

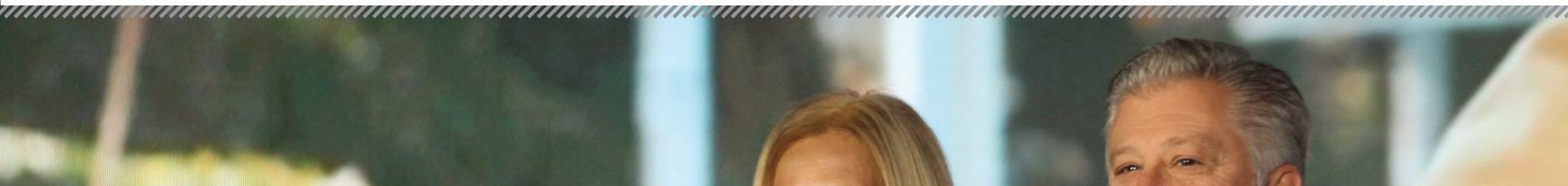
THE OFFICIAL

# CES DAILY

JAN. 9, 2024

DAY ONE  
EDITION

FROM THE EDITORS OF **TWICE**



## The Brightest UST RGB Laser Projector



“  
My family and I have had AWOL Vision in our home for a few months and we are such big fans that I've teamed up with them to give away \$50K worth of products only at CES

- Daymond John



120" Vanish Laser TV

LTV-3500 Pro



----- JANUARY 9TH AT 2:00PM PST -----

Come visit **AWOL VISION'S** Booth and share your pitch with **DAYMOND JOHN** to win AWOL Vision products for your home theater setup

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## Technology at CES Shows How We Can Create a Sustainable World

electrification of the home and business, new innovative hydrogen-based technologies, and a partnership with Amazon Web Services that fosters the ultimate goal of a more energy-efficient society for a highly sustainable future.

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# CES DAILY

JAN. 9, 2024

DAY ONE  
EDITION

FROM THE EDITORS OF **TWICE**

SUSTAINABILITY PAGE 12

## Powering A Green Future

### Technology at CES Shows How We Can Create a Sustainable World

At its press conference, Bosch's Dr. Tanja Rückert (left) and Mike Mansueti revealed the company's focus on electrification of the home and business, new innovative hydrogen-based technologies, and a partnership with Amazon Web Services that fosters the ultimate goal of a more energy-efficient society for a highly sustainable future.

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SCAN ME

**Panasonic**





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**Create Today. Enrich Tomorrow.**



# WELCOME TO CES 2024

BY **GARY SHAPIRO**, PRESIDENT AND CEO, **KINSEY FABRIZIO**, SENIOR VICE PRESIDENT, CES AND MEMBERSHIP, **JOHN KELLEY**, VICE PRESIDENT, CES AND ACTING SHOW DIRECTOR, **CONSUMER TECHNOLOGY ASSOCIATION (CTA)®**



# Officially ALL ON: Welcome to Day 1!

Welcome to CES 2024! We're thrilled to be back in Las Vegas for a can't-miss event that brings together the entire global technology ecosystem. With more than 3500 exhibitors across more than 2.4 million net square feet of show floor, there's no better place to experience the thrill of new discovery and the power of new connections.

We're also kicking off a year of celebrations for the 100th anniversary of the Consumer Technology Association, the owner and producer of CES – looking back to big moments at CES and beyond, and ahead at the innovations to come. Meet us at the 100th themed CTA Center, check out our interactive timeline activation in the West Hall connector hallway, and don't miss your chance to stock up on swag at the Official CES Merchandise store.

After major buzz over the past year, advances in artificial intelligence (AI) and generative AI are also set to drive excitement and headlines at this year's CES. With nearly every technology company focused on harnessing the power of AI, expect to see it as a key 'ingredient' technology across the show floor, showing up in everything from chips to robots. At CES 2024, look for advances in machine learning platforms that power e-commerce and software development; digital twins that expand the possibilities of R&D in drug discovery and beyond; and autonomous systems like robots and self-driving vehicles.

AI also debuted as the newest Innovation Awards

category for CES 2024, helping drive a more than 40% surge in applications – just one sign that innovation is booming! To check out some of our best-in-class products, visit the Innovation Awards showcase in the Venetian.

