TECH BENDING BOUNDARIES

CES 2020 TREND REPORT

KEY INSIGHTS CES 2020

TECHNOLOGY IS REACHING INTO OUR 'SELVES'. SLOWLY BUILDING PATHS IN THE JOURNEY TO SELF EFFICACY. ON INDIVIDUAL, ECOSYSTEM AND PLANETARY LEVEL. TOUCHING ON ALL OUR BASIC AND PSYCHOLOGICAL NEEDS LIKE WELLBEING, SAFETY, BELONGING AND ESTEEM. POWERED BY AN UNTAMEABLE DATA MONSTER.

CES 2020 TREND REPORT

KEY INSIGHTS CES 2020

TRENDS

1

SUSTAINABILITY TO THE **NEXT** LEVEL

2

BREATHE INPUT **BREATHE** OUTPUT

3

FIGHTING LONELINESS

4

DATA AS **PEACE OF MIND**

5

TOWARDS INTELLIGENT ECOSYSTEMS

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LIVING IN A **PHYGITAL** WORLD

7

TIMEPOOR TECHNOLOGY

8

MOBILTY **MADNESS**

Planty cube by n.thing

KEY INSIGHTS CES 2020

TREND

¹ SUSTAINABILITY TO THE **NEXT** LEVEL

NOWADAYS BEING SUSTAINABLE HAS BECOME A STATUS QUO: WE ARE EXPECTED TO MAKE GREEN CHOICES, AND WE ARE CRITICISED IF WE DON'T.

Hydraloop's in-house water recycling system

Impossible Pork by Impossible Food

Insta 360 One R modular camera

MODULARITY

CLEAN ENERGY

PLANT-BASED FOOD

An example of this trend can be seen in the Swedish anti-flying movement *Flygskam* (in English "Flight shame") which encourages people to stop taking flights to reduce carbon emissions.

Beyond "green" campaigns there is a plethora of existing and new brands that act "planet centric". From experimenting with modular business models to offering decentralised water recycling solutions.

More and more non-vegetarian people switch to meat substitutes as a way to reduce their carbon footprint. So much even, it's putting a strain on the plant based resources to make them. This year was the first time a food based company headlined CES: Impossible Foods Inc. launched their **Impossible Pork,** a plant-based pork replacement as a successor to their wildly successful Impossible Burger 2.0.

Another green proposition is ***Planty Cube***, a sustainable agricultural solution developed by the startup n.thing for growing vegetables in a controlled and vertical environment that allows for energy efficient and remote farming.

Ao Air Atmos: fresh air on the go

TREND

2 **BREATHE** IN…
BREATHE OUTPUT

URGOnight: brain training for sleep

Core meditation device

DNANudge bracelet

Skyrocketing numbers surrounding yoga, meditation, healthy food offerings are just a few examples that point towards a more conscious attitude about our personal wellbeing.

As consumers are more willing to share data in beneficiary situations, many companies and start-ups are introducing health and wellness solutions that utilise health data, in even smarter ways. This allows them to provide more impactful services, supporting personal wellbeing beyond 'the activity tracker'.

Urgonight is a brain-training wearable that uses neurofeedback therapy to train your brain activity and teaches you how to change behaviours through different exercises.

Innovative solutions that promotes a healthier diet are also introduced. *DNANudge* uses DNA to help you towards healthier food choices while shopping, by giving you DNA-based recommendations.

The *Core Meditation* device is an attractive and non-digital notification to your daily meditation routine. It uses haptic feedback to guide breathing rather than the regular and more distracting auditory input.

WE ARE WORKING LONGER, PLAYING HARDER AND IT'S EASY TO FEEL STRESSED AND OVERWHELMED. AS A CONSEQUENCE, WE ARE SEARCHING FOR NEW AND EFFICIENT WAYS TO IMPROVE OUR MENTAL AND PHYSICAL WELLBEING.

SELF CARE　　**REMOTE MONITORING**　　**PERSONALISED BEAUTY & HEALTH**

FIGHTING LONELINESS

3

TREND

KEY INSIGHTS CES 2020

LOVOT Robot by Groove X

neon.life

Neon "Artificial Human" by STARlabs

HAVE
YOU
EVER
MET
AN
'ARTIFICIAL'
?

