



CES 2014 Trends and Retail Innovations

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Overview of CES 2014

The Consumer Electronics Show (CES) is the biggest industry event of its kind in the world, which typically sees over 150,000 industry attendees scour over 26 football fields worth of exhibits each year looking for the latest and greatest in new consumer technology.

This event is used by big and small brands alike to showcase their products on the world stage and over its history has seen products announced like the VCR, CD player, DVD, Blu-Ray and the Xbox just to name a few. This event is held in the second week of January each year in Las Vegas, one of the only cities in the world capable of housing such an event.

This year's CES saw the rise of a few technology categories which are likely to be key talking points over the course of the coming year/s, namely wearable, health and fitness technology, automotive technology, curved and Ultra High Definition TVs and the usual suite of big TVs, tablets, headphones, speakers and device power chargers and protective covers.



#CES2014 RECAP BY THE NUMBERS



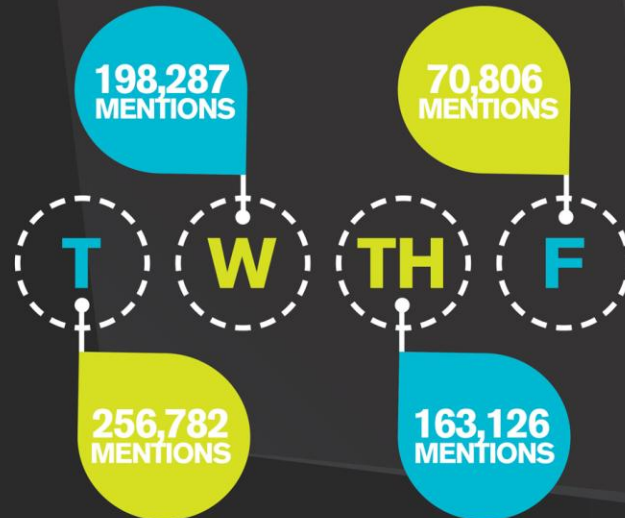
CES 2014 TOP TRENDS (BY VOLUME)

- 1 WEARABLE TECH
- 2 INTERNET OF THINGS
- 3 ULTRA HD
- 4 HEALTH TECH
- 5 3D PRINTING
- 6 DRIVERLESS CARS

ALL SOCIAL CES 2014 CONVERSATIONS



CES MENTIONS (JAN 7 — JAN 10)



LG WebOS

EDISON

4K TVs

CES 2014
POPULAR
PRODUCTS

OKULUS
RIFF

RAZER

3D PRINTERS

#FHblackbox #CES2014



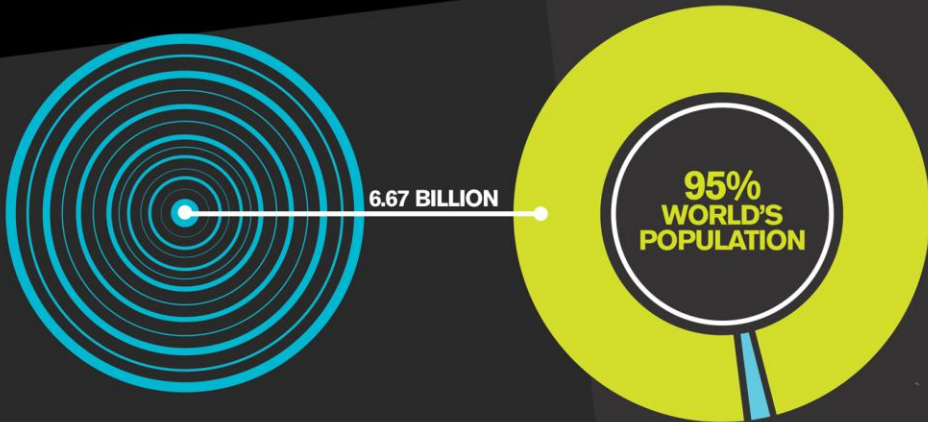
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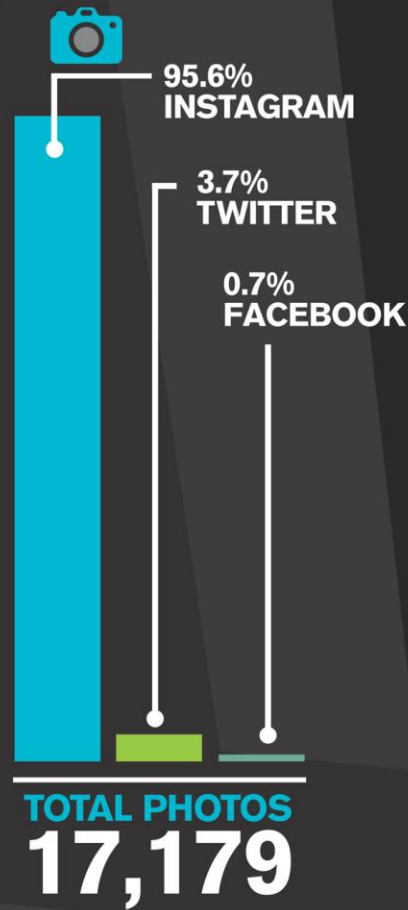
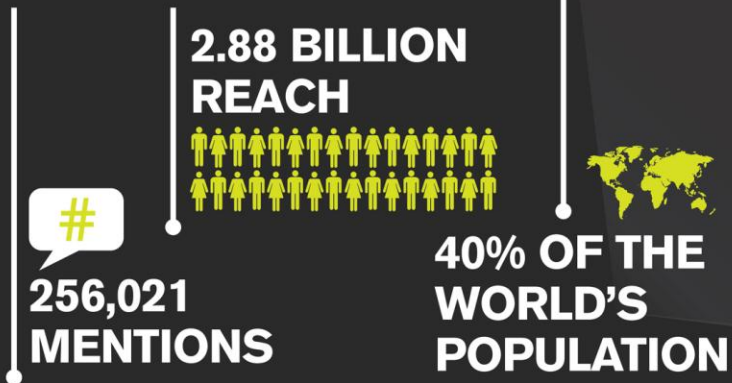
#CES2014 RECAP BY THE NUMBERS



