QINDLE

Consumer Electronics Show (CES) 2019

- Get inspired by the world's pioneering technology innovations -

Growing business through innovation & design

Qindle® is a Dutch innovation and design company that operates globally within FMCG, Consumer technology and Health industries. We are a team of strategists, designers, and engineers with decades of experience in enabling ambitious companies to deliver product and brand experiences that matter to people, build business and mind the environment.

By combining the strength of expertise and personality together with an effective think and can-do mentality we always deliver on our straightforward brand promise:

Make it Real.

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The world's biggest tech show

Every January, Las Vegas hosts the Consumer Electronics Show (CES): the most awaited and renown technology conference of the year.

The whole tech world converges annually to showcase the latest industry's innovations and trends to set the stage for the year to come. Companies of all sizes, from multinational to start-up, are offered a platform to reveal their newest concepts and releases.

The 2.75 million square feet of exhibition attracts over 180K visitors and holds 4.500 exhibitors from over 150 countries. No need to say that this is the place where big things happen!

Interestingly enough, the focus is shifting more onto the software rather than the hardware. Thus, 5G, AI, as well as VR/AR, will be 2019's buzzwords.

Qindle closely tracked down what CES 2019 has been up to and we can now reveal some of the trends we noticed - not all of them are actual novelty, however, they show big improvements and new interesting developments.

Sit back, and enjoy reading what our fellow innovators have come up with!

Trend #1.
The Smart, Connected & Wireless Home

Think of any product in your house. Got it? Now imagine yourself in only a few years-time and notice how it got smarter. Giving voice commands to your devices is now fully part of your routine and your smart home kit has made your life easier by reducing your everyday tasks. Whether it is your refrigerator ordering your groceries, your **Honeywell** thermostat automatically regulating the room temperature as you walk in or your coffee machine brewing your favourite midday mocha. This scenario is becoming reality as we speak, as more and more of us are indulging ourselves into smart tech.

To illustrate this, as per 2018 data, over a third of Americans now count on the assistance of a smart home hub such as **Amazon Alexa** or **Google Assistant**, for which there is already respectively 20.000 and 10.000 compatible products launched. Needless to say, that AI and 5G will take care of bringing the whole market to the next level quite soon.

This year, LG showcased their **Smart Kitchen**, a collection of ovens, refrigerators and dishwashers working together to help simplify just about any kitchen task. For instance, you could send a recipe to your oven and it will do the prepping and monitoring for you. A real stress-free culinary experience simply managed by a centralised home assistant.

Gaze Tray is a great example of another in-home technology that will take off: a wireless multi-device charger which will elegantly fit in any space thanks to its clean design.

Also worth mentioning are the projected touch screen interphases. The technology is only in its debuts, however it has been a topic of discussion over the past recent years as it represents a whole new world of opportunities thanks to its interactive and much bigger interface. A few of the A brands have shown their first models and we wouldn't be surprised to see more of these already this year.

T9 Smart Thermostat by Honeywell

Gaze Tray by Gaze Lab

Door View cam by Ring

Smart Kitchen by LG

Trend #2.
Smart Health & Wellness

Technology is revolutionising the healthcare and wellness industries through innovative, accessible devices. Several brands have developed devices that offer health diagnosis, monitoring and prevention via easy to use platforms. Omron's much talked-about **HeartGuide** watch, for instance, can prevent heart-attacks and strokes by measuring blood pressure from the wrist.

Many more health gadgets will still come to the market, be it for illness-tracking, improving habits (ie. **DreamOn**'s sleep improvement wearable), fitness, etc. And it is great to see that there is always an effort in the design of the product, ensuring its quick adoptability. Fashion brands Fossil and Michael Kors popularised smart watches combining high-tech and style.

Addison Care is one great example of how much the industry grew into technology. It is the world's first virtual 3D animated caregiver, developed to assist ageing and chronically ill patients. The software and hardware enable a two-way communication. Addison can do regular home check-ups, reminds the patient to take medication and provides real-time assessments to monitor health decline.

