

# CES 2023



# KEY TRENDS

We believe in creating seamless experiences that drive ROI; technology is enhancing these experiences, therefore it's crucial for brands to have an understanding of how it is delivering growth.

From CES, we identified three key trends that will help optimise how we speak to our consumers;

1. **Technology is increasingly implicit vs. explicit; improving our quality of life “in the background.”**
2. **The provenance & ethics of technology is now an important consideration when selecting a brand.**
3. **AI has shifted from a buzzword to a fundamental enabler of personalised consumer experiences.**

# CES RECAP DAY 1

# WHY MATTER MATTERS

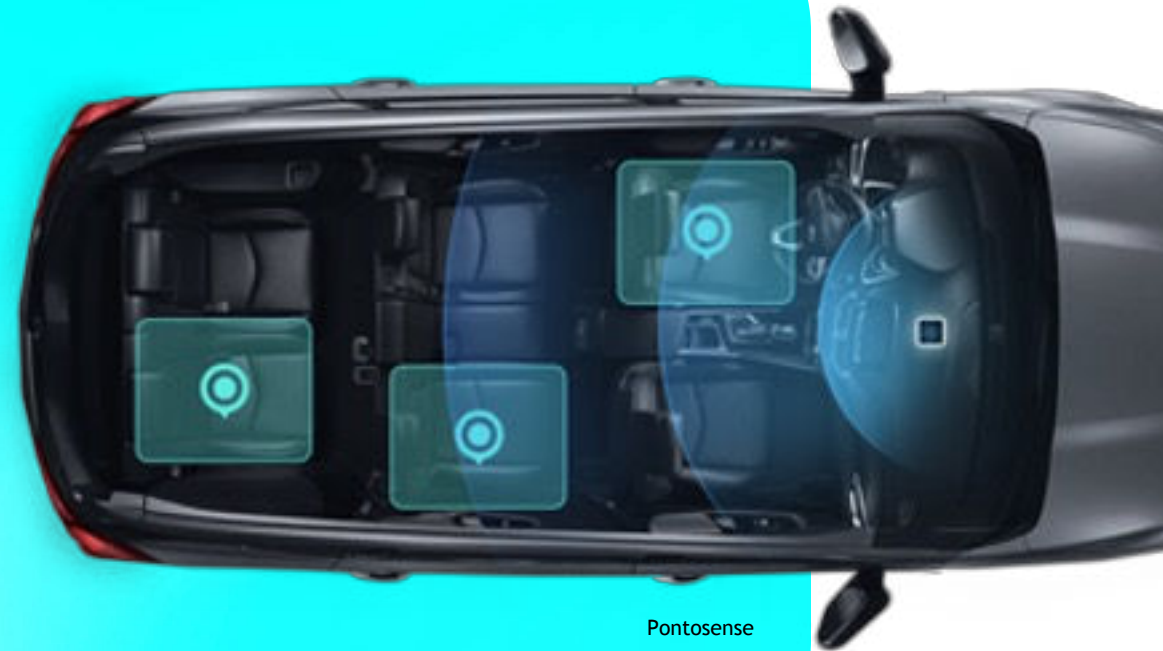
CES has always indexed heavily on “Smart Home” and IoT based products, however, they’ve struggled to live up to their full potential due to (sometimes even intentionally created) interoperability challenges. Until this year, your smart home product from brand X couldn’t “talk” to your product from brand Y. At last, in 2022, major tech companies like Apple, Amazon, Comcast and Samsung have joined the [Matter](#) Interoperability Standard with the goal to create a common language and framework that will help these devices work together and seamlessly. Finally, a truly connected home!



Nordicsemi

# DITCHING THE PHYSICAL WEARABLE TO GAIN BETTER HEALTH INTEL

CES is abundant with consumer gadgets and wearables, but what captured our attention this year was the introduction of wireless, AI-based monitoring from companies like [Pontosense](#) that are ditching the wearables and taking health monitoring to a nuanced, new level. Their products rely on AI-powered sensors using what they call “Wireless Intelligent Sensing” – a contactless RF sensor that monitors biometrics including breathing rate, heart rate and HRV. Looking ahead, we think there are a myriad of applications for this technology from automotive to healthcare to consumer wellness and lifestyle industries.



