


**THE 2016 CONSUMER ELECTRONICS
SHOW RECAP**

**DIAL 844- WEB ADIGO
(844-932-2344) *NO ID NEEDED***

**START TIME: 5 MINUTES AFTER THE HOUR
WE'LL GO FOR 20 MINUTES UNTIL 25 PAST**



**A Conferencing Tips
Webinar with Brad Volin,
President of Adigo**



AGENDA

- Intro's
- The best new products from the CES
- Future of technology
- Insights from top marketers
- Questions

confidential



INTRODUCTIONS

- President, Adigo
- Experience at Public and Private companies

- **Product most excited for:**

confidential



WHAT IS THE CES?

- CES (Consumer Electronics Show) is the world's gathering place for all who thrive on the business of consumer technology. It has served as the proving ground for innovators and breakthrough technologies for almost 50 years. CES attracts the world's business leaders and pioneering thinkers to a forum where the industry's most relevant issues are addressed.



confidential





BEST NEW PRODUCTS

o Automotive: Focusing on the consumer

- In addition to electric cars, this year's show also focused on how drivers will interact with their cars. This includes concept dashboards, displays, and futuristic means of engaging with cloud-connected information that will be coming to our cars.



confidential



BEST NEW PRODUCTS

o Augmented Reality

- Intel highlighted the *Daqri Smart Helmet*, showing how augmented reality can be used in real-world work environments, for anything from construction to manufacturing.
- The helmet will keep its wearer's hands free from extra devices or paper instructions. The interactive information displayed can be as subtle as an arrow or as detailed as a schematic.





BEST NEW PRODUCTS

o Virtual Reality

- Dubbed “The year of virtual reality,” 2016 is the year that VR will arrive in a form that can be bought and used in your home.
- After nearly four years, the much anticipated Oculus Rift virtual reality headset and gaming system debuted at the CES show ready for consumer purchase.



BEST NEW PRODUCTS

o Drones

- Drones were another big reveal at CES 2016, getting bigger, smaller, smarter and more agile.
- The most excited release was of the Ehang 184, an octo-rotor aircraft that's designed to ferry a passenger around town at altitudes of 1,000 feet or more.





BEST NEW PRODUCTS

○ Televisions & Laptops

- LG revealed updates to their OLED technology with new screens that are so thin they can be bent and rolled-up- like a digital newspaper.
- OLED stands for organic light emitting diode and boosts a high contrast ratio and superb picture quality.



confidential



BEST NEW PRODUCTS

○ What about phones?

- There were no big reveals for smartphones at this year's CES, however two large business moves were announced:
 - Lenovo is killing off the Motorola brand that it bought back in 2014.
 - BlackBerry confirmed that it's moving to an all-Android platform and will no longer be running on its own Blackberry 10 software.



 **ADIGO™**

BEST NEW PRODUCTS

- **“Last Gadget Standing” Winner**
 - The Ripple Maker was the online winner for the 2016 CES Last Gadget Standing competition. Like an ink-jet prints on paper, Ripples prints on your latte foam (latte as in coffee) from logos to photos.

- At the live event, the VUZE 3D and 360° camera was the winner. The VUZE Camera combines 3D and 2D by using eight full HD cameras with point and shoot technology. The camera captures 1200 horizontal and 1800 vertical images which work together to generate 360° 3D content.



confidential

 **ADIGO™**

BEST NEW PRODUCTS

- **“Mobile App Showdown” Winner**
 - iHeartLocal was the winner of this year’s Mobile App Showdown. The idea behind iHeartLocal is to reward local business by creating a customer relationship system that can strengthen the bond between the business and it’s loyal customers.



confidential



FUTURE OF TECHNOLOGY

“Technology is not only fueling major business transformation across industries, it’s also changing how technology enterprises sell their products and services, operate, and plan for future growth.”

-Paul Sallomi, Global Technology, Media & Telecommunications Industry Leader

confidential



FUTURE OF TECHNOLOGY

- Advancements in computer processing power, data storage, chip design and other developments are enabling countless opportunities that were once impossible, both technologically and economically.
- **Partnering strategies** are a great way for technology companies to grow by providing more opportunity for development of new business models and faster adoption of offerings in the marketplace.





FUTURE OF TECHNOLOGY

- The pace of technological change will not slow down. However, the tech sector as a whole must continue to seek the answer to achieving **seamless integration and communication** between products and platforms. **Standardization for businesses and consumers is key.**
- Technology businesses looking to grow should **strive to work more collaboratively with their customers to truly understand the core challenges they are facing.** This insight will help them to better communicate how their products and services can **deliver greater value to their customers.**

confidential



INSIGHTS FROM TOP MARKETERS AT CES

- For brands to stay relevant, innovation and transformation is essential for survival.” -Emmanuel Seuge, Senior Vice President, Content, The Coca-Cola Company
- “We’re entering a new era in technology where consumers are choosing experience over products.” -Bryan Krzanich, CEO, Intel
- Put aside the product when thinking about marketing and tell a good, interesting story.” -Amanda Bradford, Founder & CEO, The League
- “The (mobile) device is personal. It is the way to target the individual.” -AOL’s Treon

confidential



INSIGHTS FROM TOP MARKETERS AT CES

- “Customer experience is what marketers should be talking about rather than just getting their message across.” -Andy Markowitz, General Manager, Marketing Performance Labs, General Electric
- “We’re moving from a text-based communication style to one that is almost completely visual.” -Lila King, product and Partnerships, HLN
- “One-third of execs said customer experience was their No. 1 priority when differentiating their company.” -Mary Hamilton, Managing Director, Digital Experiences, Accenture Technology Labs
- “Content is king. Distribution is queen. We can’t treat old media as new media.” -Jake Katz, Vice President, Revolt TV

confidential



RESOURCES FOR THE 2016 CES SHOW RECAP

CNET

- <http://www.cnet.com/news/ces-2016-the-final-word/>

Consumer Technology Association

- <http://www.cesweb.org/News/Press-Releases/CES-Press-Release.aspx?NodeID=bb10c033-e49d-4fae-9210-10f4aef46f47IDC>

Linkedin Business

- <https://business.linkedin.com/marketing-solutions/blog/content-marketing-thought-leaders/2015/b2b-beat--29-quotes-from-ces-2016-that-marketers-need-to-hear>

Deloitte

- <http://www2.deloitte.com/us/en/pages/technology-media-and-telecommunications/articles/technology-industry-outlook.html?id=us:2sm:3yt:techol16:eng:tmt:010716:tmtoutlook>

confidential

CONNECT



Brad Volin, 888-552-3446, bvolin@adigo.com
<http://linkedin.com/in/bradvolin>

How helpful was this? 1 (not much) – 5 (super)

For links, details and references, see our post:

Register for our next webinar:

[Register for an upcoming Conferencing Tips Webinar](#)

