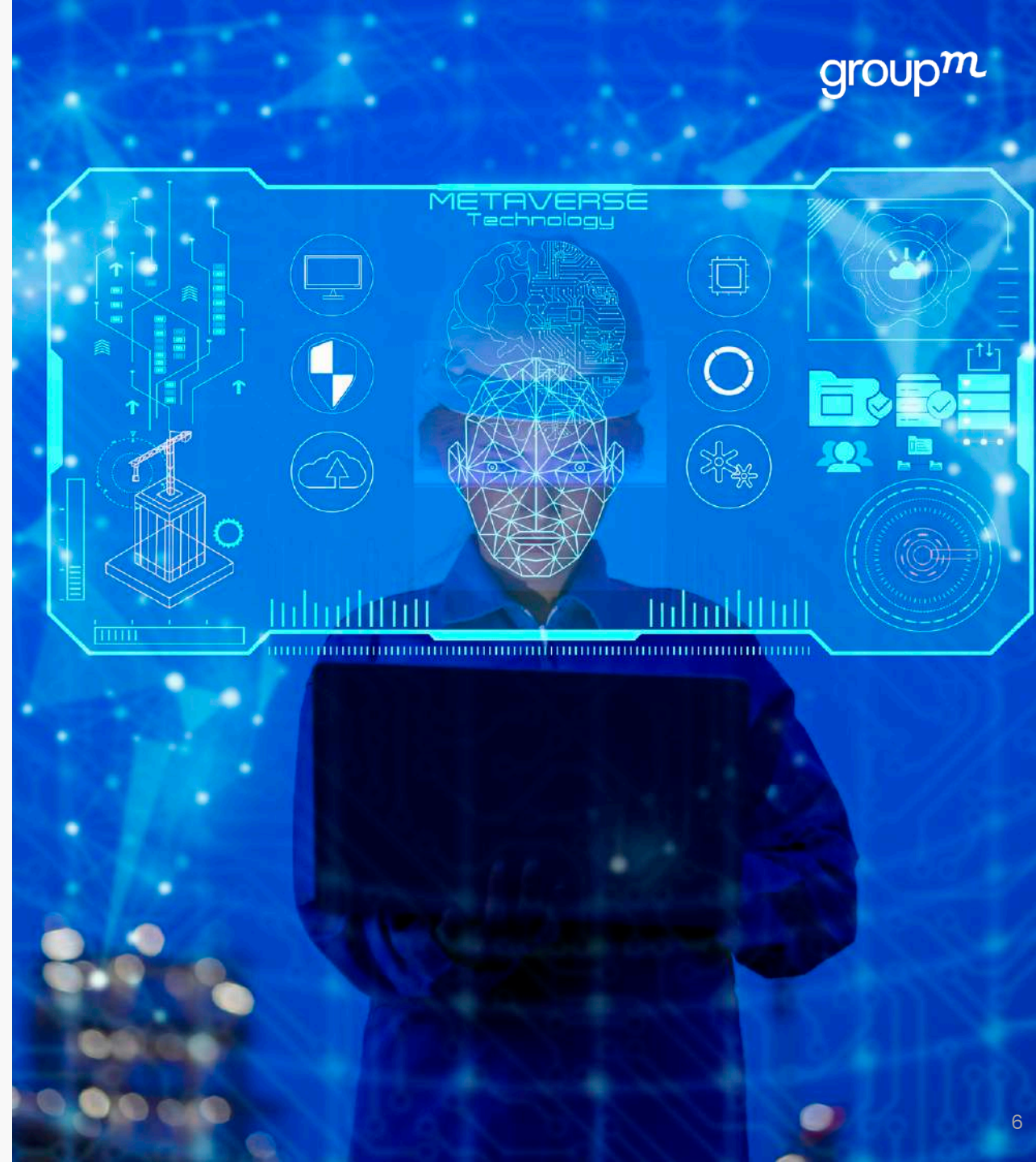
FAVORITE EXAMPLES
FROM THE DIGITAL EXHIBIT FLOOR

NVIDIA's Omniverse for collaborative workflow opened to 3D creators worldwide

Samsung's MyHouse metaverse hosted its product showcase

XR Concept Glasses have a MicroLED display and can do things your smartphone can

Liteboxer VR gamifies boxing and lets you take on real in-app trainers and friends

OWO Game wireless wearable vest connects you physically to the metaverse via 30+ sensations

7

RETAIL & EXPERIENCES:
RETAILTAINMENT RENAISSANCE

Engaging retail offerings no longer means a digitally optimized ecommerce experience nor a hands-on in-store experience; it means every physical, digital, emotional, tactile touchpoint requires both experience and entertainment.

The result? 2022 will be the year of retailtainment, merging on and offline experiences with an overall sense of enveloped entertainment.

The pandemic may have accelerated brands' prioritization of ecommerce investment, but it's not just about digitizing access to product - it's about digitizing experiences consumers want in both the physical and digital worlds. This means utilizing touchless technologies and screens, be it in store, in public spaces and transportation, or on smartphones and in-home devices, more than ever. For example, Merkle launched two products focused on enhancing the contactless shopping experience both in-store and on-delivery to alleviate frictions and ensure safe experiences.