NEON

DEPRESSION AND LONELINESS ARE ESCALATING WORLDWIDE. EXCESSIVE INTERNET USE INCREASES LONELINESS AS IT DISCONNECTS US FROM THE REAL WORLD.

INDIVIDUALISM

REMOTE HEALTHCARE

FOMO

According to YouGov, millennials are "the loneliest generation"; 27% say they have no close friends and 30% no "best friend". Millennials get absorbed by the internet, which implies less time and energy for building fulfilling offline friendships.

However, millennials are not 'alone' in this. With connectivity becoming an integral part of society, elderly with no online access are experiencing loneliness and social isolation.

Companies are using AI and IoT to deliver life companion robots, "artificial friends" and smart systems to overcome this loneliness.

STARlabs has presented **Neon,** their first iteration on 'artificial human' avatars. Neon goes beyond simply being a digital AI avatar; the company aims to create a new kind of life to live among us as digital companions.

Samsung introduced their **Ballie Robot:** a small, ball-shaped AI device that rolls around the house and responds to commands like a pet dog.
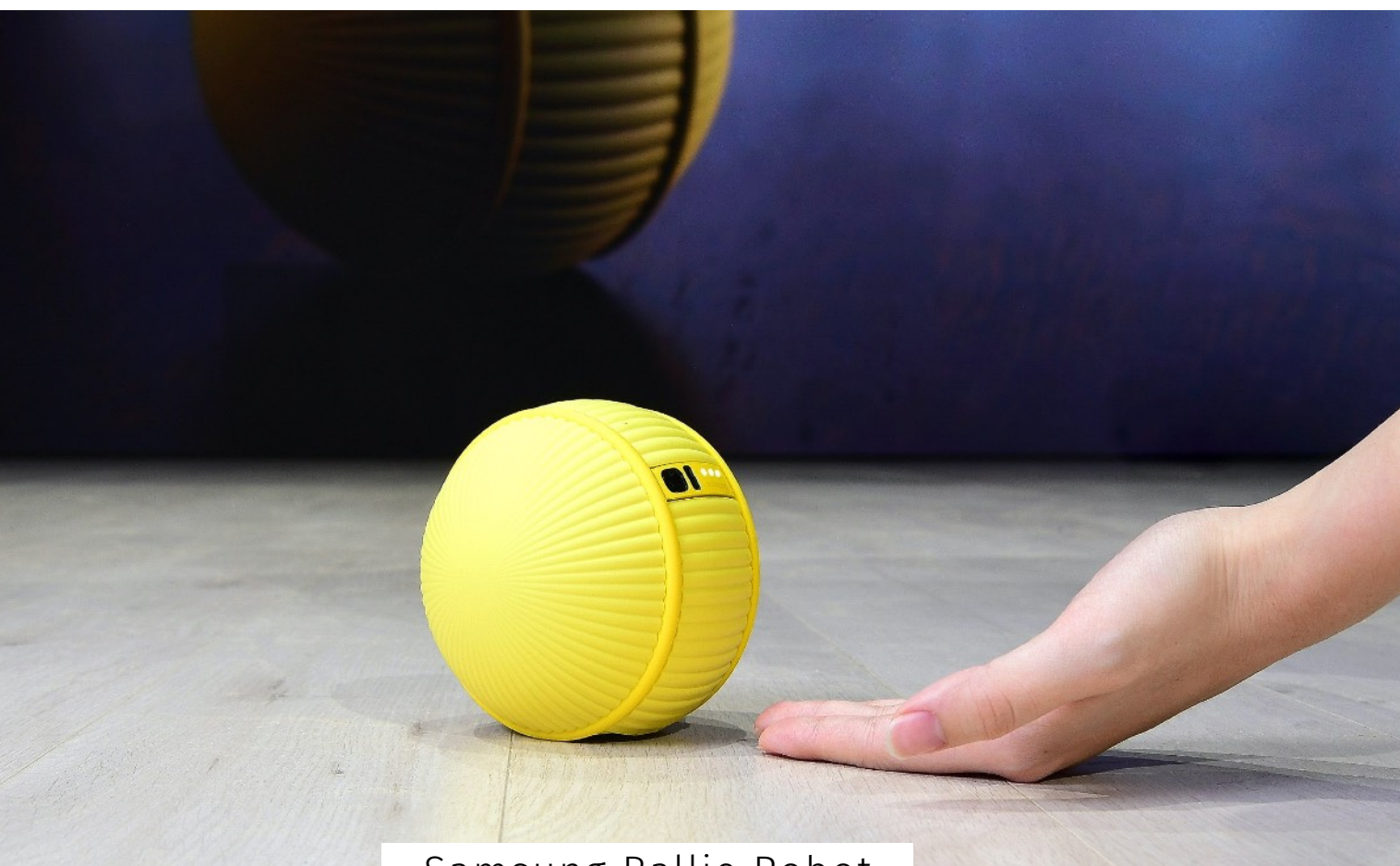
Samsung Ballie Robot

