

SOFTWARE AND TECHNOLOGY

Luxury highlights human interests, personalization at CES 2022

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L'Oral's Colorsonic is a handheld device available for home use that mixes hair color and applies it evenly. Image credit: L'Oral

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From personal hair care and pristine mattresses to AR/VR sets transporting consumers into new worlds, exhibitors at the Consumer Electronic Show proved that innovation is everywhere.

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Companies including BMW, Apple and L'Oral highlighted their offerings as they revolutionize their respective sectors. A host of products reflected brands' continued efforts in innovation that caters to consumers' personal needs.

"CES showed that we'll see an acceleration of augmented and virtual reality applications to elevate the customer experience and help alleviate the pressure that item returns put on a retailer's supply chain, improve profitability in the form of fewer subsidized returns driven by more precise customer try-ons/testing and, ultimately create more sustainable operations," said Philip Melson, client partner at [Fractal Analytics](#), Tampa.

Something for everyone

This year's event reflected developments across the board.

German automaker BMW attempted to steal the show with its presentation on features that enable drivers to change the color of the vehicle through BMW iX Flow and E Ink technologies. The brand also displayed new interior features and add-ons, including the BMW Theatre Screen and supplements to MyModes, taking personalization to new levels.

Welcome to the light show from BMW

VR/AR was another hot topic, with Sony releasing details on its upcoming PlayStation5 compatible VR headset which is set to be released later this year.

Microsoft also announced a partnership with semiconductor company Qualcomm, aiming to produce smaller glasses that are compatible with Windows devices and phones.

Not to be outdone, Bloomberg journalist Mark Gurman [reported](#) Apple expected to release the third version of its

iPhone SE this spring, with 5G capabilities. There are also continued rumblings in the technology industry that Apple is working on its own AR/VR device.

CES 2022 reminded consumers that technology is well represented in the home space as well.



The Coway Smart Care Air Mattress has a built-in air purifier, humidifier, aroma dispenser and self-dimming lights. Image credit: Coway

Featured product Coway Smart Care Air Mattress is taking sleep to even more relaxing levels with its built-in air purifier, humidifier, aroma dispenser and self-dimming lights. The mattress also can detect a consumer's body pressure and adjust its firmness level, exponentially personalizing the sleep experience.

Cosmetics giant L'Oréal announced its efforts in reinventing the hair coloring experience with its release of the Colorsonic, a handheld device available for home use that mixes hair color and applies it evenly. The group also introduced Coloright, an AI-connected hair color system that allows hairstylists to provide virtual try-ons for clients' disparate desired shades, with more than 1,500 shade capabilities.

"As far as trends go, the four that really stood out to me include metaverse, artificial intelligence (AI), robots, automotive technology and autonomous vehicles," said Jen Ferency, senior business development executive at integrated marketing agency [lotus823](#), New Jersey.

"I think something that stuck out to everyone was the fact that many of the big names backed out, so it helped bring some of the smaller brands with exciting, innovative technology to the forefront of the show."

Technology infusion

The personal care sector is often at the forefront of tapping into technology to provide personalized experiences.

At CES 2019, companies including SK-II, Coty and Perfect Corp. rolled out innovations designed to make choosing skincare, makeup and hair color easier through trials and individualized analysis ([see story](#)).

In August 2021, New York-based beauty brand Il Makiage announced a new tech acquisition, investing more than \$40 million to acquire deep-tech AI-based computer vision startup Voyage81. With the acquisition, Il Makiage uses Voyage81's hyperspectral imaging software to further enhance the company's machine learning capabilities ([see story](#)).

For many brands, a prominent goal continues to be making the awe-inspiring capabilities of technology blend well with consumers' human needs.

"The humanization of tech was a central theme at CES this year," said Emily Safian-Demers, editor of [Wunderman Thompson Intelligence](#). "This is something we've been tracking over the past few years, but the pandemic has driven a heightened focus on the human experience, and a wide range of tech companies are stepping in to innovate.

"Legacy companies like Cadillac and GM as well as emerging auto-tech companies like LG and Sony are predicting a future where car interiors adjust to the rider's emotions, biometrics and needs for a personalized journey," she said. "Other companies are working to bring a human touch to virtual experiences, with haptic tech."