As we see public spaces - parks, playgrounds, parking lots – they become critical sources of community and engagement,

along with the proliferation of 5G, smarter home devices, and out-of-home technology, telling a brand story or selling a product can increasingly happen anytime, anywhere. We're seeing platforms and partners already test the boundaries of infotainment and retailtainment; Google & Volvo announced YouTube will be available to download in-car.

Over $80 billion in funding globally is expected to flow into retail tech startups this year, intent to solve or alleviate different friction points across the retail ecosystem.
(Source: CB Insights)

In-store sales surged by 15.4% in 2021 year as lockdown orders eased, and, although growth will temper in 2022, brick-and-mortar will still comprise 83.9% of 2022 total retail sales.
(Source: eMarketer, Top 10 Trends in 2022)

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WHY THIS MATTERS TO BRANDS

Experiences continue to be social currency. Earned media and word of mouth – driven by consumers' brand interactions – help cut through the clutter and drive brand perception.

Digital offers the chance for differentiation via branded experience. Today there are more opportunities to present and share your brand online. As the 'metaverse' unfolds, it's critical to understand those opportunities must drive curiosity and enable consumers to discover through visual, branded, and interactive content.

App-esque offerings streamline experiences – and sales. Not every brand needs an app, nor does every consumer want to download them. Finding ways for app-like experiences across platforms already utilized (SMS, mobile browser) can help drive loyalty through speed.

Experience doesn't end when the purchase is complete. "Last Mile" tech, like delivery robots and drones, not only provide utility and efficiency, but also conversation-driving content.

Safety and seamlessness will continue to be the focus. Consumers are accustomed to, and expecting, safe experiences in-store and seamless online offerings making contactless tools critical.

The $492 billion global social commerce industry is expected to grow three times as fast as traditional ecommerce to $1.2 trillion by 2025.

{Source: Accenture, Why Shopping's Set for a Social Revolution)

RETAIL + EXPERIENCES: RETAILTAINMENT RENAISSANCE

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FAVORITE EXAMPLES
FROM THE DIGITAL EXHIBIT FLOOR

CLOi Guidebot autonomous robot can be used as an info kiosk or mobile ad device

CLOi ServeBot autonomous self-driving robot that can travel a route with up to three destinations

Scan & Know and Unboxit app-free in-store & on-delivery contactless shopping experiences

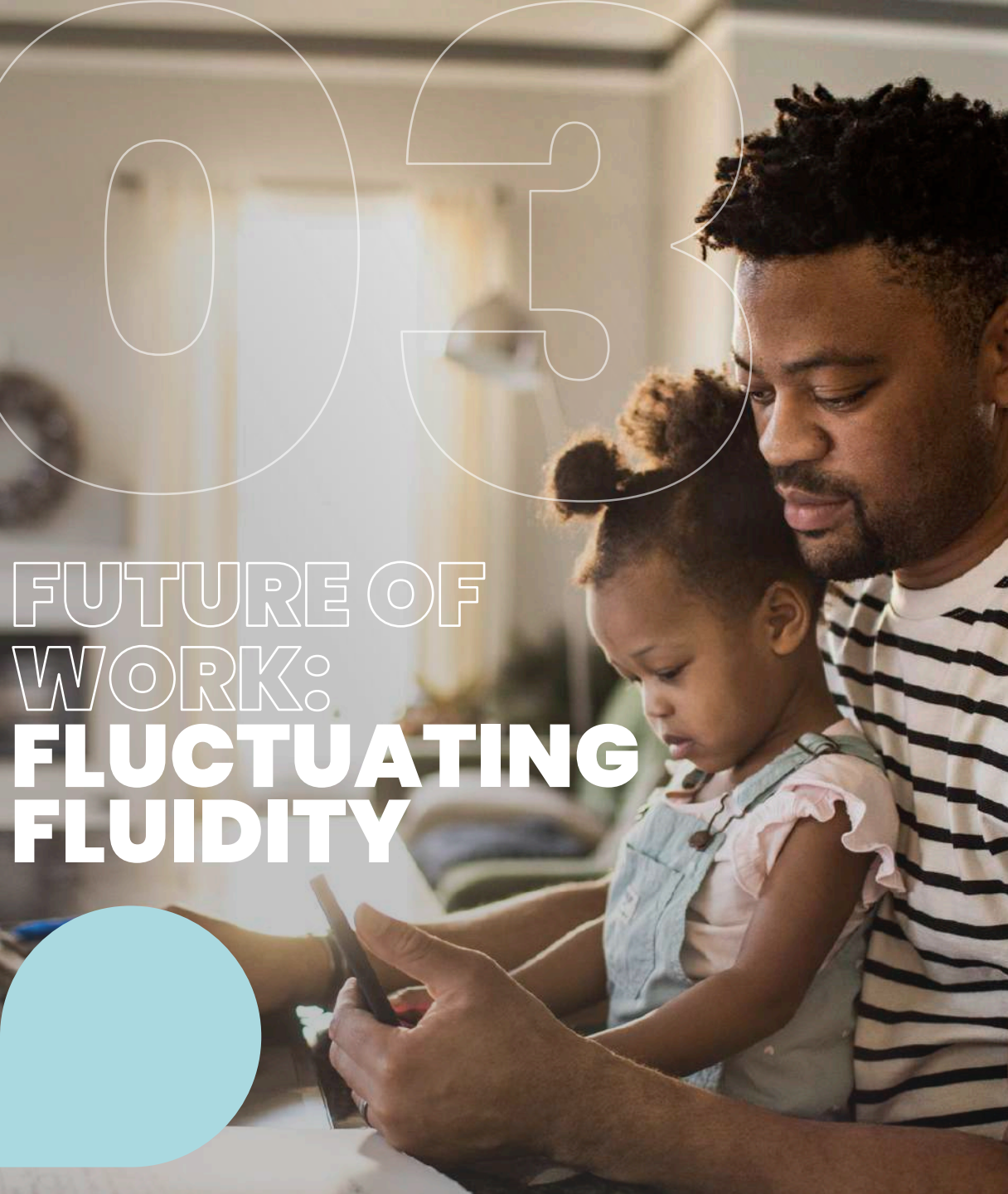**Subtitles'** double-sided touchscreen provides in-store language translation