Gatebox virtual companion

Winston - Home privacy helper

KEY INSIGHTS CES 2020

TREND

DATA AS **PEACE OF MIND** 4

Google Home privacy update

DATAISM   QUANTIFIED SELF   CYBER TRUST

PEOPLE ARE MORE AND MORE CONCERNED ABOUT THEIR DATA AND THEY WANT MORE CONTROL OVER IT. AT THE SAME TIME, THEY ASK FOR PERSONALISATION.

This 'privacy paradox' creates a discrepancy between what consumers want and their actual behaviour, when it comes to data concerns.

With a steep growth in the amount of data breaches worldwide in the last few years, it's no surprise consumers indicate that 'brand trust' deeply informs their buying decisions.

Companies feel the urgency to go beyond their current 'privacy-washing' tactics, to take real responsibilities. It's the first time since 28 years that Apple joined CES. Not showcasing products, however showcasing their investment in customer privacy and data security through their participation in a privacy roundtable with companies like Facebook, Google, Procter and Gamble and more.

Brands are giving back control to consumers through cyber secure products like the home privacy helper **Winston**, that scans the traffic coming and going from your house to block ads, filter cookies etc.

Google revealed new privacy options: Users can now tell Google Assistant to delete what it heard: "Hey Google, that wasn't for you."