Pontosense



# MAKING WFH MORE WORKABLE

As society continues to navigate a hybrid world, WFH-based tech is appropriately hitting the show floor. Most notable, [Virtuos](#) announced a proprietary AI that provides feedback about communication skills, anxiety, stress levels, burnout and team conflict risks just by analysing a voice. Their ultimate goal is to enhance team collaboration and well-being by decoding human behaviour and applying it in the workplace. We'll keep our eye on this one! Maybe even incorporate it in next year's 360 review cycle! ;-)

Virtuos



# BEAUTY IS GETTING A TECH & ACCESSIBILITY MAKEOVER

Hopefully, you all caught Brian Cooley's exclusive overview for our Publicis teams and clients. In case you missed it, he highlighted one of CES' tenured favourites and Publicis client, L'Oréal, and the two innovations they shared. What we love about L'Oréal's [AR Brow](#) and [HAPTA lipstick applicator](#) is that they are bringing beauty application autonomy to a broader, more inclusive audience, enabling people with limited fine motor skills to apply lipstick and brows with professional salon results. From, [Prinker Tattoo](#), we saw a temporary tattoo applicator that spurred a small rage on the show floor, as did their temporary hair colouring device. Time will tell if any permanent tattoos or hair dyes will emerge from the show.



L-R: L'Oréal AR Brow applicator, Prinker Tattoo, HAPTA lipstick applicator



## RANKING THE ROBOTS

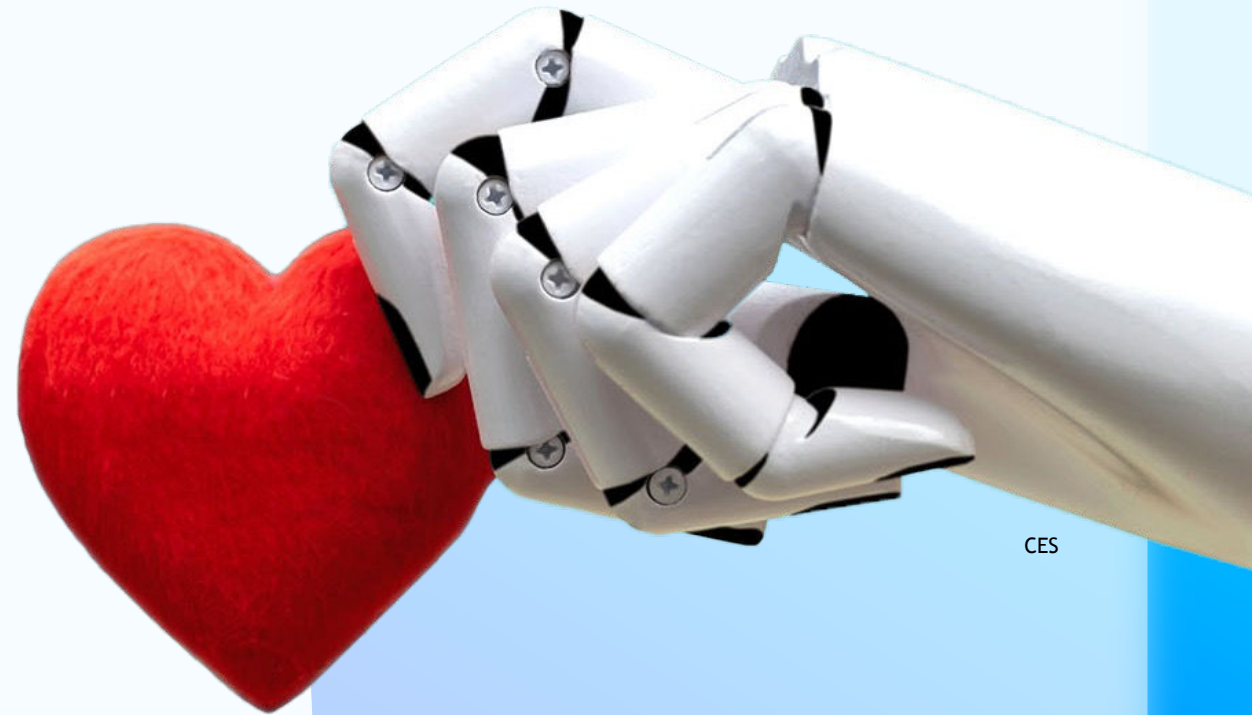
Some of the robots at this year's show had clear uses, applications, and benefits. Others were there simply to steal likes and headlines. One show stopper was [WoWee's MINTiD Dog-E](#), a smart, app-connected robot dog with life-like movements, audio sensors, touch sensors on its head, nose and sides of its body, and a POV (persistence of vision) tail that displays icons and messages to communicate. On the slightly more practical side, Amazon is launching a household robot called [Amazon Astro](#), which monitors sounds and motion in your home to keep an eye on your loved ones, or simply keep an eye on everything (we'll let you decide).