CES 2014 WORLDWIDE REACH



#CES2014 HASHTAG



CES 2014 TOP BRANDS (BY VOLUME)

- 1 INTEL
- 2 SAMSUNG
- 3 SONY
- 4 LG
- 5 LOGITECH
- 6 AUDI



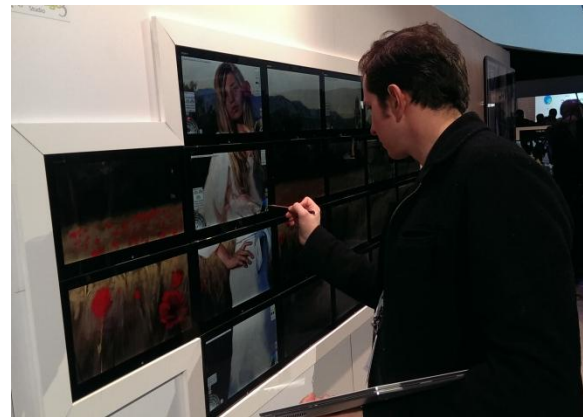
TECH GIANTS

Sony

- Sony has long been known for its beautiful tech devices and CES showcased a new range of premium devices. The 360 degree halo booth featured four new 4K TVs, 4K camcorders and Sony's 4k download service.
- Sony also showcased their PC range with their stunning Vaio Pro Ultrabooks and Tablets and rounded out their line up with the latest Sony Mobiles, Playstation 4, PSP and Sony Tennis Sensor.
- Finally, Sony is dipping their toe in the consumer wearables market or SmartWear as they are referring to it, with their tiny waterproof LifeLog device that can be worn in a variety of ways including their own Sony SmartBand.



Sony's 360 Degree Halo Stand



Using 24 Sony Tabs and stylus to create a masterpiece live at CES



Sony 4K TV and Wedge Design CES

TECH GIANTS

Samsung

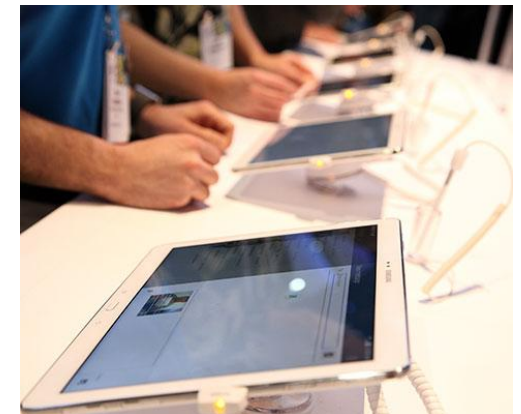
- Samsung had one of the most impressive and packed stands at CES 2014. Curved Ultra HD and Bendable (curved or straight) TVs were the highlight of the stand with hundreds of display units on show with many focusing on specific features such as voice activated remote controls.
- Launching at CES, the Galaxy Note Pro and Galaxy Tab Pro proved extremely popular with lines 3-4 deep at each of the over 50 devices on display for attendees to interact with.
- A huge crowd pleaser on the booth was the live demonstration of their home automation functionalities of household products and how their Galaxy Gear smart watch paired with Galaxy Note or Tab products can automate your home.