BMW Theatre Screen's 21-inch TV & 8K resolution touts My Mode Theatre setting

03

FUTURE OF WORK: FLUCTUATING FLUIDITY

How we work was one of the most upended facets of life over the last nearly two years.

Whether you're working in an office, at home, or embracing hybrid working, it's clear that nearly every industry will need to engage in serious test and learns when it comes to the most efficient ways of working – both for output and employee retention. Flexibility will be required to meet both industry and employee demands.

For many industries we've passed the point of no return; consumers have moved and acclimated their lives to remote and flex work; retaining and attracting talent will require flexibility from employers and accommodations to support getting the most results out of their teams vs. demanding they physically show up to an office. This, of course varies by occupation and industry, but overall, the notion of the standard 9-5 with a commute on both ends and a lot of cubicles and offices in between is most likely a thing of the past.

Whether it's on a rooftop, in a public space, or in your car as you wait for your child to get out of school, the future of work is everywhere. We saw this via ambient computing - computing that enables users to move seamlessly between devices and platforms – announcements from both Google and Amazon focused on automobile partnerships. For example, Amazon's multi-year global agreement with Stellantis (the automaker behind brands like Jeep) that tout Amazon Devices (e.g. Fire TV), Amazon Last Mile, and Amazon Web services.

While we will ultimately settle somewhere in the middle, there's a lot of opportunity for brands to uncover and alleviate emerging frictions, new ways of working, and all the facets of work that have changed – like conferences, meetings, networking, collaborating – will bring.

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WHY THIS MATTERS
TO BRANDS

New routines require new habits. As consumers figure out what works for them and how to manage their professional lives – especially as they increasingly become intertwined with their personal lives – they will need to develop new habits, which will most likely need to be malleable and flexible as work schedules and office demands change over time. How can you provide support as their dayparts and habits change?

Be the brand to deliver human confidence. While some people thrive while working at home or in nontraditional work environments, others need more support to drive productivity. How can you leverage storytelling – i.e., podcasts, video content – to help deliver the confidence and education they may feel is lacking outside the traditional office walls.

Events are an evolving opportunity. As professionals seek out new ways to connect when more conferences and meetings are done virtually, there's opportunity to deliver experiences both via meta-esque platforms as well as in real life.

There's a significant increase in workers' post-pandemic preference for hybrid workplaces — with a fully on-site workplace falling from 62% to 37% and hybrid rising from 30% to 52%.

(Source: McKinsey, It's Time For Leaders To Ger Real About Hybrid)

FAVORITE EXAMPLES
FROM THE DIGITAL EXHIBIT FLOOR

FUTURE OF WORK: FLUCTUATING FLUIDITY

Cypress Hero Backpack's built-in location tracker helps keep track of it

Concept Flow docking station makes moving workspaces seamless & secure

TP-LINK Archer AXE11000's rotating antennas support 6 GHz WiFi band & pinpoints devices

Vuzix Shield's AR smart glasses connects smart workforces for efficiency & safety

Dell Concept Stanza's tablet is made for productivity & note taking

BEAUTY & WELLNESS: CRAVING CONTROL IN CHAOS

When Covid first shut down salons and beauty studios, consumers were forced to resort to at-home hair, nail, skin, and other beauty routines that they traditionally outsourced.

While the results may have been mixed aesthetically, it fueled consumers' curiosity around how they can own more facets of their beauty and wellness routines, seeking ways to save time, money, and efficiency by bringing tools and technologies into the home and out of the store. When it comes to wellness, a similar concept applies: The last nearly two years have taught us that not only is it critical to take care of yourself, but also how critical it is to take control of managing your wellness – both mental and physical – instead of relying on external sources.

CES showcases companies touting technologies that bring experiences traditionally done outside the home – product try-on, skin analysis, aromatherapy, massage, studio fitness – into the home with new levels of intimacy thanks to utilizing AI and AR for customization rarely received in the finest of salons and studios. In fact, in lieu of a physical CES presence, Perfect Corp offered a metaverse-esque virtual booth to show off its latest AR try-on tools, metaverse and NFTs offerings, and take live meetings.