Ring introduced a Security Control center

Netatmo security lock

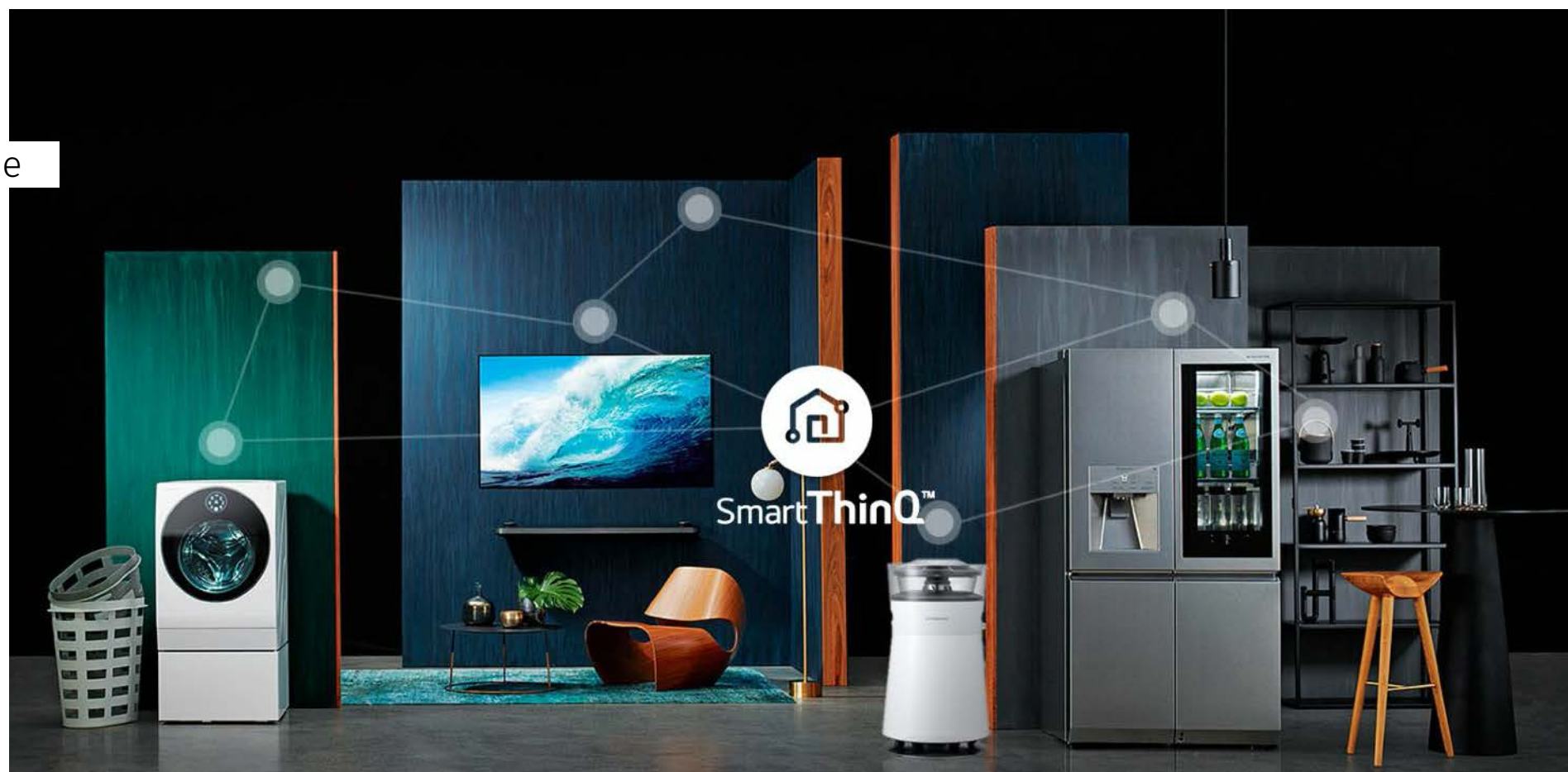# TOWARDS ⁵ INTELLIGENT ECOSYSTEMS

TREND

Toyota Woven City

Hyundai Smart City.Mobility - Air Taxi

CO-LIVING & SHARING

ELECTRIFIED MOBILITY

CLEAN ENERGY

INDUSTRY LINES ARE BLURRING AND BUSINESSES ARE RESHAPING INTO COMPLEX, INTERCONNECTED SYSTEMS.

LG ThinQ Smarter Home

The world will have more than 20.8 billion connected devices by the end of 2020 (Gartner) and 75.44 billion by 2025 (Statista).

To lead this disruption, many companies are building ecosystems
with producers, suppliers and society. At CES, companies have been revealing "interconnected future' visions where ecosystems are built through collaboration with other businesses.

A good example of that is the **Hyundai Air taxi**, the future mobility solution unveiled by Hyundai Motor Company in partnership with Uber Elevate. The automotive giant will produce and deliver air vehicles while Uber will provide airspace and customer support services.

Again, **LG** partnered with Alexa and Google Assistant to deliver the most convenient smart home experience.

Toyota also presented their **Woven City,** an urban prototype for a future smart city. The project proposes a fully connected ecosystem, powered by hydrogen fuel cells and based on industry collaboration.

Diesel Smart Watch

LIVING IN 6
A **PHYGITAL**
WORLD

TREND

Kohler Showerhead with Alexa

INTERACTIVE SURFACES

SMART EVERYTHING

FASHIONIZED TECH

# THE DIGITAL AND PHYSICAL WORLDS ARE INCREASINGLY MORE INTERWOVEN.

Over time, technology has been adapting more to the way of humans by taking away unnecessary interfaces and design features. Approaching more intuitive and hidden modes of operation.

