



Tech Trends to Watch

2024





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CES 2024 Trends to Watch



TODAY



Generational Power

~69
Million

U.S. Gen Z (11-26 YO)

86%

of U.S. Gen Z say tech is
essential to their lives



U.S. Gen Z more likely
splurge on tech





Global Connectivity Acceleration

5.4 Billion

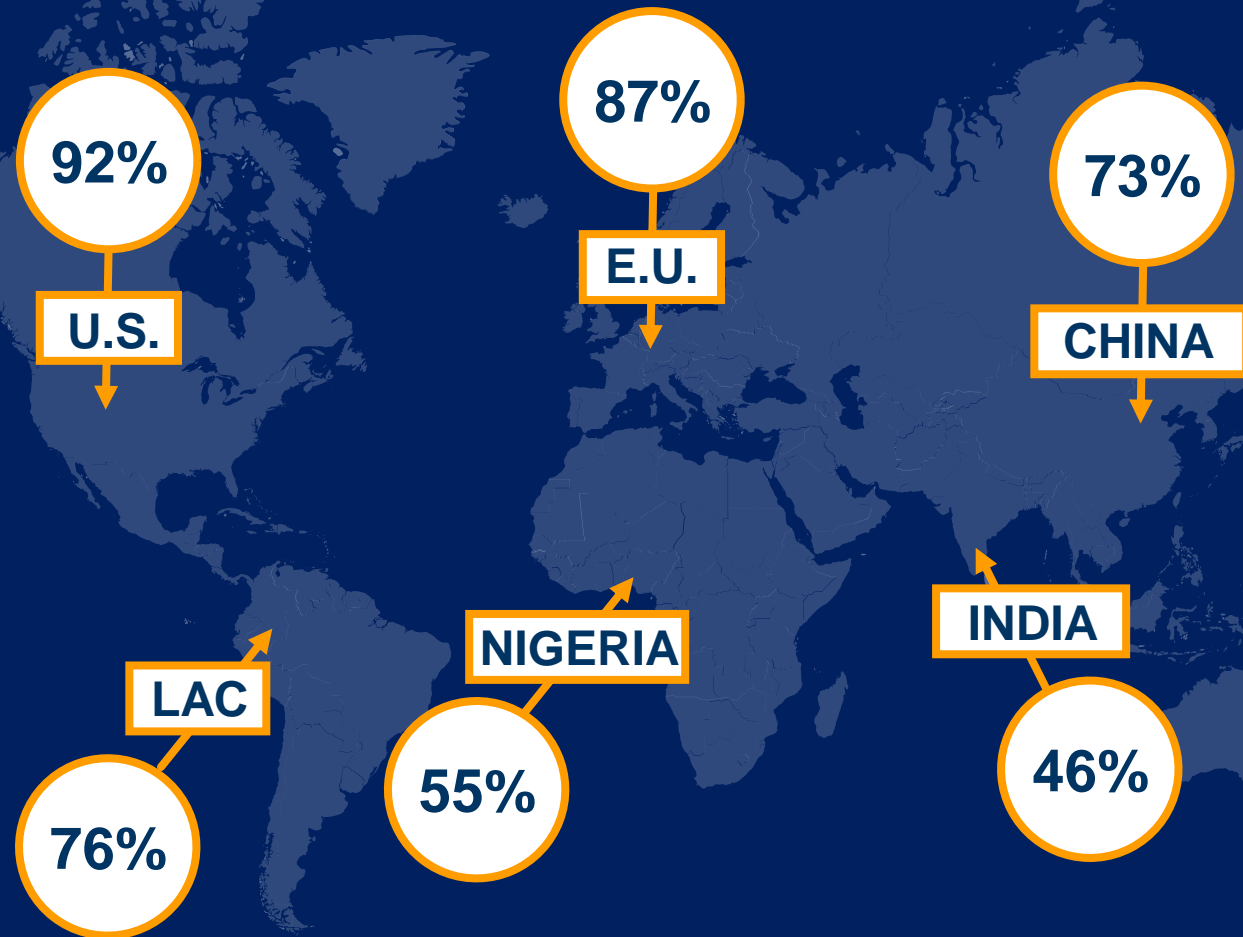
people are connected to
the internet today.

90%

of the global Gen Z reside
in emerging markets.

