

COLUMNS

## 6 trends from CES 2017 for marketers

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Attendees test new technologies at CES 2017 in Las Vegas Jan. 5-8

By [Daniel Hodges](#)

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CES 2017 in Las Vegas last week demonstrated a wave of technologies that will positively impact industry.

The intelligent economy was on display in abundance at [CES 2017](#) and I observed six trends from the event. It is an intelligent hyper-connected grid comprising interconnected mesh networks of devices.

Brands navigating their companies through exponential change can uncover many insights from CES 2017 and the upcoming Mobile World Congress 2017 in Barcelona, Spain from Feb. 27 to March 2.

The iPhone is an early product of the intelligent economy and will celebrate its 10th anniversary this year. The iPhone user interface revolutionized product design and the smartphone industry.

The devices in the next decade will be intelligent versus smart. They will be run by artificial intelligence and increasing processing power, and will provide a level of functionality not possible to imagine a decade ago.



Attendees explore the show floor on CES opening day, Jan. 5

The first generation of intelligent products was on display at CES 2017. These products currently provide real value to consumers and business.

Successful products and services that meet and exceed the needs of consumers will require increasing amounts of data and processing power.

Data consumption will grow exponentially: The pace of change is accelerating and with that data, power consumption and processing is growing exponentially.

MIT estimates that 70 percent of the usage of the Internet is for video consumption.

Cisco is projecting a 61 percent increase in video traffic from virtual reality between 2015 and 2020.

Microsoft Windows 10 is building virtual reality (VR) and augmented reality (AR) as key features 2017 updates.

The number of smartphones is expected to grow from 3 billion to 5 billion, or a 67 percent increase in the next 36 months, according to the GSMA.

The data consumed by autonomous vehicles, IoT-connected devices and artificial intelligence will see dramatic increases over the next 36 months.

Today's autonomous vehicles have the computing power and complexity of the most advanced fighter jets.

Lastly, the increase in data consumption from emerging market is projected to grow explosively as populations, governments and businesses use mobile technology as their primary infrastructure backbone.

Artificial intelligence will offer a competitive product advantage: Artificial intelligence (AI) was a common technology theme in many applications at CES. It has the ability to learn our consumption habits and become an advisor in our daily life and in our healthcare.

Machine learning and predictive analytics are part of artificial intelligence.

As consumer acceptance of AI grows and proves its utility, it will become a product or services requirement.

The autonomous vehicle demo illustrates the use of massive computing power required in artificial intelligence for safe driving.

Autonomous Vehicles Facial Recognition NVIDIA:

<https://vimeo.com/198475717>

Voice is the new interface and was a key product feature in many applications at CES. The two examples below illustrate how voice improves the user experience for both humans and for pets:

Samsung Refrigerator with Human Voice Command:

<https://vimeo.com/198552788>

Pet Bark Activated Treat Rewards for Dogs:

<https://vimeo.com/198552951>

IoT will be everywhere: Consumers are now using their smartphones to remotely control media playback, house alarms, unlock homes and cars, turn on lights or ovens and to control drones in flight.

As wearable and use of sensors grow, consumers will be able to monitor their health and fitness.

The Casio products on display at CES were designed to improve and enhance outdoor activity. They draw upon many forms of integrated IoT data combined with an easy-to-use interface. Links to their products:

Casio Line of smartwatches for skiing, golfing, hiking and boating:

<https://vimeo.com/198475477>

Casio Part 2 - Line of smartwatches for biking, outdoors and golf:

<https://vimeo.com/198475899>

Serving intolerant consumers: The consumer attention span has decreased from 12 seconds to eight seconds, according to a study by Microsoft over the last decade.

The uberization of behavior has created an on-demand and intolerant consumer. Amazon's efficiency supports the 24/7, always-on accessibility for consumers to buy what they want, when they want it.

Maintaining the global infrastructure to support the intolerant consumer is now a cost of doing business. Serving intolerant consumers is a winning play. Ignoring them can be deadly.

The two video examples provided below show how leading brands are satisfying intolerant consumers. The smart ring brilliantly combines personal security with utility. Michael Kors watches combine functionality with design.

NIMB-Smart Ring With A Panic Button at CES 2017:

<https://vimeo.com/198522862>

Michael Kors Smartwatch at CES 2017:

<https://vimeo.com/198475285>

Autonomous vehicles will evolve slowly: According to research by Ericsson, "one in four pedestrians would already feel safer today if all cars were autonomous and 65 percent of those who say so would also very much prefer to have an autonomous car rather than one they have to drive themselves."

Tesla is already installing full self-drive capability in all cars.

The expected regulatory and consumers-behavior objections will slow the consumer adaptation of the autonomous consumer market. The business-to-business market is already embracing autonomous vehicles.

Panasonic Connected Car Driving Experience:

<https://vimeo.com/198475101>



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