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WHY THIS MATTERS
TO BRANDS

Routine is critical to many consumers' mental health.
With the breakdown of traditional routines in 2020, consumers are still seeking ways to create consistency and comfort. How can you provide confidence through structure?
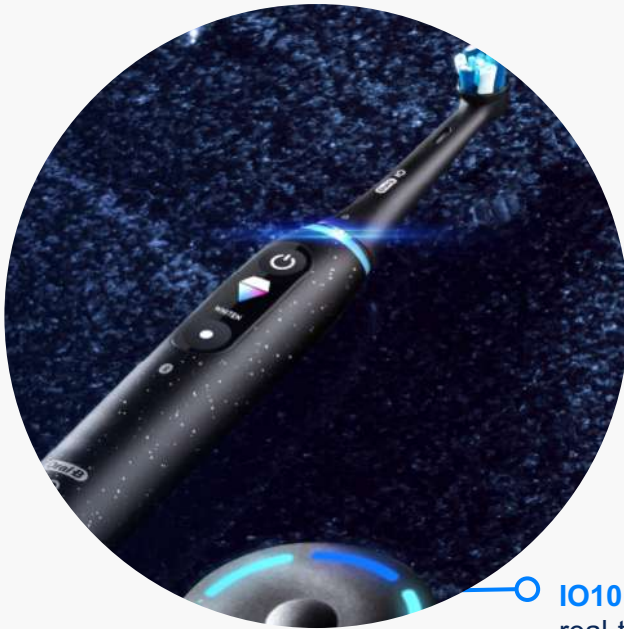
Wellness looks different to everyone.
It's not solely about a fitness routine, a meditation app, a skincare plan; wellness and taking care of yourself emotionally, mentally, and physically requires a plethora of tools, giving brands the chance to provide tangible support and integrate into emerging routines.
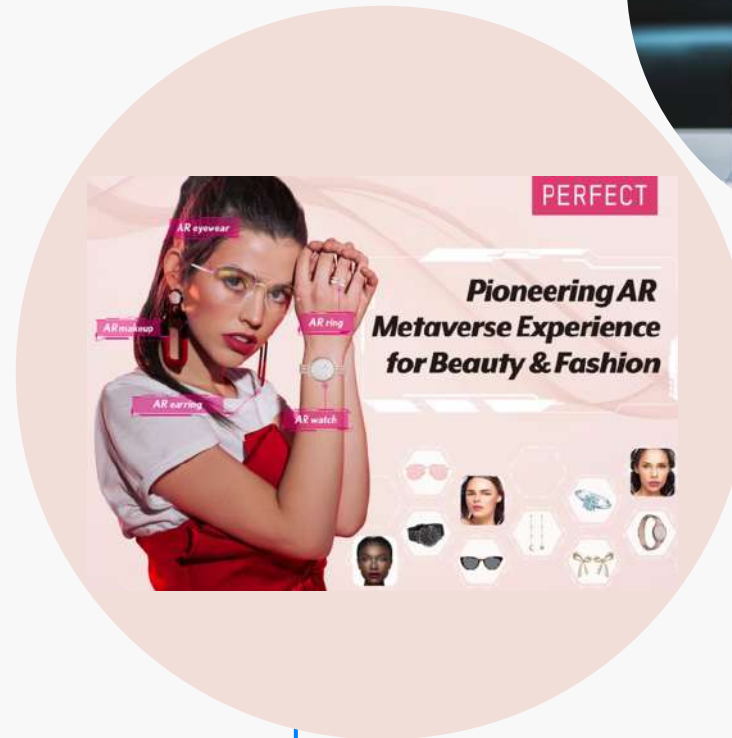
Consistency is key.
Whether it is in your messaging or product itself, brand loyalty - which is more up for grabs than ever – means consumers need to rely on you to provide the consistency lacking in most of their everyday lives.

BEAUTY & WELLNESS: CRAVING CONTROL IN CHAOS

FAVORITE EXAMPLES
FROM THE DIGITAL EXHIBIT FLOOR

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SelfCareOne intelligent herbal oils care system serves real-time personalized formulas for balance and care

IO10 toothbrush offers real-time coaching without taking your phone to the bathroom

Perfect Corp uses beauty assets to bring digital try-on and NFTs into the metaverse for immersive ecommerce

Colorsonic transforms at-home hair coloring

Coloright uses AI for in-salon, on demand customized hair color

PERFECT

Pioneering AR Metaverse Experience for Beauty & Fashion

SMART HOME:
HOME IS WHERE THE HEART (& INVESTMENT) IS

The last two years have kept us home more than ever, transforming homes into multihyphened spaces (e.g., school-office-restaurant-bar), driving increased demand for efficiency and comfort within the home.

This means renewed interest in home-based solutions that drive efficiency when it comes to saving time, money, and sanity. This year we saw increased focus on connected health, independent living, and emerging home services showcased, all touting interconnectability, seamless sharing, and reliable data privacy. For example, Google announced Android OS will connect to more operating systems and smart home devices, including letting users access chat apps from an Android phone via their Chromebook or use their Wear OS smartwatch to unlock Chromebooks and Androids. Plenty of brands pledged to work with Matter, the upcoming smart home protocol from Connectivity Standards Alliance designed to unify device communication across platforms.