1 Billion

more expected to come
online by 2027





Digital Infrastructure Evolves

**Advancing
Connectivity**



NextG



IoT/Edge



Li-Fi



Cybersecurity



Cloud



AI & Robotics



Digital Utilities



The Balancing Act of Tech Advancement





Trends Shaping the World

Artificial Intelligence



Food

Mobility

Gaming

Sustainability



Fintech

Health

Content

Inclusivity

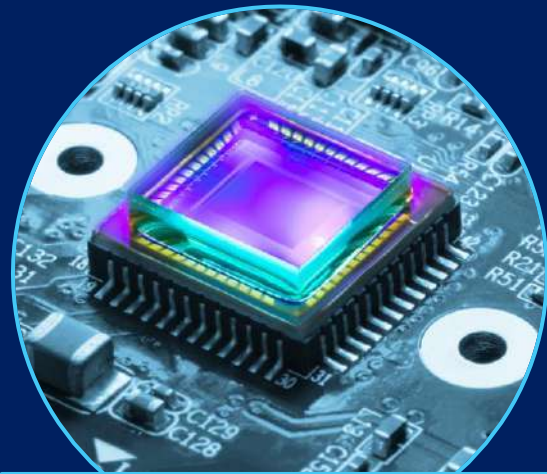




TOMORROW