Brands are reaching out to customers on both physical and digital levels to create interactive platforms that together form holistic, non intrusive and integrated experiences.

The relationship between brand and customer is becoming more intimate. Reaching into the bathroom even, a cleverly placed smart speaker integrated into the shower head from *Kohler.* To play your favourite songs or listen to news whilst you prepare for the day.

Or *MiuLAB's* smart piece of wood in your home, that lets you check the weather or control other smart home equipment. When not in use, it looks like a sleek, minimalistic ornament, a non-device.

MOEN smart faucet

HEATING

72°
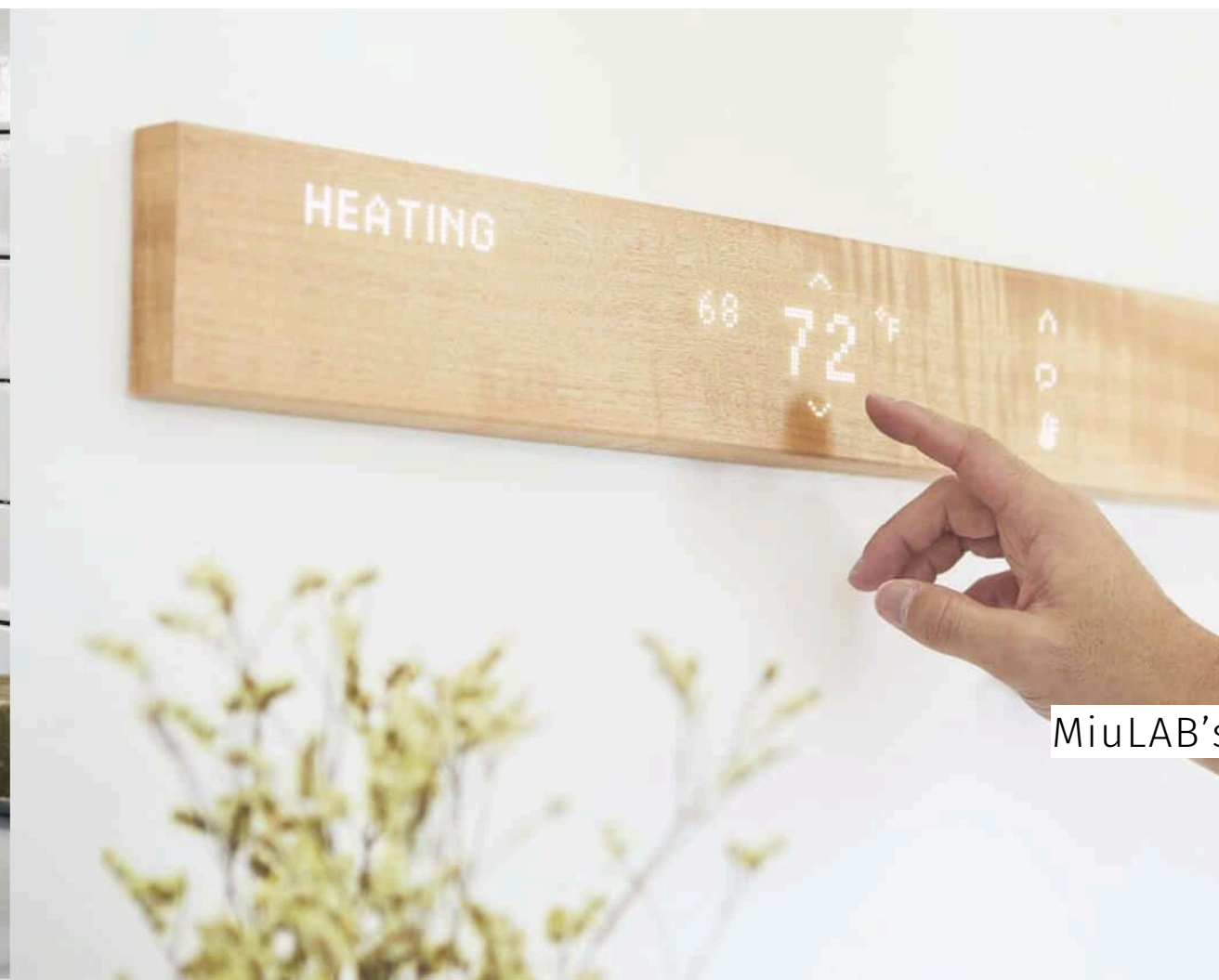
MiuLAB's smart wood
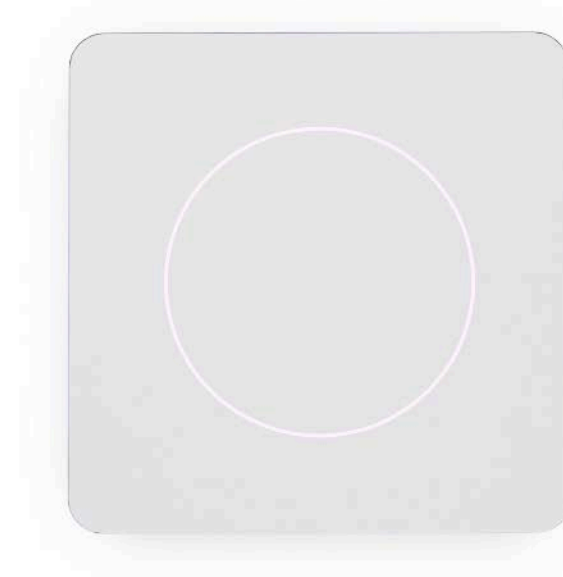
DOMOTRON, intelligent home hub