AI will also animate dozens of conversations at CES, as we explore applications in agriculture, automotive and mobility, entertainment and media, health care, retail sustainability and more. It was a key theme in last night's pre-show keynote from Siemens, kicking off the conversation even before the show floor opens on January 9. Looking ahead, you can expect AI to play a role in keynotes from CEOs of industry leaders like HD Hyundai, Intel, Nasdaq, Qualcomm, and Walmart. This year's keynote lineup also features L'Oréal CEO Nicolas Hieronimus, our first-ever beauty keynoter, sharing how sustainable, accessible, and inclusive beauty tech can make a positive impact.

At CES 2024, our partnership with the United Nations will be back and bigger than ever, as we highlight the technologies that support human securities, or human rights. Across every tech category, from artificial intelligence and robotics, to AR/VR and health, to mobility and transportation and so much more, technology is enhancing human capacity and creating a more sustainable and accessible world.

As you walk the show floor this week, get ready to be amazed and inspired by the incredible innovation all around you! We're ALL ON for CES – are you!?

Gary Shapiro  
President and CEO  
Consumer Technology Association  
(CTA)®

Kinsey Fabrizio  
Senior Vice President,  
CES and Membership  
Consumer Technology Association  
(CTA)®

John Kelley  
Vice President,  
CES and Acting Show Director  
Consumer Technology Association  
(CTA)®

## TRENDING ON X (FORMERLY TWITTER)



**Lance Ulanoff @LanceUlanoff**  
You thought microLED was cool?  
Wait until you see transparent  
microLED. #CES 2024  
**@SamsungUS**

**Institute for Experiential AI at  
Northeastern @Experiential\_AI**  
It's #CES2024 week! We're excited to have  
Maria Giovanna Trovato, global strategy  
and business development manager on  
our Healthcare and Life Sciences team,  
attending in Las Vegas. Stay tuned for  
insights on new breakthrough #tech and  
global #innovation!  
**https://bit.ly/3Hd7JpE**

**@MarcusLai**  
The @TCL\_USA QD Mini LED will come in a  
whopping 115-inch model!  
**#CES #CES2024**  
**@loracmustaine CES2024**