Samsung Galaxy Gear home automation demonstrations



Samsung Curved UHD TV Display Wall



Galaxy Pro Range of Tablets
(Image sourced from CBS)

TECH GIANTS

Intel

- The Intel Keynote which kicked off proceedings on Monday evening announced a number of amazing reference designs that Intel have been building including heart rate monitoring ear buds, geo fencing watches for monitoring and the amazing smart charging bowl.
- Intel announced a worldwide competition for developers to design wearables based on their new Edison processor with a prize pool over \$1.3million.
- Key focus areas for Intel this year were around their 2 in 1 product offering (PC / tablets in one) and experiences enabled through their RealSense Technology.
- The Intel booth showcased Intel's 3D RealSense gesture input technology interacting with PC during work and play as well as the immersive gaming platform Oculus Rift hosted a line-up of over two hours to demo at times throughout the convention.



Brian Krzanich introduces the Edison processor and developer competition to create next generation wearables

[Watch the keynote](#)



Intel RealSense Technology – demonstrating voice and gesture control of PCs and Tablets



Intel staff demonstrating a range of 2 in 1 Devices

TECH GIANTS

LG

- LG joined Samsung in bringing curved screens to life in both UHD TVs – up to 105 inches but also their G Flex smartphone.
- A standout again this year was the UHD 3D TV wall featuring 140 screens with passive 3D technology which had attendees ducking and weaving as objects emerged from the giant screen.
- LG was by far one of the most innovative of the tech giants showcasing a number of cutting edge retail displays, transparent glass and mirror displays that have a host of household and retail applications.
- A highlight for our team was the LG Scanner mouse which used a simple swiping technique to scan your content and convert to your chosen format, including tables to Excel.



LG's 3D Mega Wall



LG G Flex 6' Smartphone with 'Knock On' wake up technology meaning no buttons on the side, top or bottom of the phone



LG Retail Mirror displays including home networking and virtual fitting room

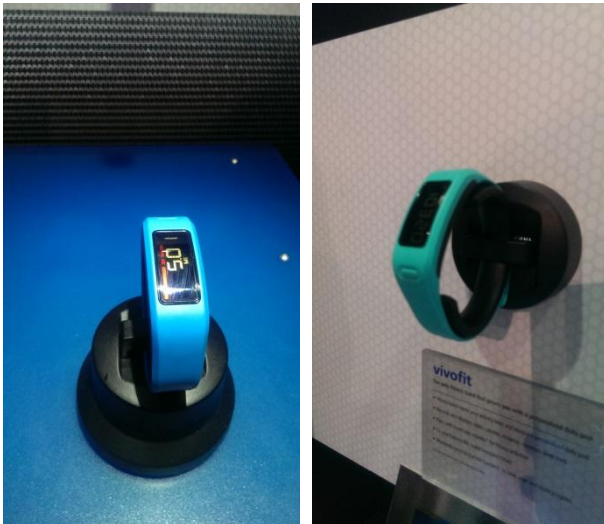
CONSUMER TRENDS

Wearables

- The largest emerging category in consumer trends was wearables with a vast number of manufacturers experimenting with wearable technology.
- There were over 20 manufacturers displaying “fitness bands” which track the activity levels of the wearer and integrate with custom apps to provide ongoing feedback. Major brands including Polar, Fitbit and Reign were the standout performers.

Wireless Speakers

A dominant category that appeared around every corner was Bluetooth and Wi-Fi speakers. Speakers in every shape, size, style and price range were on display including those disguised as household objects such as lanterns to completely integrate with your current decor.



Fitness bands from a range of manufacturers were a crowd pleaser in the Fitness Tech Zone