Smart health is all about reassuring any ill or disabled person that he/she can fully participate in everyday's life and activities. It is the case of Samsung C-Labs' **SnailSound** project, which developed an AI-powered hearing aid that automatically changes its settings according to the environment. Another stress-free device that will certainly appease its holder.

Interconnectivity and integration are (smart) technologies' main challenges. Delos ticks both boxes with **Darwin**, the world's first residential wellness technology platform, which integrates a system designed to help enhance energy, sleep and overall well-being by calibrating air, water and light quality.

As consumers get more and more aware and alert about health and wellness, and as the population grows older, innovations in this category are crucial.
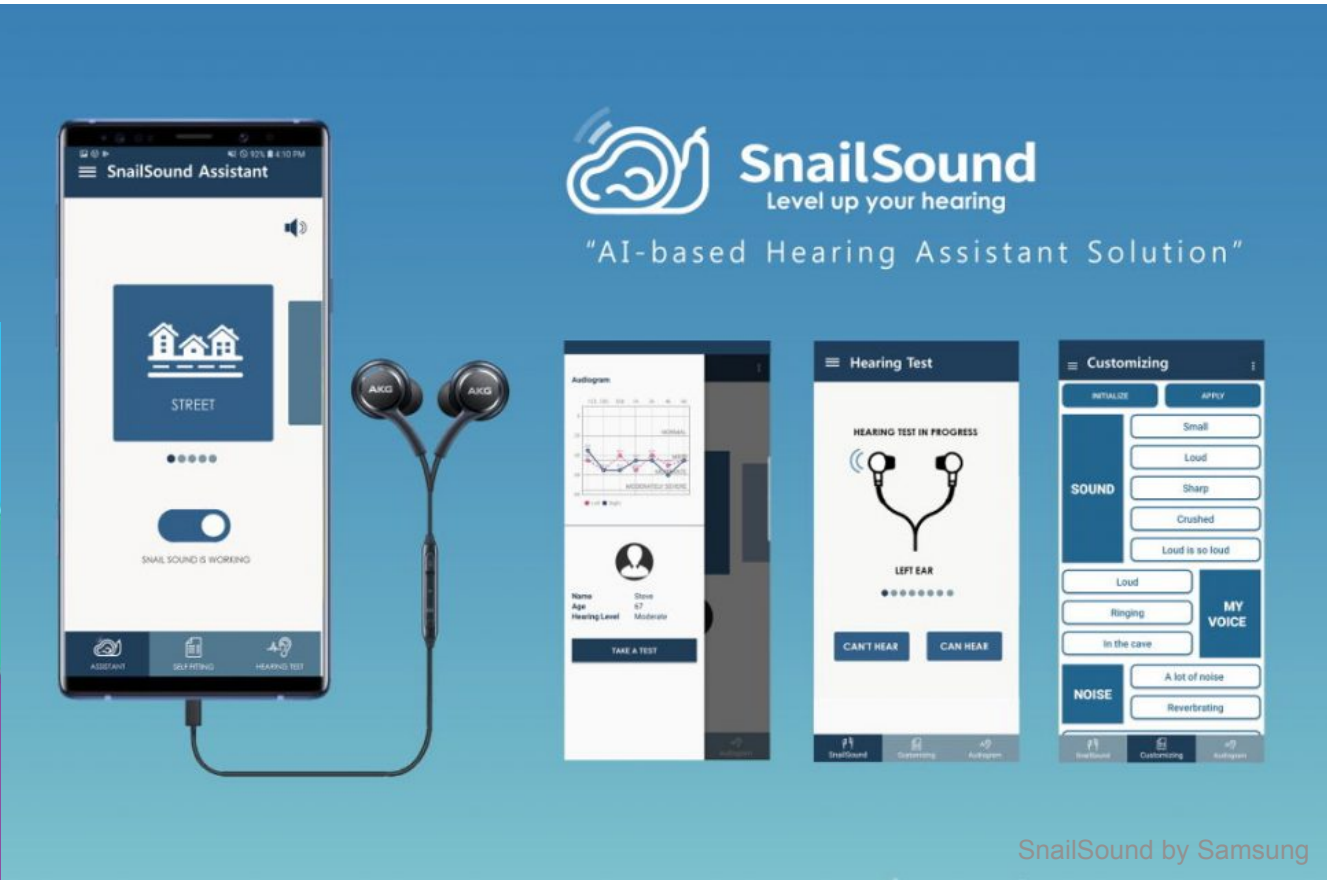