# CES RECAP DAY 2

# TECH FOR GOOD IS BACK AND BIGGER THAN EVER

“Tech for good” emerged as a key theme at last year’s show, and we’re seeing the momentum continue to grow in 2023. From John Deere’s opening keynote on sustainable energy solutions to exciting product and partnership announcements in accessible technology, we saw how brands are striving to make our planet greener and more inclusive for all.



CES

# GREEN & SUSTAINABLE TECH

Key themes have formed around conservation, food, farming, and reducing waste and pollution:

- Publicis client, [Samsung](#), announced a collaboration with [Patagonia](#) to reduce microplastics from washing machines that flow into sewers and the ocean.
- There was a variety of conservation tech, including: products designed to reduce food spoilage ([OneThird's produce scanner](#)), optimize growing and harvest cycles ([MantiSpectra's SpectaPod](#)), and eliminate wasted water from leaky pipes ([ACWA Robotics' Clean Water Pathfinder](#)). Another noteworthy effort comes from [Releaf](#), which produces paper using fallen leaves instead of wood pulp—how's that for renewable?



OneThird shelf life prediction scanner



Sony Playstation controller kit

# Tech-Enabled Personal Autonomy

2023 was an exciting year for accessible tech and disability-inclusive product design. From Beauty to Gaming to Content Translation, this year's products are helping people with disabilities live more autonomously.

- The world's first truly wireless TV debuted from [Displace](#). While this product wasn't designed specifically for the disability community, it has many features that increase its accessibility. Most notably, it doesn't have a remote and instead leverages facial recognition and computer vision technology to give users full control with simple hand gestures, touch and/or voice commands.
- In addition to increasing accessibility options within video games, gaming companies are reducing barriers to play for every gamer. [Project Leonardo](#), Sony PlayStation's codename for a new highly customizable controller kit, allows players to find a configuration that works for their strength, range of motion, and particular physical needs.
- FACIL'iti launched [MYdys app](#) to help persons with dyslexia make robust adjustments to any text captured as a photo. Using Optical Character Recognition (OCR) and AR, the app can adjust font size, text and background color, line spacing, plus other key features.



# AI: CES 2023 CLICK BAIT

AI has always inspired a sense of future-forward innovation, but this year we had to do a little extra digging to find out which products were using AI in a truly inspiring way, and which were simply capitalising on CES's favourite buzz word.

- Adlucent is focused on marketing automation and machine learning. While scalability is still a work in progress, we're betting that a symbiotic working relationship between AI and humans will lead to better outcomes as automation transforms marketing. We'll be keeping a close eye on how these technologies evolve, especially since these innovations have the team sweating for our collective job security.
- The Odaptos platform focuses on determining the user experience through emotions detected via a webcam. As the platform scales and more people have the necessary hardware to implement these features, this concept will be baked into more products. Who knows, maybe one day our emotions will dynamically change our user journeys.

# A BREAK FROM REALITY

[Philips Hue](#) announced their Sync App, which creates a more immersive experience by linking up your Hue lights with what you're watching on TV. Similarly, LG's Expanded Screen Experience with webOS creates "surround-visuals" to go with your surround sound, bringing you into the movie. We saw this increased in the gaming world too, with an attachable head cushion from [Razer](#) that adds rear audio and haptics.



# DE&I AT CES: WE HAVE WORK TO DO

Although represented in keynote speeches, BIPOC-owned businesses were severely lacking as an integrated part of the show. While we appreciate that CES included keynotes from diverse voices and perspectives, there is a long road ahead to ensure DE&I, in all capacities, are featured on the main floor at CES. If tech connects us, these conversations and experiences can't be 'othered' or segregated. Next year, we hope to see a shift here and ensure inclusivity across products and the people showcased on the showroom floor. A few honorable mentions:

- [L'Oréal's Hapta](#) was the only product that specifically focused on the intersection of Accessibility and DE&I.
- Andy Lin, CEO and Founder at Yo Kai Express, introduced a cooking machine for on-demand Ramen. Culture and innovation for the win.
- Kayla Austin, the 19-year-old creator and Founder of [My Gun's Been Moved Smart Pad](#) created the smart-pad as a school project at the age of 12. After learning that gun-related harm towards kids and teen happens at home, she created a solution that notifies gun owners in real-time if their gun is moved so that they can mitigate and prevent harm.