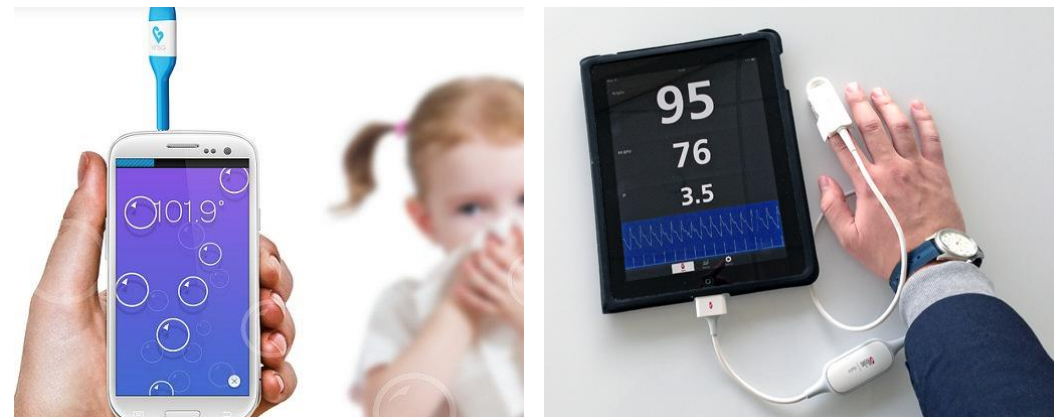
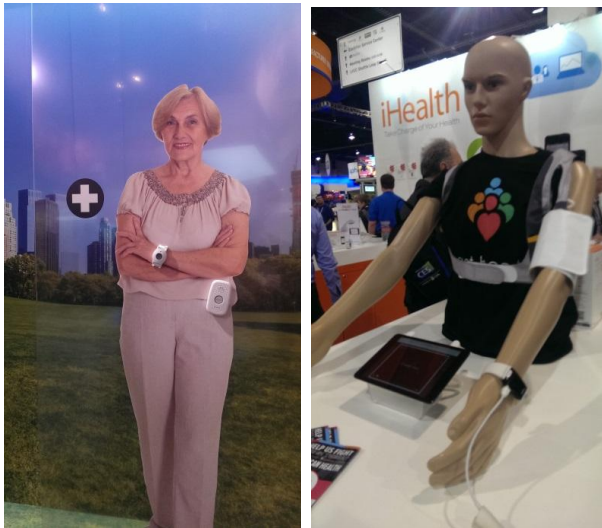


Wireless speakers in all shapes and sizes including 17 different Bluetooth speakers in the shape of outdoor lanterns and high end timber designs by Marley

CONSUMER TRENDS

Digital Health

- One of the newest areas of innovation at CES was the Digital Health tech zone which focused on the merging of science, health and technology.
- The digital health summit showcased solutions for diagnosing, monitoring and treating a variety of illnesses and conditions.
- CES suggested that “The doctor is now literally in your pocket” with limitless amounts of sensors and compatible applications that range from taking blood pressure at home to full vital signs and remote consultations.



A sensor for everything?

Kinsa Smart Thermometer and Vital sign monitoring – there's an App for that!
(Images sourced from: Kinsahealth and MIT Technology Review)

TECH TRENDS

Automotive

2014 saw the largest range of automotive technology in recent history, from GPS and 'smart' rear view mirrors to piloted driving and the latest in cockpit design. Audi were at the cutting edge with one of the most impressive stands at CES 2014 covering much of the above.

Internet of Things

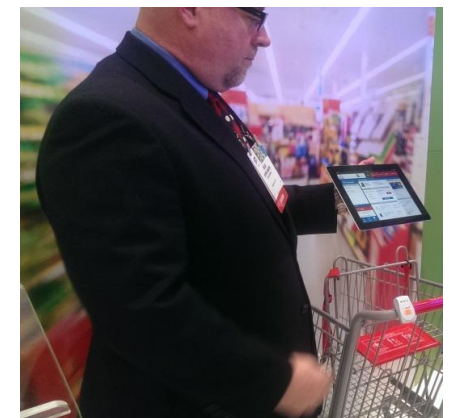
2014 signalled the beginning of 'connected' and 'smart' everything. Cisco are the leaders in research and development in this area and showcased some amazing "connectedness" from very smart TVs through to fully connected retail environments.



Innovative Cockpit Design - Audi



Cisco Retail Management software – connecting everything!



TECH TRENDS

Smart Cities

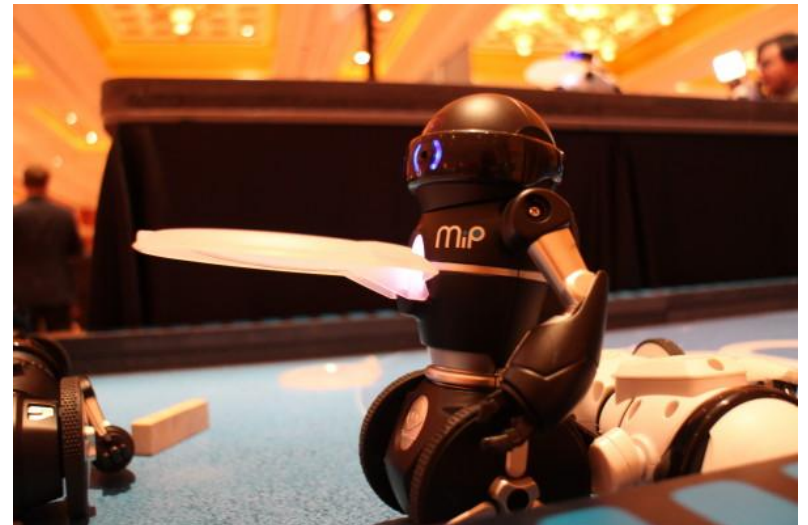
As cities begin to grow, investment in connected infrastructure will continue to grow, from power and traffic management to booking your car space online and topping up your meter from your smartphone.