The first few waves of 'smart' devices were simply connected products that let us streamline a few behaviors, such as how many clicks it took us to get to our favorite show or streaming platform.

This year we're seeing how smart devices are looking not to change everything (a la the smart home promises made years ago), but to alleviate everyday frictions that make life easier. For example, for parents looking to run their kid's bath while simultaneously making dinner or helping with homework, Kohler's PerfectFill smart bath technology enables you to fill the tub to your preferred temperature and depth with a voice command to Alexa or Google. We're also seeing environmental awareness being built into home devices, with eco-friendly offerings becoming baseline vs. a trend.

When it comes to robotics, single-purpose robots are already common in the household (e.g., Roomba and other robotic vacuum cleaners). However, this year we will see devices like Amazon's Astra bring more general-purpose robotics into the home (which is often, these days, also the classroom and/or the office). With people spending more time at home, and while often more physically distanced from the ones they care about (and for), multi-use robots offer the potential to not only provide entertainment, but also companionship and healthcare monitoring.

WHY THIS MATTERS
TO BRANDS

How consumers utilize private spaces is evolving; how you provide utility within them should, too. With more time spent within the home and local neighborhood, understanding how spaces are being transformed for multiple use cases can uncover insights as to how your brand can alleviate new frictions and be used in unexpected ways.

Future smart(er) devices will enable you to add layers of wisdom. Thanks to their ever-evolving use cases and physical placement within the intimate setting of the home, brands will have more opportunities to leverage the power of the first-party data. These offerings provide to alleviate frictions – both major and everyday – in results-driven, tangible ways.

AI and ML will increase backend efficiency of devices to not only connect, but also enhance, modern living. Whether it's using AI to adapt a TV's picture and sound to compliment the environment it's in, or teaching devices to respond differently depending on who is speaking to it, the data you collect, and the way you apply the data back into your offerings, can make or break the levels of utility you offer.

SMART HOME: HOME IS WHERE THE HEART (& INVESMENT IS)

FAVORITE EXAMPLES
FROM THE DIGITAL EXHIBIT FLOOR

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LG Home
devices reduce environmental impact via recycled materials & "knock twice to see inside" tech

PerfectFill smart bath tech fills a tub via voice command to preferred temp & depth

Moen Smart Faucet & Water Network offers touchless voice-controlled precision & water savings

LG Media Chair offers "modern relaxation" with a 55-inch OLED curved display & recliner

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CONTEN CREATORS:
PURISTS & TOURISTS

In 2021 we saw brands, technologies, and investors throw more money and resources at content creators than ever — even in the B2B space.

According to *The Information*, startups catering to content makers spent more than $3.7 billion in funding towards "startups focused on creators." We saw platforms follow suit.

For example, Twitter recentered its platform around creators via Super Follows, an influencer subscription service, Ticketed Spaces, enabling creators to make money via Twitter's live audio offering, in-app tipping, a newsletter platform, and more. Facebook announced its plan to invest $1 billion into creator tools by the end of 2022, while YouTube announced a $100 million fund just for its TikTok-esque feature Shorts, and even LinkedIn announced a $25 million fund. Snapchat also spent $250 million on creators via its Spotlight feature, with some of its biggest stars getting their own Snapchat Discover shows.

This year we also saw laptops, tablets, cameras, and drones designed to support content creation on the go, enabling high quality content at a fraction of the time it takes to edit via traditional tools.

As decentralized opportunities, like the metaverse and NFTs, give content creators more opportunity to own and monetize their digital IP and content, we'll see more ways to drive value from creator partnerships for brands and creators.

User-created content (UCC) accounts for 39% of media hours versus 61% for traditional studio media.

Teens spend 56% of their time on UCC while consumers aged 55-plus spend just 22% of their time on it.

(Source: CTA & YouGov)

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WHY THIS MATTERS TO BRANDS

Authentic content marketing requires authentic content. According to GroupM's Audience Origin, a shrinking majority of consumers (73%) said they would accept having to watch commercials in order to maintain a lower monthly bill for streaming video services (vs. 76% in last year's survey). Investing the time and resources into finding the right creators and voices to align yourself with lends to natural collaboration and trust when it comes to letting other voices tell your brand's story.

The consolidation of platforms will only enhance efficiencies.
We will see a slew of acquisitions amongst the traditional and emerging platforms to offer competitive creator advantages. Understanding the platforms your consumers turn to can help prime your brand for opportunities as acquisitions integrate.

Opportunities for creators to earn money will evolve.
Whether it's launching an NFT marketplace for creators, or streamlining ways to drive brand relationships, the evolving creator economy provides opportunities for creators, marketers, and consumers to create strong relationships based on trust and utility.

NFTs unlock value by making digital scarcity real and 'assetized.'
NFTs also give creators control over their work, making them masters of distribution. Imagine supporting your favorite creator, getting your hands on their latest content directly from them, and getting an "NFT kick" out of it. Your brand can support making this reality.

