



WHAT TO LOOK FOR AT CES 2017

2017 marks the 50th anniversary of the Consumer Electronics Show!

The first CES featured products including transistor radios, stereos and small-screen black-and-white TVs. 17,500 attendees visited 117 exhibitors, including Memorex (now MEM-CE), Motorola with Lenovo, Philips, RCA (now a brand licensed to Technicolor), SANYO Fisher (now part of Panasonic), Sharp, Sony, Toshiba, Westinghouse and Zenith (now part of LG).

Fast forward 50 years, and CES 2017 will host more than 165,000 attendees and 3,800 exhibitors in 2.4 million net square feet of space. Now a truly global show, visitors will come from more than 150 countries.

Of course, much has changed since 1967. Auto manufacturers are turning into tech companies, racing to produce the first self-driving car. The Internet of Things is becoming the Internet of Family Things, as connected devices turn toward uniting parents, children and far-flung relatives. Previously “dumb” hardware is learning to think via souped-up software, and the endless developments in the (smart)phone, audio, entertainment, healthcare, beauty and countless other categories would have been either unimaginable or relegated to the realm of “sci-fi” back then.

What has not changed is the Show’s core mission: to act as a proving ground for creators – a place where members of the entire innovation ecosystem can come together to discover and experience the latest trends and network with peers.

As a member of that system, MediaCom will be there to help interpret the ideas, products and innovations most likely to affect marketers, and to help create the innovation roadmaps that will help them grow their businesses.

We’ll see you there.

CARS: SEXY AND SMART

CES devotees have mixed opinions about the non-stop car reveals and announcements for which the show has become known.

Our advice? Get used to it.

At CES 2016, we saw the Kia Telluride for the first time, along with [BMW's gesture-control prototypes](#), the Chevy Bolt, [VW's plan for electrification](#) and, of course, Faraday Future's far-out prototype.



This time around, [Fiat Chrysler](#) will for the first time introduce its new car in Vegas, eschewing the Detroit Auto Show. That's a big deal in car circles.

Could it be that FCA is sending the message that its new car is more gadget than automobile? Maybe it's trying to grab a little stardust from Faraday, which is set to reveal a car that will soon be ready for [production](#).

Exciting, but cars that need drivers feel so yesterday. The major (r)evolution in cars, of course, are the self-driving ones (just look at [Tesla](#)), and we are likely to see various automotive exhibitors announce advancements, concept vehicles and production timelines. Hyundai, in fact, has already announced a plan to introduce an [autonomous version of its electric Ioniq](#) model and take lucky CES goers for a [driverless spin down the Strip](#).

For its part, Volvo will share news regarding artificial intelligence and [autonomous vehicle advancements](#) during its January 4 press conference, and [Honda](#) is bringing a concept car that combines artificial intelligence, electronic car and self-driving technologies.

Smarter cars that take you where you want to go? Count us in.

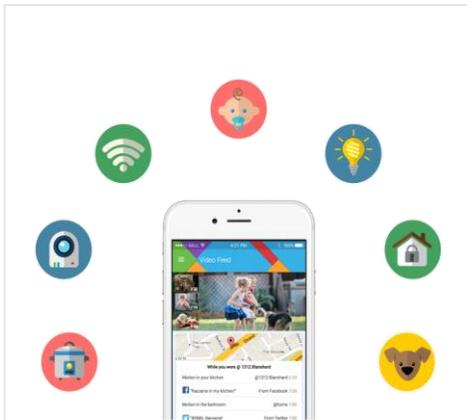
THE INTERNET OF FAMILY THINGS

There are 12 billion IoT-enabled devices today. By 2020, that number is expected to be close to 30 billion. What will that feel like?