AI Ecosystem: Beyond Generative AI



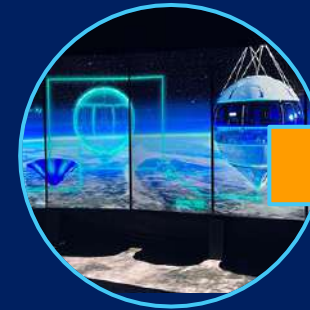
Chips & Sensors



Data Infrastructure



Platforms

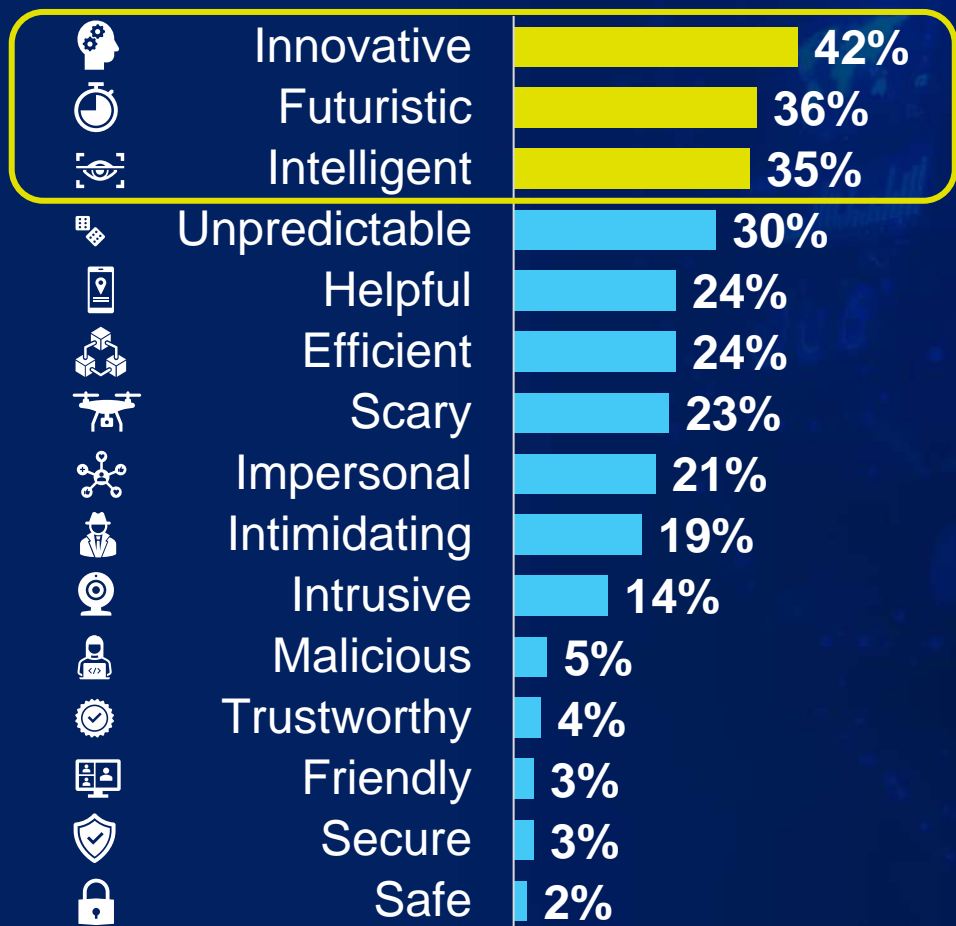


Digital Twins



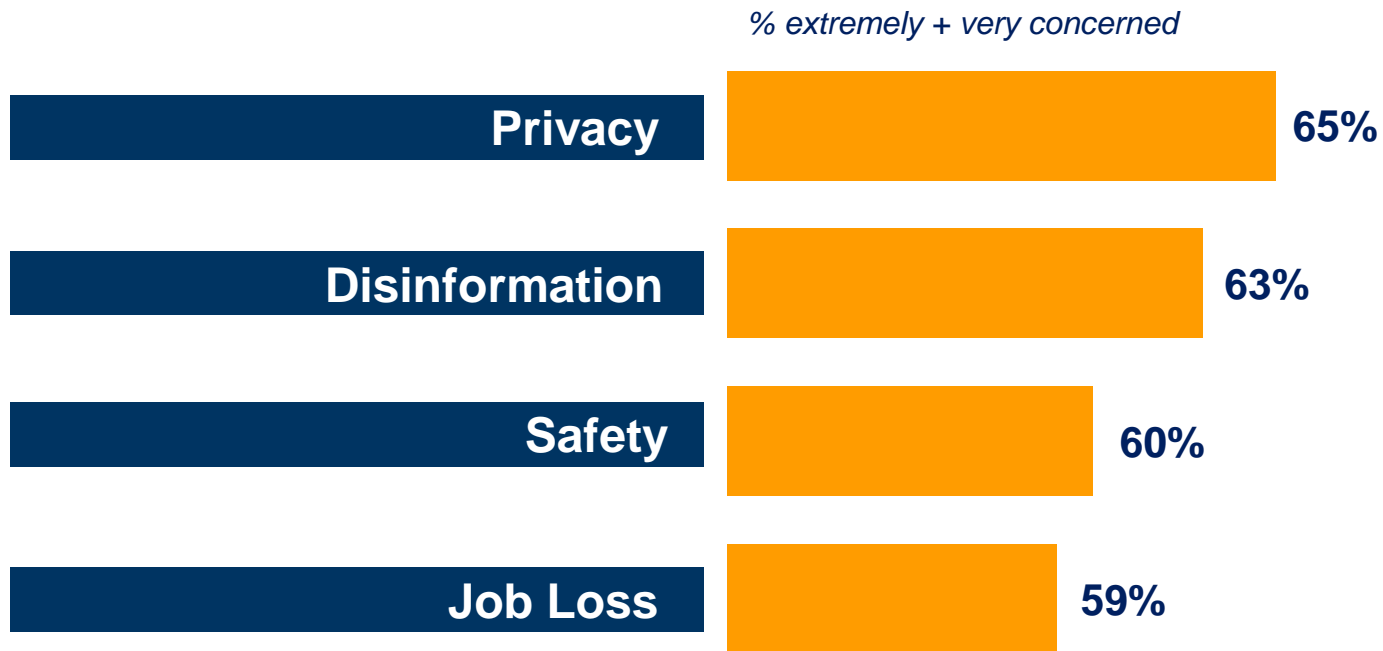
Robotics

Decoding Consumer Sentiment on AI



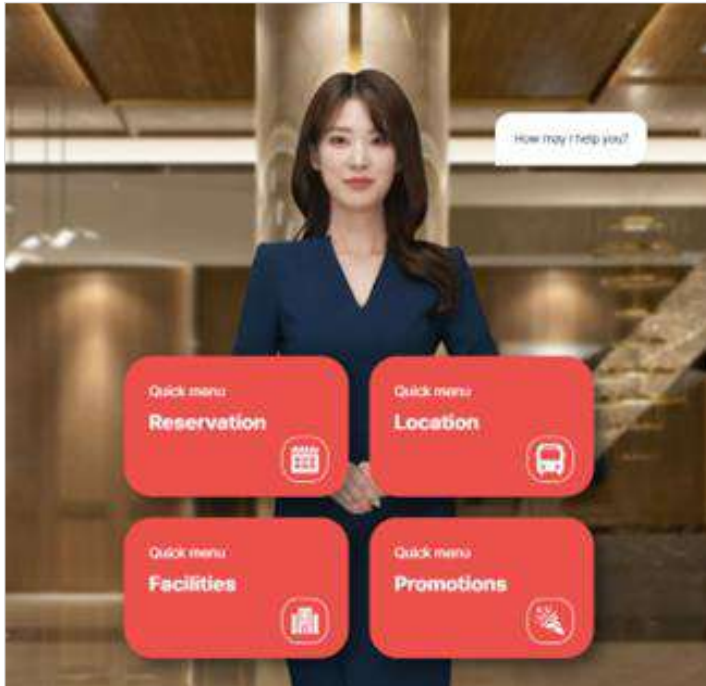


Consumers' AI Concerns



74% believe
Federal Government
should be responsible
regulating safety
measures around AI