CES RECAP DAY 3



# THE CES AUTO-SHOW RETURNS

With the shift from gasoline to gigawatts is in full swing, EVs themselves are no longer a breaking news story – however everything we’ve observed this year at CES has shown us that the industry still has big plans for this new era. While electric trucks have emerged as the hottest form factor, we’re still seeing plenty of innovation and exploration with the driving experience itself:

- Although BMW featured color-changing cars in 2022, we saw continued exploration in 2023 with the [BMW Dee](#). The 32-color-cycle changing car isn’t available just yet but captured imaginations with its Digital Emotional Experience features.
- A strategic launch from Stellantis, the [Ram Revolution & Electric Trucks](#) are a core expansion in their EV product lineup, signaling the EVs are in demand for larger vehicles, too.
- Honda, Sony and chipmaker Qualcomm teamed up to debut their latest multimedia entertainment-focused vehicle called [Afeela](#). The car will be available for orders starting in 2025, aiming for 2026 deliveries.



BMW Dee

# METaverse, GAMING AND BEYOND

As promised, the Metaverse showed up bigger than ever at CES 2023 and brought striking practicality to the digital space. It's impossible to round up a few highlights, so here are three themes that we saw consistently throughout the show:

- **The Metaverse continues to offer more engaging experiences for consumers and now promises to elevate our senses.** Aromajoin featured a neck-wearable smell dispenser to digitalize aromas and match video content on screen with over 100 fragrances. Back again at CES, OWO extends its haptic vest to sleeves and pants that use electric pulses to bring touch to the Metaverse, while the Shiftall Mutalk's mouth headset makes your voice in the Metaverse more private IRL. HTC's Vive XR Elite offers the most versatile headset, with its ability to offer AR, VR and mixed reality in one. While all these technologies are certainly showstopping, price points may prove equally as show-stopping and prohibitive for consumers.
- **From senses to the sensible, the Metaverse becomes utilitarian with real life B2B implications.** MedicalIP introduced digital twin technology to medicine by turning CT scans into 3D images that physicians can use in place of invasive surgeries. Haptx provides virtual touch for enterprises, offering digital training and tele-operative robotics for wearers of its gloves. Plus, the city of Seoul has created its own Metaverse for better city planning and administrative tasks, too.
- **Finally, Tech for Good extends into Gaming** with Sony's Project Leonardo, an accessible gaming kit for players with limited motor control. The system's controller is completely customizable according to each player's individual's needs, allowing them to play more comfortably.

# PRODUCTS WITH PROMISE

CES serves as a bastion for early innovations with never-ending promises. This year, we saw a lineup of products that captured consumers' imaginations as well as their immediate and long-term needs:

- Samsung's Smart Monitor M8 connects and manages connected devices through its SmartThings Hub. The monitor serves as a one-stop-hub for consumers to merge all their connected home, work and passions together with one connected monitor.
- Advanced AI and robotics were central to providing adaptive and sleek innovations from GlüxKind Ella's self-driving stroller. Named a CES 2023 Innovation Award honoree, the stroller (pram) is jam-packed with safety features, steering, and soothing assists for your new bundle of joy.
- The Matter Interoperability Standard will have a huge impact on connected homes, driving use and engagement with products. L'Oréal's Hapta was one of the few products that specifically focused on the intersection of Accessibility and DEI, addressing direct consumer needs.
- For more on how Products with Promise showed up at this year's show, check out Publicis Groupe's dynamic duo: Melissa Berger (EVP of Strategic Growth, Digitas) and Brad Blackman (CRM Practice Lead NA, Publicis Groupe) on their fun and informative podcast titled, Spilling The Loyal-TEA on Spotify!