Robotics

The future is here. Robotics was an emerging category this year with a number of smart toys meant for play and education. Coming years will see further growth in this area leveraging the “connected” experience that Cisco is promoting.



As people become more connected, so too will cities with smart parking, traffic management, power consumption and congestion minimisation



Once the domain of science departments, robotics is seeing a progression into our homes and children's toys

TECH TRENDS

3D Printing

- 3D printing has not only become one of the fastest growing categories at CES but also the fastest growing printing process in the 21st Century virtually making products appear out of thin air using successive layers of plastic, wood, rubber, metal and even food safe products to create a 3D object.
- Whilst previous years have seen many industrial uses for 3D printing, the decreased costs are now making consumer products highly available and affordable.



3D printing was represented by over 30 vendors from the 3D printing pen by Wobbleworks to the original MakerBot. Coupled with huge advances in materials from wood to metal, to food safe products such as Intel's chocolate 3D printed Bunny Men, 3D printing is the biggest opportunity for 2014!

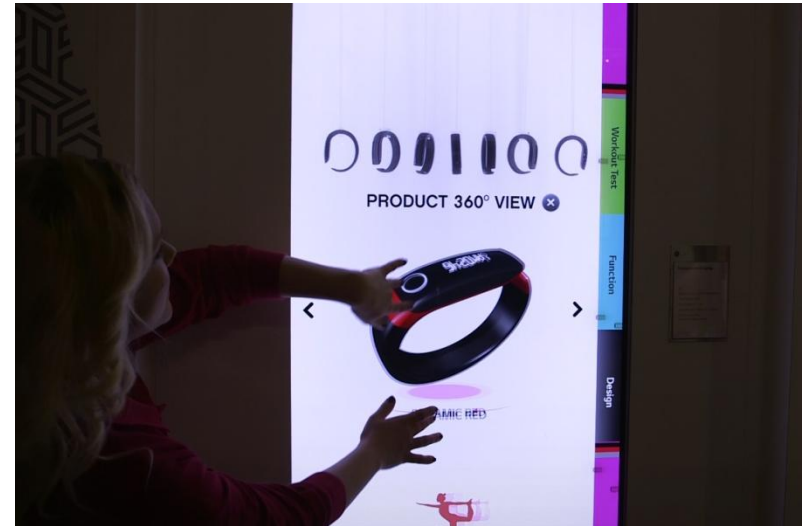
RETAIL INNOVATIONS

Retail Displays

- One of the highlights of the show in terms of practical ideas for retail displays was the Panasonic “Air Touch Floating Display”. This is a floating holographic display screen which is touch enabled and allows users to navigate on screen content using the holographic display without actually touching anything!
- LG Transparent displays allowed for products to be displayed behind glass whilst a full 10 point touch screen allowed the user to learn about and engage with the product and move through an ecommerce transaction on the spot – potentially bringing retail to places never seen before.



Panasonic Floating Touch Display
[Watch demonstration](#)



LG Transparent Touch Display
[Watch demonstration](#)

RETAIL INNOVATIONS

Retail Displays

- Another great example of practical retail usage models for transparent LED screens was showcased by Transview utilizing Samsung transparent LED technology. These ready-made product display cases / enclosures can be either touch or non-touch enabled and play rolling interactive content in front of the featured product within the display.
- Samsung and LG both displayed a number of retail screens of different formats from multiscreen experiences to seamless integration into a store front.



Transview Touch-Sensitive Display Case
[Watch demonstration](#)



Various Retail Displays by LG



The background of the slide features a black and white zebra stripe pattern that curves across the top and bottom edges, framing a central black rectangular area containing text.

About Retail Safari

Retail Safari provides a complementary suite of retail marketing services that connect the consumer with a brand in environments where the ability to influence is at its strongest. The integrated channel structure activates brands along the purchase journey, triggering the impulse to buy at critical points both in-store and out-of-store.

As part of Australia's biggest sales and field marketing group, CPM Australia, Retail Safari offers unrivalled international experience and know-how combined with local insights, national coverage and execution excellence.

For further information about the 2014 CES or any specific details on products featured in this presentation please contact:

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