HeartGuide by Omron

DreamOn by DreamOn

Darwin by Delos

Addison by Addison Care

SnailSound by Samsung

Trend #3.
Mixed Reality

As per today, nobody can really tell in detail what Virtual Reality (VR) and Augmented Reality (AR) will bring in the near future until we get to put our hands on some more use-cases. Both technologies are in the midst of a transition phase.

For years already companies have been working on wearables to integrate these technologies into our daily lives. In order to ensure the adoption of such novelties, two important characteristics will define success: ease of use and looks.

The Korean start up LetinAR has developed **PinMR™**, a lens that could replace traditional optical systems for AR glasses. Thanks to its micro-display, users are able to wear the glasses and comfortably view the environment around them, while at the same time access a virtual reality. Besides comfort, LentinAR's smart glasses can be manufactured like a pair of conventional glasses, thus creating an overall great product experience.

This year, however, **Vuzix** (and Google) took all the attention with its feature-complete smart glasses. A revolutionary high-quality device with advanced functionalities - from search (including Alexa, of course) to sharing - that clearly match our busy lives' requirements.

The medical world can also find great interest in these advancements. An example could be surgeons, who often perform difficult and delicate operations. Rather than staring at a (second) screen or even operating blindly, AR could be of great assistance in delivering real-time information. Even more so with the 5G technology coming up and the next generation of chips an processors. We could easily imagine surgeons using holographic 3D views to guide them in their manoeuvres. This actually isn't that far away!

PinMR by LetinAR

Vuzix by Vuzix

Trend #4.
Future Mobility

CES broadly exhibits the future of transportation, showing how the cars of tomorrow will be ingenious, safer and always more connected. The development of 5G and AI will enable self-driving cars, such as **Waymo**, to come into the market and cities to become smart through Vehicle-to-everything (V2X) communication.

This year's concept cars gave us a glimpse of the future: will we be flying to work with **Pal-V** (the world's first flying car to ever be commercialised) or will we perhaps get our deliveries via one of **Vision Urbanetic** mobility concept vehicle (the modulable, intelligent, electric and autonomous driving car of Mercedes-Benz)?

Whatever the next big thing, we are clearly looking at a much more efficient and qualitative way of spending time on the road. And it is exciting to see how we are finally going from the testing to the commercial deployment phase.