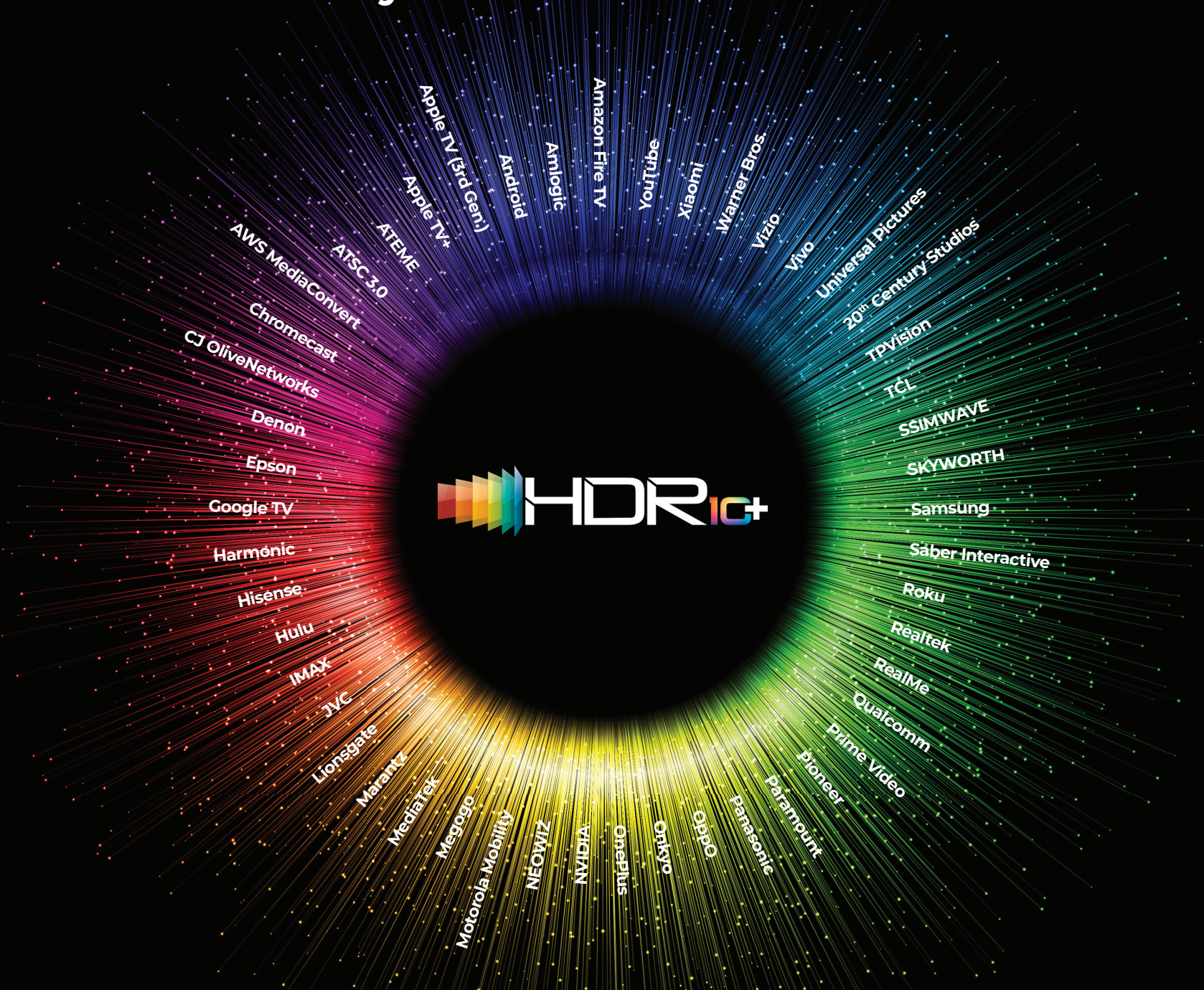
**Susan Schreiner #CES2024 @  
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amazing #OLED transparent TV!  
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# WHAT YOU MUST SEE TODAY!

HIGHLIGHTS FROM CES 2024



## 10 TRENDS

### Trends to Watch for at CES 2024

On Sunday evening, hundreds of CES media attendees filed into the “CES Trends to Watch” session hosted by Jessica Boothe, director, research, CTA, and Brian Comiskey, director, thematic programs, CTA.



## 78 | UNVEILED

### CES Unveiled

CES Unveiled kicks off CES for its media attendees, who get their first taste of the year’s innovations and the chance to try them out! Here is a sampling of photos from this year’s exhibits.

## TUESDAY EVENT HIGHLIGHTS

### CTA STATE OF THE INDUSTRY ADDRESS AND L'OREAL KEYNOTE

8:30 AM-10:00 AM  
Venetian, Level 5, Palazzo Ballroom

 **Nicolas Hieronimus**  
CEO  
L'Oréal

 **Gary Shapiro**  
President and CEO  
Consumer Technology  
Association (CTA)®

 **Kinsey Fabrizio**  
Sr. VP, CES and Membership  
Consumer Technology  
Association (CTA)®

## CONFERENCE HIGHLIGHTS

### GREAT MINDS, BOLD VISIONS: WHAT'S NEXT FOR AI?

10:00AM - 10:40AM  
Location: LVCC, West Level 2, W232

The future is here, powered by AI. But what's real, and what's next? How will AI reshape industries, societies, and ourselves?

### WHAT ARE THE TECHNOLOGY NEEDS OF THE DEVELOPING WORLD?

11:00 - 11:40 AM  
Location: LVCC, West Level 2, W232

Explore tech's role in addressing global crises — climate, security, and development. Can it bridge gaps and ensure equitable progress?