15

TIMEPOOR [7]
TECHNOLOGY

TREND

Samsung's Bot Chef

Weber Connect: your BBQ companion

A recent study has revealed that time-poor people are generally less satisfied with life. Another study indicates that those who feel time-poor, have more money to spend.

It's no surprise that brands are introducing more and more timesaving solutions to allow for what doesn't fit our overly busy calendars.

For example, we lack time to become a Grillmeister, however we want to serve our friends and family a perfect piece of sirloin. **Weber Connect** is your BBQ hack that will guide you in grilling your best piece of meat ever.

LG's Smart door, is THE answer to missed or stolen deliveries. A special compartment next to the door allows deliveries to be made no matter the contents, nor time of day.

CONSUMERS HAVE BECOME MORE IMPATIENT AND ARE ACCUSTOMED TO FAST RESPONSE TIMES, EVERYWHERE. THERE IS NO TIME FOR THE MUNDANE, THEY NEED THE BEST AND NEED IT FAST.

ROBOTS EVERYWHERE

INSTANT GRATIFICATION

HYPER AUTOMATION

LG Smart Door

CookingPal "Julia" smart cooking device
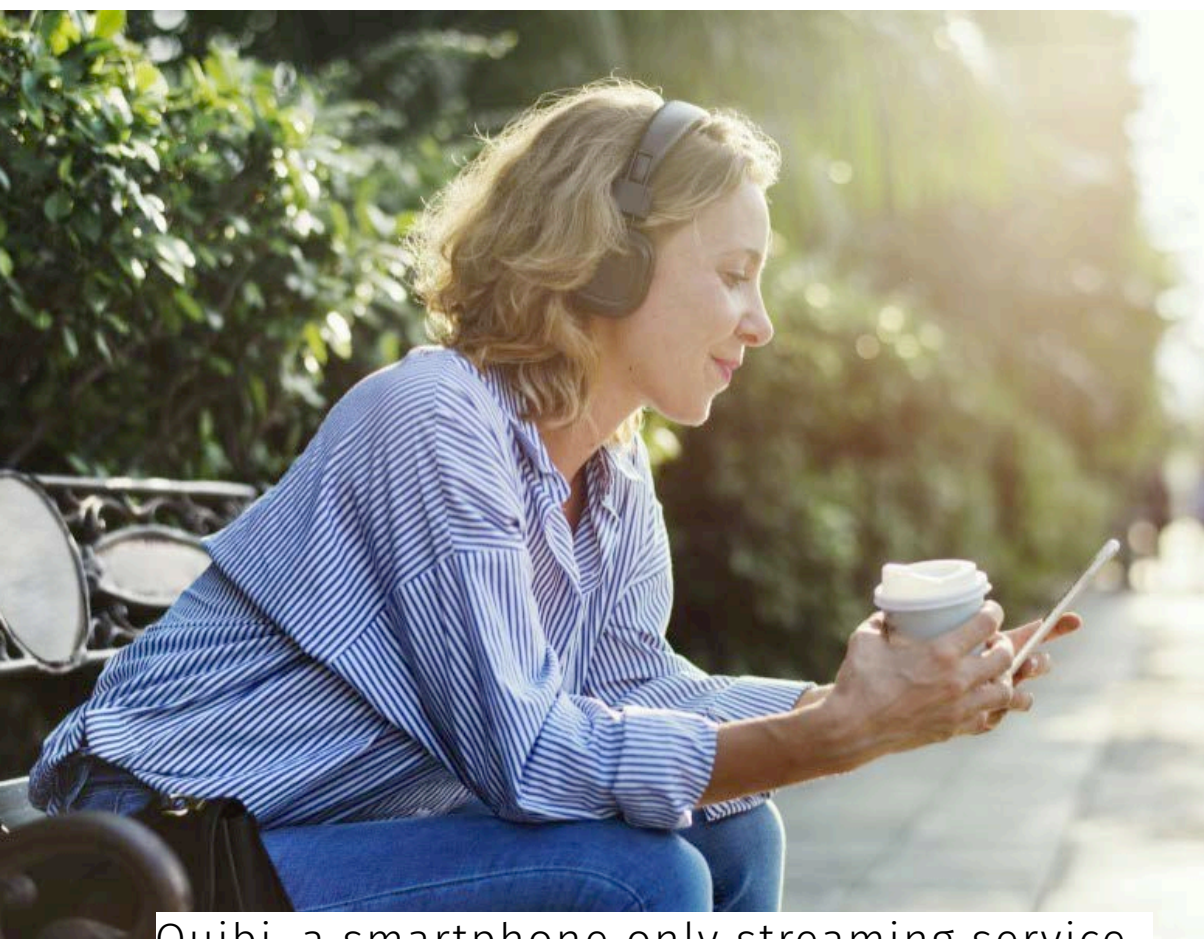
Razer's Kishi - Gaming controllers

TREND

MOBILTY 8
MADNESS

Lenovo Yoga 5G

GLOBALIZATION HAS UNLOCKED THE ABILITY TO EXPLORE THE WORLD, WHILST DIGITALIZATION GIVES US THE ABILITY TO STAY CONNECTED EVEN ON THE GO.

Quibi, a smartphone only streaming service

Samsung's Sero "Turning TV"

We work more remotely, travel more frequently and further; we're no longer tied to our desks and couches.

An increase in mobility generally leads to an inferior digital experience. However that qualitative drawback has shown to be outweighed by the convenience of the freedom to go wherever.

An example of that is the explosion in content consumption in the last decade. The biggest portion coming from mobile, taking up half of all video consumption in the world. The normalisation of 5G and Wifi 6, point towards even more freedom without compromise.

Mobility is a core human need and mobile technology has taken center stage in our lives. So much even, that non mobile devices are adapting to it. Samsung has created *Sero*, a rotating TV so you can show your selfies in portrait on a large screen in the home.

Quibi on the other hand is launching a smartphone-only, "original content"-only, video streaming platform. With 10 minute "chapters", which they call "quick bites", that can be watched on the go, both in portrait or landscape mode.

NEXT GEN CONNECTIVITY   **DIGITAL NOMADISM**

IMMERSIVE TECHNOLOGIES & EXPERIENCES

INTERESTED TO KNOW MORE ABOUT THE LATEST TECH TRENDS?

Reach out!

We are innovators and designers. We help our partners solve their industry challenges and build a bright future. By bringing together strategy, design and technology, we create solutions that contribute positively to people, our ecosystem and the bottom line.

We make it real.

QINDLE.COM

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