FAVORITE EXAMPLES
FROM THE DIGITAL EXHIBIT FLOOR

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MSI Creator Laptops
run 12th Gen Intel Core processors, NVIDIA GeForce RTX 30 series graphics, and has pen support

Magnetic Phone Mount with Face Tracking
follows the user's face while shooting content from any angle

Canon's AMLOS software enables hybrid, simple editing

belkin

22

HEALTHCARE: COMMANDING CONTROL

The pandemic uncovered plenty of cracks in the healthcare system's foundations, as stressed systems proved an unmet need to monitor vital data seamlessly and remotely.

Leveraging tech for everything from remote patient monitoring to telehealth, CES emphasized offerings that put connectivity and discovery at the core. For example, for those taking care of parents and/or kids who don't live in the same area, AI-equipped technology that provides monitoring also offers a sense of relief when it comes to caretaking.

Long-term success for telehealth and digital health tools isn't just about reimbursement and being HIPAA compliant; it's also delivering real time, applicable support to minor, major, and ongoing health needs. This is more than measuring blood pressure; in-home diagnostics enable consumers to manage their family's health at a time many are struggling for a sense of control.

As a result, remote patient diagnostics and monitoring, digital therapeutics, mental wellness, connected fitness, wearables, and telehealth services took over more CES floor space than ever. We saw increased offerings that tap into the power of the data and utility that can be unlocked when tech is physically worn across the body. Whether it's because curiosity has gotten the better of consumers or they're looking for ways to proactively manage their health at home, there's never been more experimentation with tech-driven health offerings.

Not only are smartwatches and connected medical devices increasingly becoming a part of consumers' regimens, but also connected clothing, voice tech, biosensors, and other integrated technologies designed to monitor, manage, create momentum when it comes to personal health, family, chronic, and transitional care management.

51% of consumers believe only they should have access to health-related data from fitness trackers, down 4% from 2021.
(Source: GroupM's Audience Origin, December 2021)

This holiday season, Apple's wearables business experienced 20% YOY growth, selling 27 million pairs of its newest AirPods model.
(Source: Apple analyst Ming-Chi Kuo, TFI Asset Management Limited)

WHY THIS MATTERS TO BRANDS

It's no longer only about solving physical aches and pains; It's also about alleviating frictions.

In-home health doesn't solely impact medically-aligned industries. Monitoring and diagnostic tools can give consumers a sense of control, but everything that impacts health food, drink, cleaning supplies, human connection, etc. – has a massive impact on overall health. How can you contribute to these critical needs?

We will continue to see a shift from facility-centric care to healthcare at home. As the digital and virtual marketplaces evolve to align with needs (like longer-term care and monitoring), this will open secondary marketplaces for support mechanisms, both online and in real life, which could impact your R&D.

Retail's role in healthcare will grow. Major retailers –on and offline - offer the chance to deliver the efficiency and experiences most healthcare providers cannot. As more consumers turn to retailers (e.g., Walmart, CVS Health) for health needs, how do brands already in these spaces find ways to integrate into offered solutions?

Health and wellness is becoming an integrated part of the retail experience. DTC's future growth needs will drive retail store partnerships for online distribution through their websites, as well as physically in store.

VC funds poured $21.3 billion into digital health in the first three quarters of 2021, beating 2020's record of $14.6 billion in funding.
(Rock Health - Company Blog October 4 2021)

HEALTHCARE: COMMANDING CONTROL

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FAVORITE EXAMPLES
FROM THE DIGITAL EXHIBIT FLOOR

Garmin Venu
2 Plus smartwatch touts a speaker, microphone, & voice assistance

Body Scan smart scale provides readings for nearly every body part

FaceHeart Vitals SDK reads your vitals through a camera lens

Vivoo at-home wellness tracker uses urinalysis strips & app to provide nutritional insights to your phone

CareVoice is a Tempo wearable feature that lets family record & schedule reminders for senior wearers

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NFT & CRYPTOCURRENCY: FUN OR THE FUTURE?

Keeping pace with the marketplace and hot topics on developers' (and marketers') minds, CES offers a new digital assets exhibit and conference. The exhibit is designed to explore how the non-fungible tokens (NFTs) - unique digital assets that live on the blockchain – marketplace is disrupting creator currencies like the art world and music industry.

Both software and hardware solutions showed their offerings for brands and businesses seeking to embrace tokenization in their category, be it fashion, gaming, and more.

NFTs will continue to attempt a move towards the mainstream, with plenty of platforms' support. For example, Samsung is doubling down on its blockchain initiatives and announced plans to bring NFTs to its 2022 line of smart TVs via NFT support and an on-screen NFT marketplace, giving NFTs the chance to reach millions of homes. However, remember that understanding and adoption take time, and may never break fully mainstream. According to Chainalysis, between late February and November 2021, there are 260,000 NFT owners holding 2.7m NFTs between them. However, of those, 9% (32,400 wallets) held 80% of the value of the market.

Whether or not you believe NFTs have a major role to play in the future of brands or are simply branded stunts and a bubble bound to burst, keep in mind that this is also about understanding digitalization of IP and value.