Imagine this scenario. Mom wakes up to an alarm clock that gently rouses her from a deep REM sleep in the exact amount of time it takes to optimize her metabolism. The house thermostat automatically kicks up a notch, ready for the hustle and bustle of the morning. Dad gets a quick news and weather update from a voice-activated device that knows exactly what to share and what to leave out based on who's in the room. Everyone brushes their teeth with Bluetooth-enabled brushes that provide custom recommendations (and tattle on the kids when they fail to brush properly). Once the family dons clothing with embedded fitness monitors and communications devices, everyone is ready for the day.



Uber picks up Mom and she uses voice commands to instruct the driverless car to stop at the local drug store before going on to her pre-selected destination. En route, she syncs the car to her phone and watches the dashboard as it first projects what's going on in each room at home, then a video call with her team in the UK. Meanwhile, Dad loads the kids into the family SUV, where the best routes and traffic conditions are waiting for him. The shopping list fires itself off to the store, prompting a coupon to appear on the car's dashboard and a message that the groceries will be delivered by drone no later than 3:30pm. The stove and coffeemaker turn themselves off and self clean. The dog walker unlocks the back door with her fingerprints. Lights automatically turn off, then on again at dusk. When the kids get home from school, Dad's notification includes photos of the friends they've brought with them... and that's just a regular Monday.



A lot of this functionality is available today. What's not quite there yet is the ability to make it all simple, elegant and nearly invisible. Welcome to CES's "[Internet of Family Life](#)," a land where we're most interested in things like [Hubble Connected](#), a PaaS (Platform as a Service) for end to end, cloud-

based management of connected home ecosystems. The unceasing list of new gadgetry has been fun for a couple years but, to our way of thinking, it's time to "get human" and see if any providers can actually run all these things at the same time in a way that won't drive us insane.

If you're not worried about going insane, you may still want to protect your family against getting just a little **too lazy**, what with the newest **Kilibree** toothbrush that lets you play games while you brush, a **pair of shoes** that ties its own laces and new **TrackR** products that will help make sure you never lose your keys (or your app-enabled Bluetooth toothbrush) again.



You'll be able to see these items and many more in this year's **Family & Technology Marketplace**, presented by AARP and **Living in Digital Times**.



FYI, healthcare is an industry that's ripe for innovation, and so there are always interesting inventions and ideas on display at the Show. Check out some of the companies creating new products and services in the digital health space; they may be directly relevant, or give you indirect ideas. We suggest you take a look at the list of this year's Digital Health Summit **sponsors**. From **Breathometer**, which first came to prominence on ABC's Shark Tank, to **VivaLnk**, whose **eSkin Tattoo** may soon allow you to pay for products and services with only your skin, these organizations are all thinking about old problems in new ways.

Last but not least in the Internet of Family Things is the television. 50 years after the very first CES, our crystal ball predicts more televisions on the 2017 show floor than just about anything else.

The big news from Sony is expected to be its long-awaited announcement of its **first OLED TVs**. Samsung will talk up SUHD and NVIDIA will promote its **Shield** family of products (which boasts an "Android TV box"). Whether it's 4K, 8K, flexible, OLED, HDR, QLED or other, there's sure to be a screen for everyone.



CES 2017 INNOVATION HONOREES

Finally, the annual CES Innovation Awards honor outstanding product design and engineering across 28 categories. You can see all the winners [here](#), and check out just a few that will allow you to do even more cool things with your smartphone:



Aipoly Vision
AI for the visually impaired – allows phones to recognize objects



Paper Airplane VR Drone
Got VR? Experience flight as if you were in the cockpit



Robo R2 Smart 3D Printer
Wifi-enabled to print anything from your phone



Aurora Screenless TV
Your phone now streams any entertainment to this TV replacement



Sleep Number 360 Smart Bed
Algorithms and AI now control your sleep via your mobile phone



Xooloo
Creates a safe zone on the Web for kids that cannot be bypassed

MediaCom is hosting a full slate of thought leadership sessions, tours and experiences at CES 2017, so be sure to follow us at [#MEDIACOMCES](#).