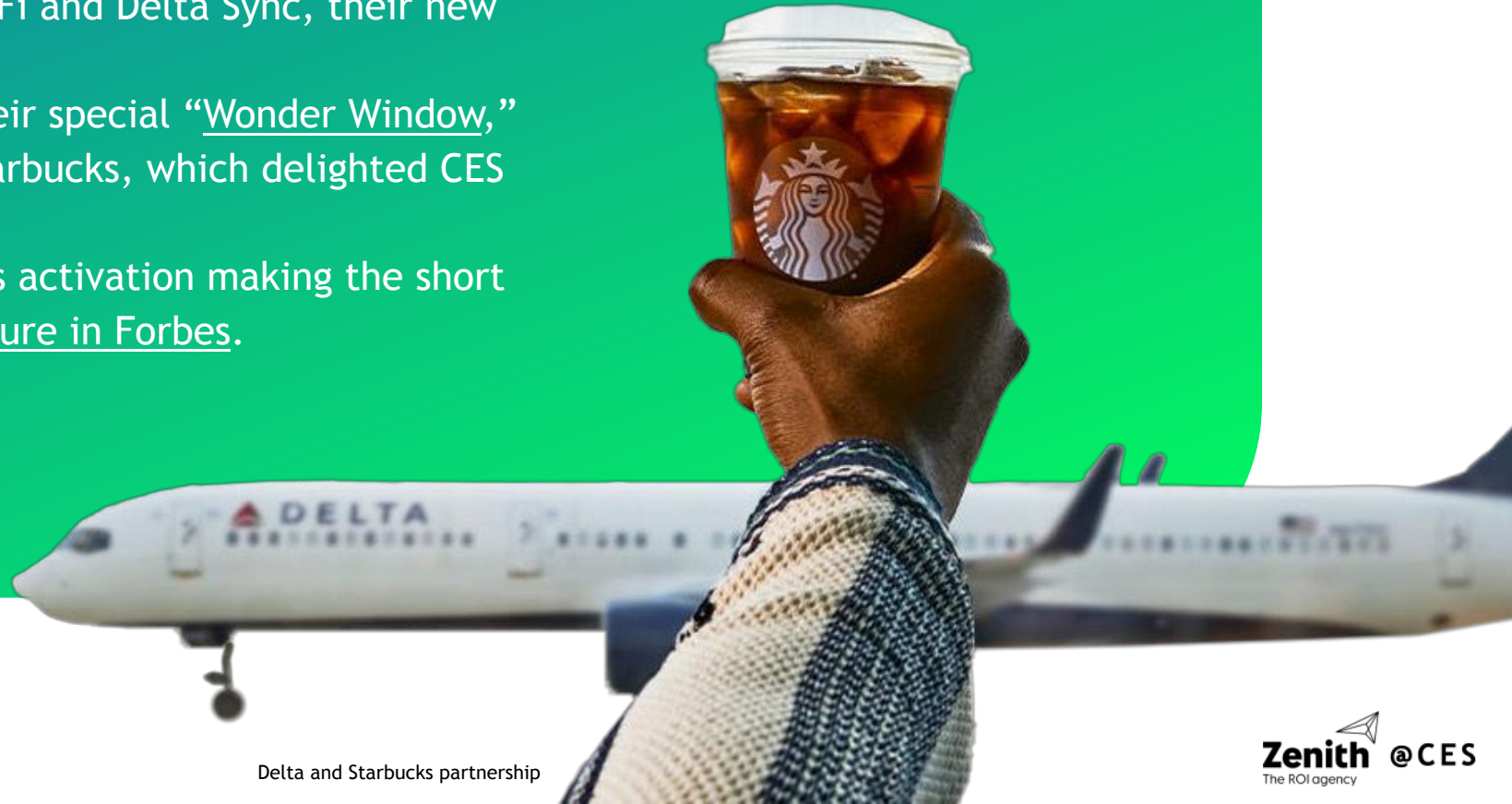
Samsung Odyssey OLED G9



# DELTA AIR LINES CONTINUES TO SOAR AT CES

We'd be remiss if we didn't mention Delta, who showed up at this year's show with another spectacular display of digital and physical experiences that charmed travelers:

- Delta announced new features like WiFi and Delta Sync, their new personalization platform.
- The exhibit was tied together with their special “Wonder Window,” in partnership with Delta's partner Starbucks, which delighted CES attendees with special giveaways.
- Our team is on cloud 9 with this year's activation making the short list of best CES roundups like this feature in Forbes.





# ABOUT ZENITH

- Zenith Media has been driving ROI for our clients for over three decades. As technology continues to change and enhance consumer experiences, we help brands forecast returns by leveraging emerging channels.
- We understand the inter-relationship between Paid, Owned and Earned media in creating a singular experience for the consumer.
- For more information, please contact [Amanda Crowley](#).