Nearly $41 billion worth of Ethereum-based NFTs were sold in 2021.
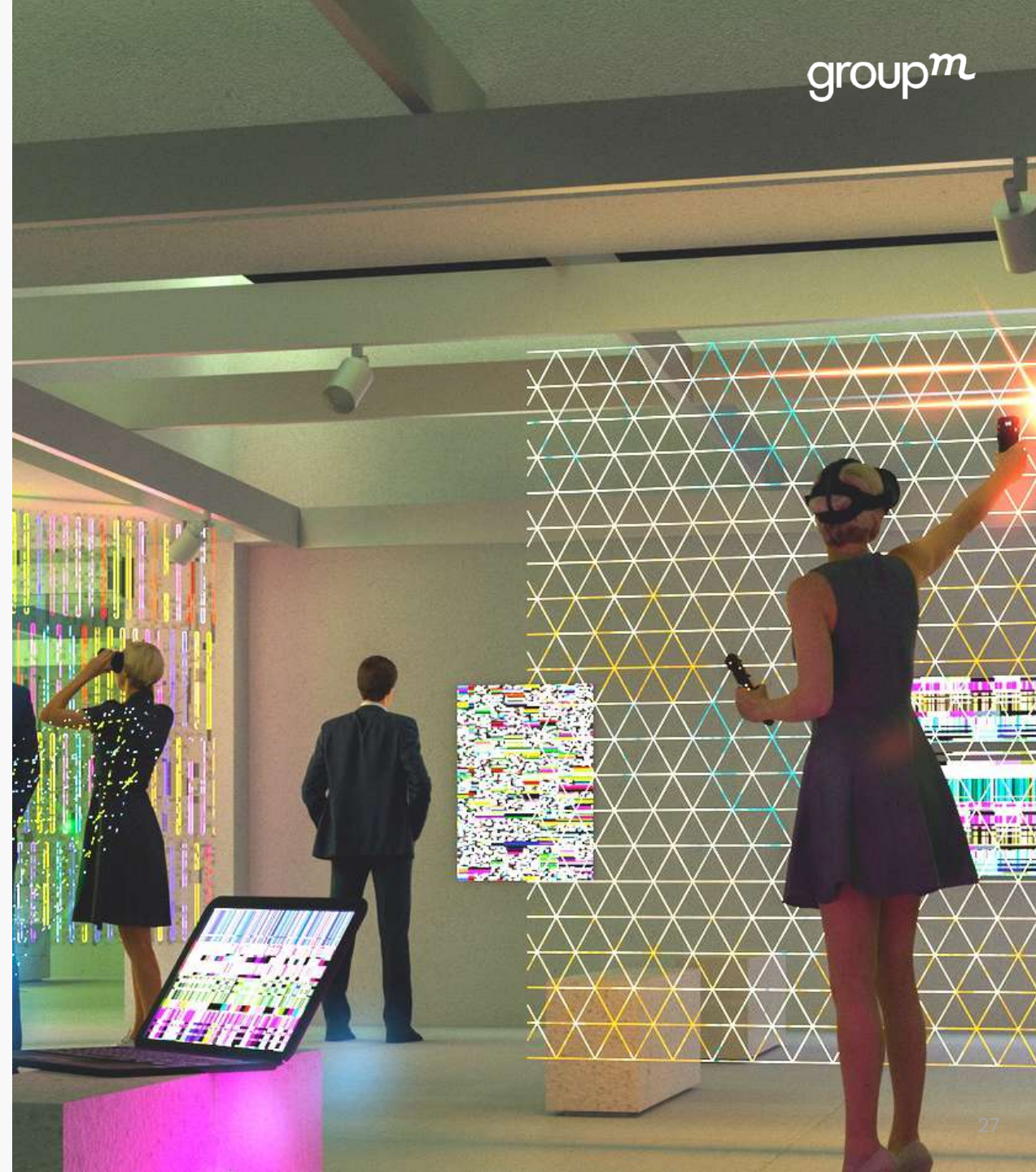*Source: Chainalysis*

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WHY THIS MATTERS
TO BRANDS

Crypto & blockchain can expedite operational efficiency. This can give your brand access to innovation & efficient ways of managing inventory, structuring digital/media contracts, evolving retail/shopper marketing program, sampling contracts.

Digital scarcity is necessary to create a unique user experience. It enables fans to form longer-lasting and more profound connections with their brands, which can be tied to sampling, loyalty programs, etc.

NFTs reintroduce scarcity and unique content via creator economy. NFTs - and the underlying tech - introduce a level-playing field that will enable and empower content creators alongside brands, giving creator partnerships new depths.

Think beyond the hype cycle. 2021 saw plenty of hype-driven NFT tests designed to grab headlines and tap into the latest buzzword. Understanding how NFTs can drive real value for brands will enable you to understand how they can be utilized to disrupt your own industry.