Besides vehicles innovation, urban infrastructure will also be key in improving our mobility. Continental presented its plans for a smart city where connectivity will improve traffic flows and reduce accidents and pollution. A compelling example of what the company introduced is its comprehensive **Intelligent Intersection Pilot**, which through the means of AR, will be able to warn drivers about pedestrians or cyclists, control signal changes, streamline traffic and emissions. Continental's intelligent **Street Lamp** is also quite interesting as it is not only meant to monitor lighting, but also to analyse the environment in order to retrieve useful data for road (and life-quality) optimisation.
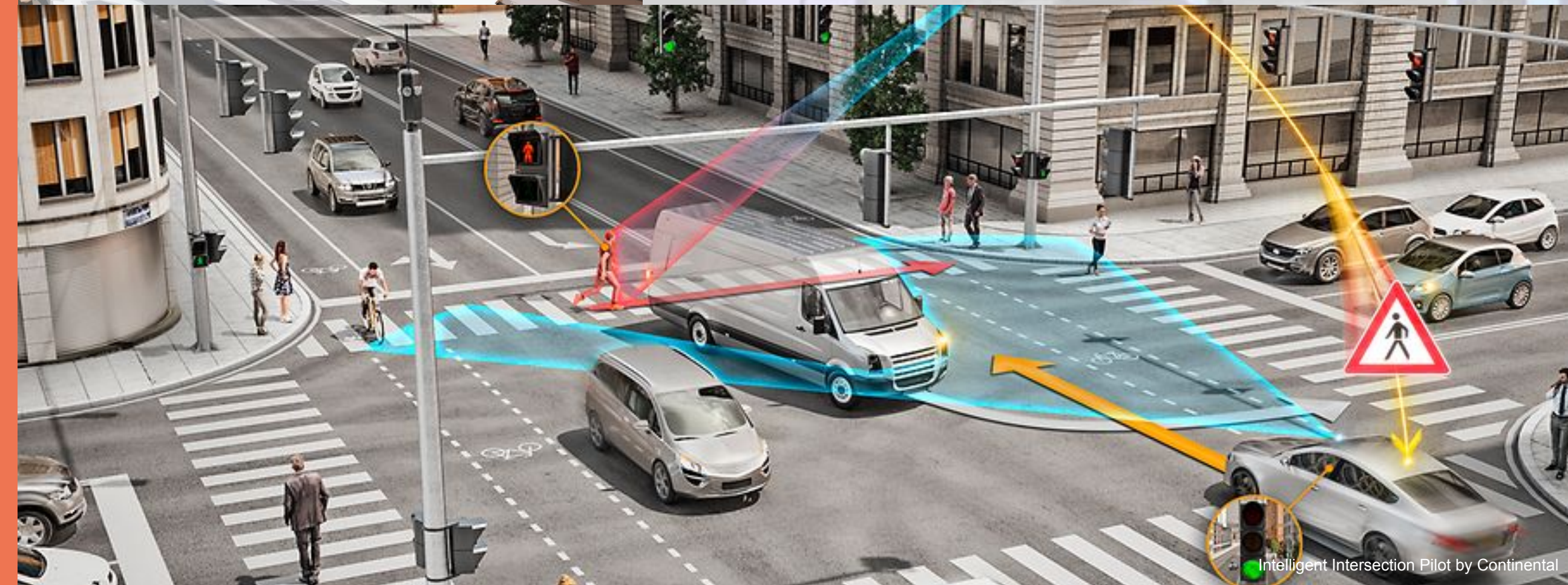

Vision Urbanetic by Mercedes-Benz

Elevate by Hyundai

Pal-V by Pal-V

Intelligent Intersection Pilot by Continental

Trend #5
Sensor Technology

Together with software and connectivity, sensors play a huge role in the development of Internet of Things (IoT). They detect, measure and translate specific data coming from different sources such as light, heat, motion, moisture, pressure or air. As they get more accurate and accessible, they open up a new number of possibilities for tech innovations.

This year, **New Degree Technology** has shown their latest improved force touch solution, a sensor technology widely used on any surface including metal, plastic and glass (i.e. Smartphones' virtual buttons). This will be of particular interest with the arrival of foldable and dual-screen devices.

Olea Sensor Networks introduced their new generations of smart sensors and analytic softwares offering a wide variety of applications ranging from automotive and industrial safety to health monitoring. Thanks to a sophisticated data acquisition system and advanced technical properties, the monitoring devices deliver results as accurate as traditional ECGs, with the additional perk of being much less intrusive: small, wireless, no camera, motion- and contact-independent to function.

There are many other products that target very different types of goals. For instance, Green Creative's **R3D3**, a smart sustainable bin, which recognises, sorts and compacts cans, cups and plastic bottles. What we find particularly interesting here is how the product also changes consumers' view and habits towards recycling through its specs: capacity of 10 bins, odour free, user friendly, time saving (waste collection upon request) and, of course, connected (activity tracked via website).

OleaSense by Olea Sensor Networks

OleaSense by Olea Sensor Networks

OleaSense by Olea Sensor Networks

R3D3 by Green Creative

Force Touch by New Degree Technology

OleaVision by Olea Sensor Networks

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CES '19 was definitely and once again up to standard. With our heads full of new inspiration, we just can't wait to see how everything will unfold and are looking forward to the upcoming innovations to be launched in this fresh new year!

What did you think of it? What are your top picks of this year's exhibition?

Feel free to visit us at our new office location for a coffee and talk about innovation!

- The Qindle team

Thank you!

QINDLE
— design and innovation

Joan Muyskenweg 22
1096CJ Amsterdam

www.qindle.nl