AI Exhibitors: Everywhere



**Maum.AI –
AI Human M3**



**Siemens –
Industrial Metaverse**



**WIRobotics –
WIM Exoskeleton**



Powering a Green Future



MATERIALS

Graphene could **reduce battery carbon footprint by 25%**



INFRASTRUCTURE

Renewables generated **12% total electricity globally** in 2022



EXPERIMENTATION

\$326B invested globally into hydrogen and nuclear fusion in past year



Sustainable Solutions at CES



Exeger – *Powerfoyle*



Jackery – *Solar Mars Bot*



Midbar - *Air Farm*



Embracing Inclusive Tech Design



Inclusive Innovation at CES



**Garmin –
Venu 3**



**UMAY –
Secure Walking Tool**



**EssilorLuxottica –
Hearable Glasses**



Converging Health & Wellness Tech





Top Health Challenges for U.S. Women

% Select | Top 5

High cost of health care services

38%

Needing to prioritize health over other things 25%

Limited appointments/office hours 23%

Access to affordable insurance options 21%

Not being take seriously / Lack of trust 19%





The Future of Women's Digital Health Solutions

66%

Future of
health care

64%

Aid in lowering
health costs

58%

Reduce health
care disparities

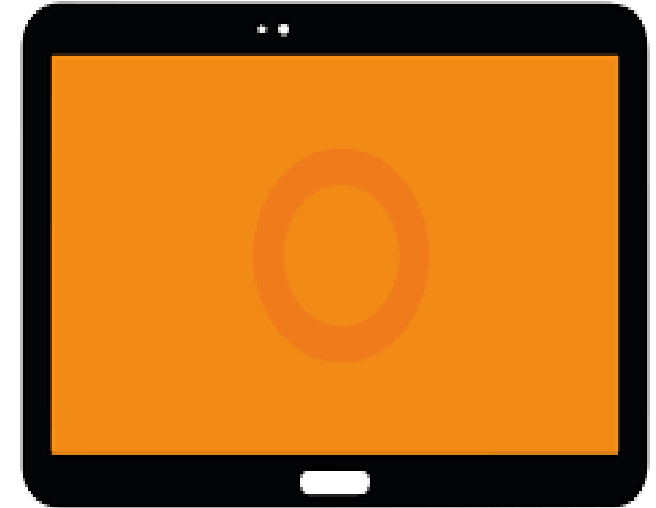
Digital Health Innovators at CES



**Amira Health –
*Terra Sleep***



**Abbott –
*Neuromodulation Therapy***



**Healthplus.ai –
*PERISCOPE***



The Future of Mobility





Delivering on Consumer EV Value

VALUE



Peace of Mind



Safety



Environmental Steward



Longevity



Financial Responsibility





Consumer EV Future Enhancements

BIGGER

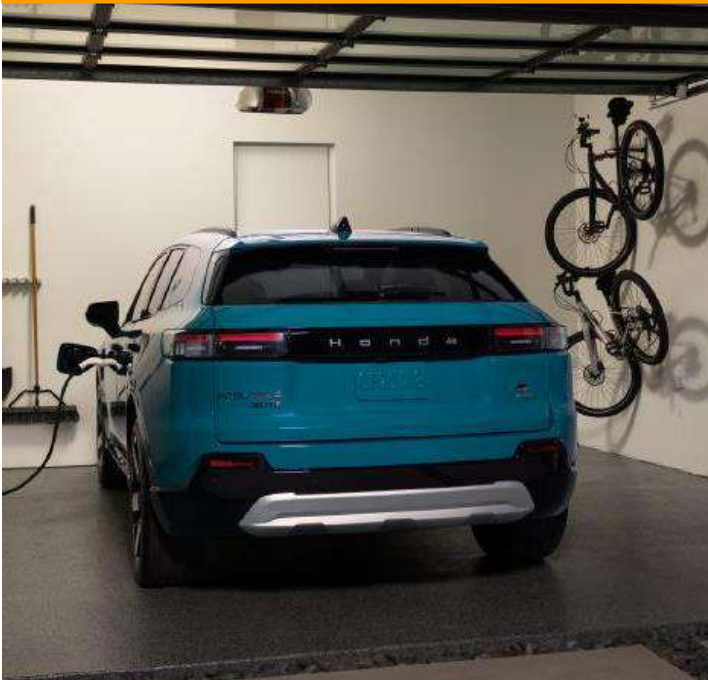
BETTER

FASTER



Expanding Electrification at CES

LAND



**Honda –
EV Launch**

SEA



**Brunswick –
Mercury 30e Electric Motor**

AIR



**Xpeng AeroHT –
eVTOL Flying Car**

Evolutions Across the Mobility Sector



**AUO – Interactive
Transparent Window**



**Kia – Purpose Built
Vehicles**




**Garmin –
Autoland**





**Honda –
Motocompacto**




Redefining TV as the Intelligent Hub

 Smart Home
Command Center

 On-Board Cameras

 E-Commerce
Platforms

 Interactive & Non-
Linear Viewing



C Space @ CES



Deloitte.

Disney Advertising

FOX



groupm

IBM



LG Ads Solutions

MEDIALINK
A UTA Company



NBCUniversal

NETFLIX



Panasonic.



ROKU



SiriusXM



FO
the FEMALE QUOTIENT



Uber

yahoo!



The Streaming Age

Video

- Novel Bundling
- Live Sports
- Multilingual Libraries





Amplifying the Audio Audience

Audio

- Rising Social Media Streamers
- Superfan Monetization
- Podcast Audience Evolution