*NFT's applications are not online only.* While the content may be digital, the ways NFTs can be utilized to augment real-world experiences (like on-site activations), as well as consumer loyalty programs.
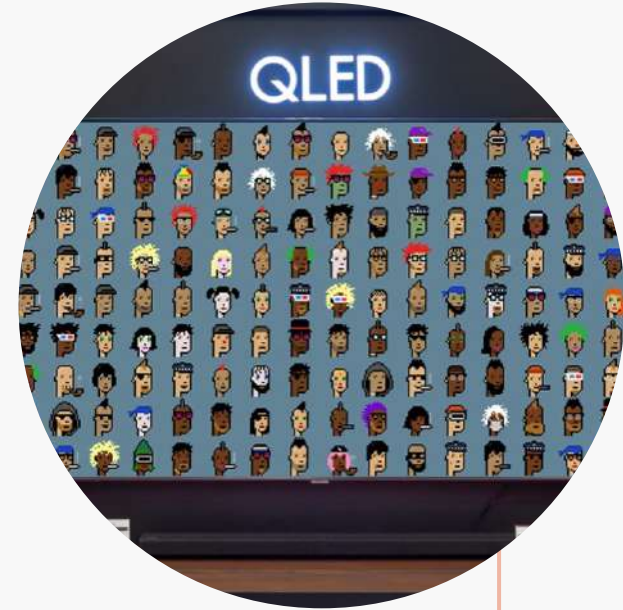

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NFT & CRYPTO: FUN OR THE FUTURE?

FAVORITE EXAMPLES
FROM THE DIGITAL EXHIBIT FLOOR

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Samsung NFT Aggregation Platform brings NFT collecting & sharing to smart TVs

Perfect Corp. solutions for beauty AR-enabled NFTs for seamless virtual try on
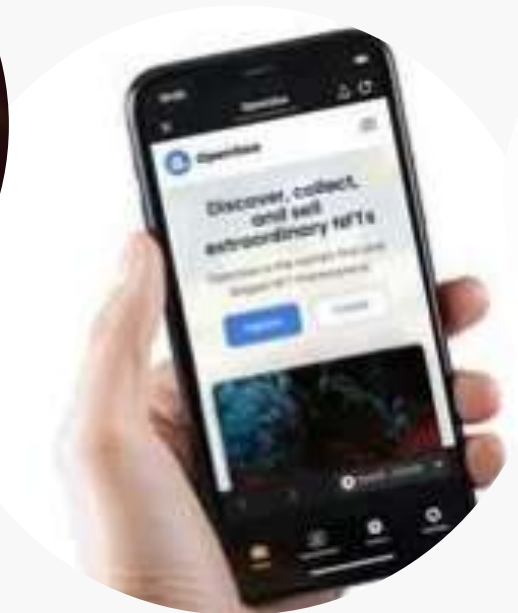
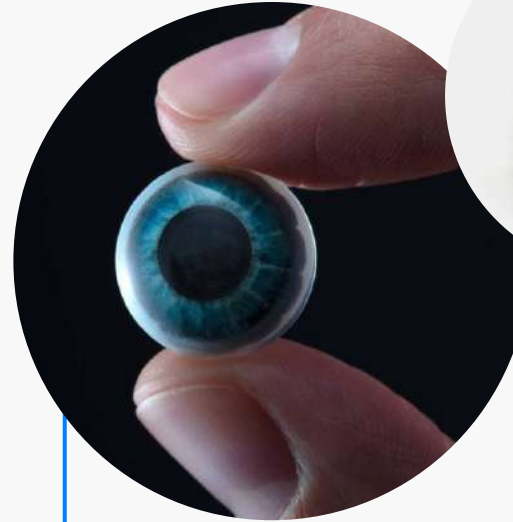**CoolWallet Pro** offers in-app integrated NFT functions for its DeFi-focused mobile cold wallet

LAST CALL:
OUR OTHER FAV TECH FINDS

Retriever home robot designed to help those with health limitations

Mojo Vision's heads-up display contact lenses

Leo's Loo Too sensor-based litter box tracks a cat's health

LG Vision Omnipod blurs the line between home & car

10Minds Motion Pillow 3 manages snoring without sleep disruption

JLab Go Air Tones buds are designed to disappear in your ears
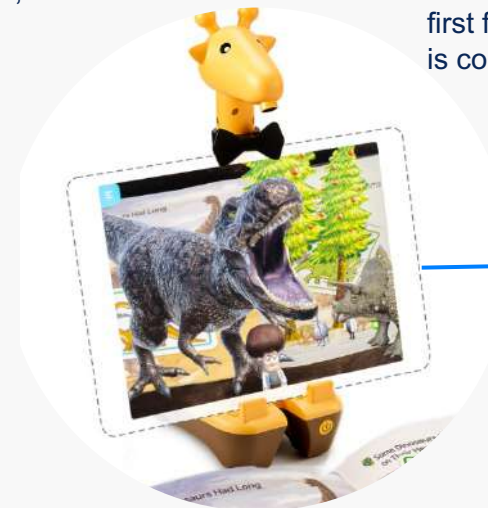
LAST CALL:
OUR OTHER FAV TECH FINDS

Invoxia
Smart Dog Collar

John Deere's
first fully autonomous tractor
is controlled with a phone

Sengled Smart Multi-Color A19 Bulb tracks sleeping patterns via radar, not smartwatch

Tcare (smart Total care)
AI-based pet total healthcare app service

Amagami Ham Anagama
nibbles your finger like a pet or baby

Arpedia
AR book reading device for kids

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