CES 2022 Unveils a Glimpse of the Future

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Abstract

“CES is the Global Stage for Innovation” (Consumer Technology Association - CTA, 2022) states the Consumer Technology Association (CTA) in their own words in the CES website introductory page.

The Consumer Electronics Show (CES) started in 1967 with its first installment in New York City to allegedly become “the most influential tech event in the world” (Consumer Technology Association - CTA, 2022). Each year CES features manufacturers, vendors and suppliers of a wide variety technology devices and content for consumers.

CES 2022 took place in Las Vegas, NV (United States of America), giving access to a global audience to start-ups and major brands, with the participation of several of the world’s most influential leaders. The event presented over 2300 companies during the exhibition (Consumer Technology Association - CTA, 2021).

Owned by the Consumer Technology Association (CTA), the CES proposed for this year’s event a look into the future of smart home, vehicle technologies, and start-ups, and revolved around the metaverse, sustainability and repairability, automotive, wellness and home, and NFTs. (Consumer Technology Association - CTA, 2022).

Showcasing current (or soon to be available) product releases, CES 2022 brought new technologies allowing attendees to have a glimpse of the future of technologies for the consumer. Still feeling the impacts of the global pandemic, even with late minute cancellations from important exhibitors, press representative, and the general audience, the show was further enabled by long distance remote communication tools, making sure the content was fully delivered as planned (Cervantes, 2022).

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From the ubiquitous Blockchain technology platform to the no less important smart-everything, CES 2022 showcased emerging technological trends that will impact the market over the near future (Zember, 2022). With over 45,000 in person attendees from 119 countries, the exhibit surfaced those technologies that will impact how we live our lives, how we work and do business in the future.

## Virtual Reality, Augmented Reality, and the Metaverse

Much of the fuel for CES 2022 came from the disruptive potential of virtual environments and the recently-turned-into-reality multiverse. During the event, it became clear that current state of technologies such as the cloud, blockchain, 5G, and AR/VR are the components needed to build a virtual online world (Zember, 2022).

From TCL, the public was introduced Augmented Reality (AR) glasses to compete with similar offerings by Meta and Apple. Another model (NXTWear) connects to multiple devices, working as Virtual Reality (VR) alike external monitors. Later this year, a new release (PSVR2) will satisfy gamers and other enthusiasts with one of the more innovative VR-specific releases of the year (Anderson, 2022).

## Smart Technologies

While smart light bulbs are popular and widespread among those adepts to smart home products, Sengle introduced its Smart Health Monitoring Lights, utilizing non-invasive radar technology to track sleep patterns, heart rate, temperature, and other vital signs.

Sengle made it possible to spread a series of bulbs around the house thus creating a virtual map of the residence and detect everyone in the proximity. Their biometric lightbulbs do not involve cameras and will not record people around the house and can potentially detect if someone has fallen, with difficulties to get up (Anderson, 2022).

Korea’s own Samsung is bringing the new Home Hub to control all devices of the SmartThings ecosystem in the house. Looking like any other tablet computer can be docked or carried around the house, with similar hearing and announcing features as its competitors (Pino, 2022). However, the Home Hub can control Samsung’s smart appliances (including refrigerator, washer/dryer machine, and air dresser), enabling its users to use the Home Hun smart display for planning meals (from the refrigerator) and for checking the use of the washer/drier machine.

Samsung also announced it is joining the Home Connectivity Alliance (HCA), an initiative by a group of manufacturers meant to expand interoperability across all smart-home brands (Stolyar, 2022). Their new connected appliances, released under the Bespoke brand, are all high-tech design devices, emphasizing in modularity and customization (Wired Gear Team, 2022).

A curiosity that represents the direction consumer technology is taking to provide security and comfort for families at their homes: ICON.AI’s Sound Mirror. Listening to music during shower time almost like having artificial electric light at home. People do and possibly do not even pay attention (CNET Tech, 2022).

The Acoustic Mirror is both a full-sized bathroom mirror and a smart speaker, with a speaker grill on the bottom quarter of the base, and completely hands-free. It is Bluetooth compatible, so it can integrate to Alexa to stream music, check on the weather, hear the latest news, set alarms, or ling to other smart home devices (Anderson, 2022).

## Apple’s strong influence in the 2022 Event

Officially, Apple does not participate in CES, however informally, its products strongly influence the exhibit. One of the industry’s biggest players providing technology for consumers, is once again missing from the show, but its products were everywhere. Among of the most commented announcements of 2022 edition of CES involve accessories that work with Apple’s Find My network, like a smart door that can be controlled by Apple’s iPhone.

It is noteworthy to mention the newer technologies by apple (Find My and MagSafe) which heavily depend on adoption from vendors, usually unveiling their new products during CES. These technologies can be found in a myriad of products, from backpacks to earbuds, smart doors and devices used to find lost wallets (Lisa Eadicicco, 2022).

## Post-pandemic New Routine

Work from home is the new normal. There are even local offices where a comprehensive number of its local employees do not even live in the same region anymore. As much as companies struggle to embrace the apparent less control over their collaborators while seeing them day after day at the office, the new work model is here to stay (Zember, 2022).

AnkerWork introduced its B600 Video Bar, aiming to solve one of the most challenging work-from-home teleconferencing annoyances, from cluttered wires to poor lighting, all in one compact device.

Being Zoom-ready in seconds, coming with a built-in light, and a camera with 2K resolution built-in, the remote calls can be taken with ease and without concerns about people on the other side of the conference being able to hear you (or if you hear them), with a device with dual speakers and four-way mic.

The Video Bar is also an excellent webcam, useful for content creators who want a simple set-up. The AnkerWork B600 Video Bar is likely to become a work-from-home essential for anyone in virtual meetings for the near future (Anderson, 2022).

## Conclusion and Implications

The once-in-a-century pandemic challenged the consumers to test new technologies and change their routines to alleviate frictions introduced with the pandemic. Whether it was how to secure groceries while quarantining, taking on new roles, or finding new sources of income (and entertainment), the world changed, it is different now how people work, shop, interact and play. While the determination which behaviors are established for long-term, how people evaluate and select digital, media, and brand-driven solutions is different than it was two years ago.

Further, consumers tested, embraced, and abandoned technologies which will have longer-term impacts. The economic implications for both consumers and brands have exacerbated the need to reexamine policies around data transparency and privacy, cookies, influencer investments, content creation, and digital marketing.

The global market now operates in an omnipresent opportunity erupting the world being constantly disrupted. By seeking the upside to today’s challenges will uncover insight for tomorrow’s successes. The consumer accepted the radical new world (for some), product developers and manufacturers who are succeeding are those provoking what may seemingly look like chaos may really be opportunity in disguise (Zember, 2022).

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