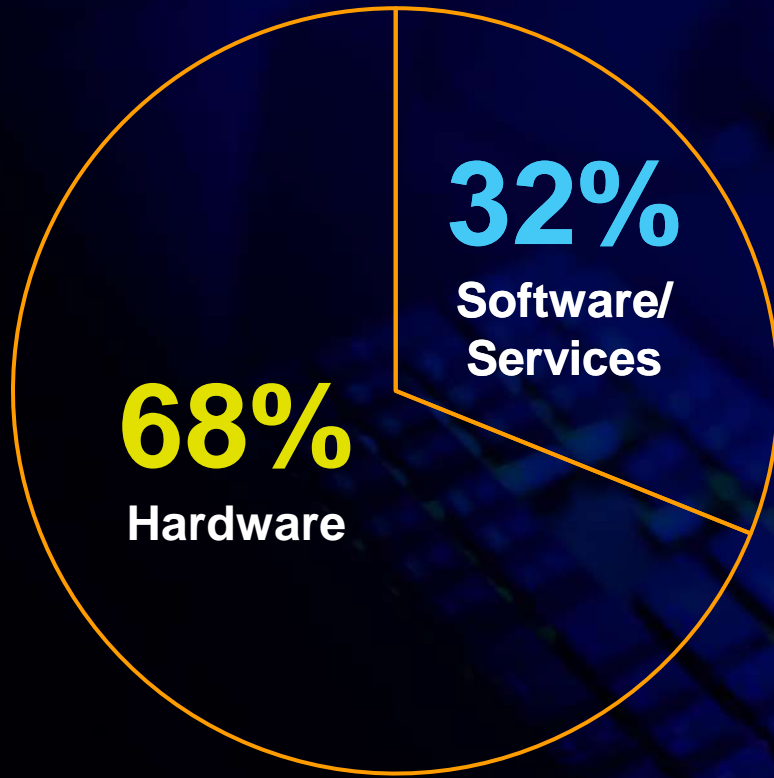
Gaming Content Powers Up

Gaming

- IP Expansion
- AI Game Development
- Retro Remakes

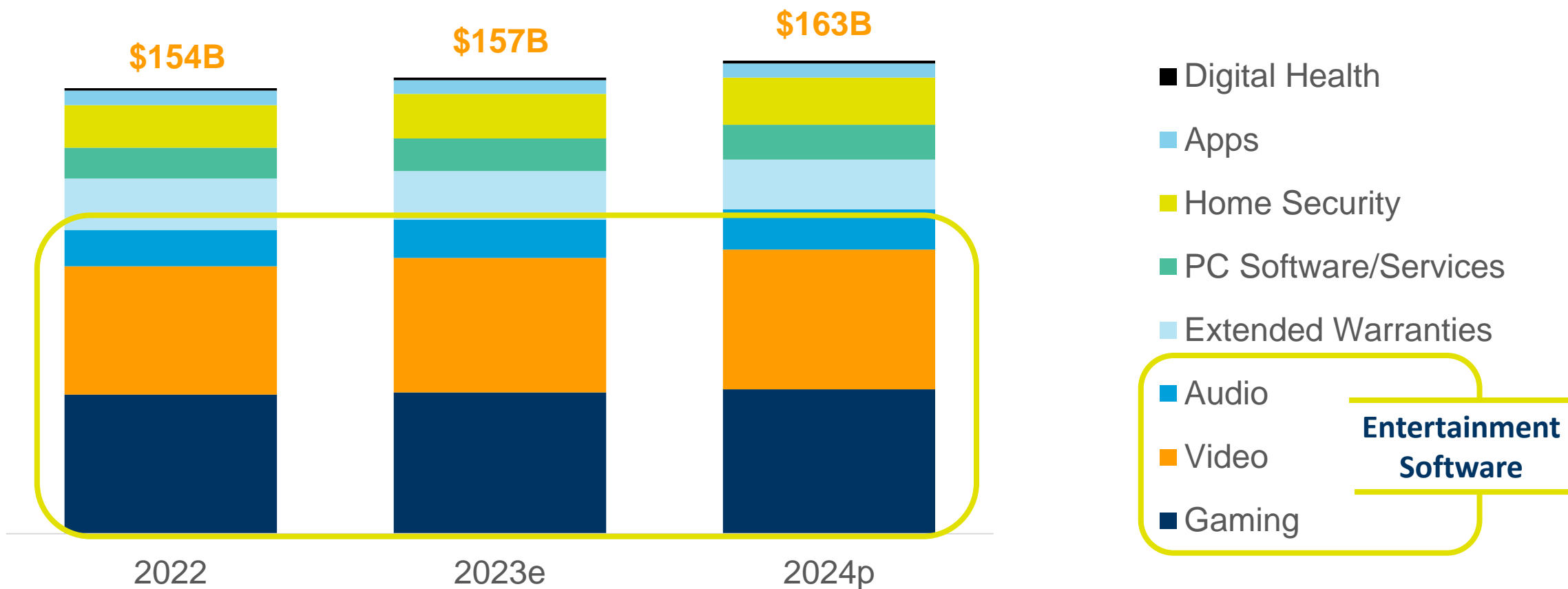
The Growing Software Pivot

2024 U.S. Consumer Technology Revenues: \$512 Billion



Entertainment Leads Software Spend

Consumer Spending on Software





Gaming is for Everyone (and Everywhere)

CURRENT STATE



Mobile

45%



Console

37%



PC

18%

FUTURE STATE

Hybrid



Immersive



Gaming Levels Up at CES

HARDWARE



DEVELOPERS & PUBLISHERS



PLATFORMS





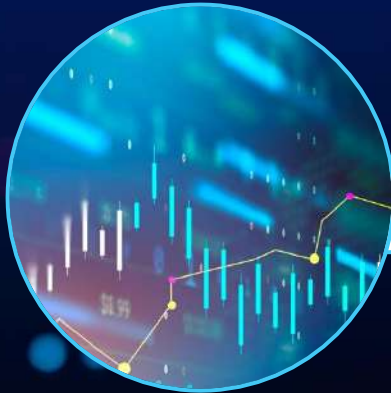
Tech Empowering Human Securities



AgriFood Tech



Smart Communities



FinTech





Innovation From Farm to Table

AGTECH



Kubota

NEXT-GEN FOOD PREP



ColdSnap

RETAIL & SERVICE



Yo-Kai Express



WHY CES?



More Information



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