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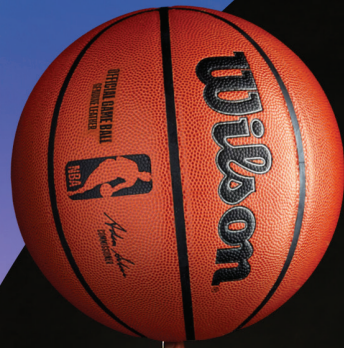
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Hisense Booth @ Central Hall #18217  
Tuesday, January 9, 2024 | 2PM-3:30PM

#HisenseCES2024 #SeeConnectExperience





# AI With Heart: LG's "Affectionate Intelligence"

BY GRANT MORGAN

LG started CES off strong Monday morning at its press conference, revealing the company's roadmap for 2024 and beyond. The most notable announcements focused on responsible AI, including LG's vision for integrating AI into its TVs, electric vehicles, smart home ecosystem, and more.

"We are all facing a historical turning point, and we at LG Electronics have been thinking very hard about what our role and responsibility is," said William Cho, LG Electronics CEO. "LG's focus lies in how AI can actually make a difference in the real world, providing tangible benefits to our customers. At LG, we'd like to redefine AI as 'Affectionate Intelligence' because we fundamentally believe AI should bring a better custom experience that is more caring, empathetic, and authentic."

Artificial intelligence is on everyone's minds and lips at CES, and LG shared how it is leaning toward using AI to continue its evolution into a Smart Life Solution Company.

"We recognize that AI needs to be accountable for its decisions and actions and how it should work equally well for all users, promoting safe and intended behavior, securing personal data, and controlling access to it. You, the customer, should be the one in control because only when you are in control, can you enjoy your life to the fullest," Cho added.

The highlight of the press conference was the introduction of the LG Signature OLED T, the world's first 4K wireless transparent OLED TV that creates a sense of openness, heightening the relationship be-



tween the TV and the space it inhabits. OLED T features two viewing modes, Transparent, which allows you to display art and videos or enjoy the area behind, and Opaque by raising the TV's curtain.

Other notable announcements for LG TVs included the new Alpha 11 AI processor, expanding on the company's advancements in using AI to deliver high-quality and customized experiences for consumers.

While celebrating the 10th anniversary of LG WebOS, LG announced other TV advancements, including a commitment to provide WebOS updates for five years, starting with LG's 2022 model TVs. "It's like a new TV every year," said Durgin.

Additionally, LG announced a collaboration with Google to make LG ThinQ products work more seamlessly with Google Home with LG TVs acting as hubs for Google Home, making it easier to set up and control any Matter device. Also, beginning with 2024 models, Google Chromecast will now be built into every LG TV. This will enable users to enjoy their content no matter where they watch, without having to log in continuously or worry about forgetting to log out at their hotel or other public venue.

In the realm of LG electric vehicle innovations, LG announced the construction of the first charger production factory in the U.S., which will be located in Texas.

## Panasonic Intros SoundSlayer Wearable Gaming Speaker

**BOOTH 17609** Panasonic is launching the GNW10 SoundSlayer, a wearable gaming speaker that allows players to immerse themselves in play to experience the real emotion of gaming. The GNW10's lightweight, ergonomic design incorporates 4-channel speakers, wireless connectivity, and AI voice control to deliver an exciting, stress-free, and lush sensory experience.

The GNW10 package combines a wireless, neck-mounted wearable gaming speaker and a separate wireless transmitter. Simply connecting the transmitter to a PC or console via a USB cable creates a wireless connection to the wearable gaming speaker. Compatible with Windows 10/11 PCs, PS4/PS5 consoles, and the Nintendo Switch (TV mode only), the GNW10 system also supports subwoofer.

As with previous Panasonic products, the GNW10 will be in partnership with Project RED.



Panasonic's GNW10 SoundSlayer neck-mounted wearable gaming speaker



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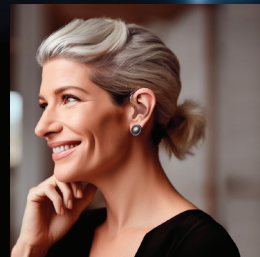
Cerwin  
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Contact:  
[info@mizari.com](mailto:info@mizari.com)

We will be introducing NEW 2024 models in the following categories:

Consumer Electronics	Appliances	Mobile Accessories	Ebikes E-Scooters	Helmets	Go Karts	Hearing Aids with AI	RC Cars / Drone Toys	Office Tech	Computer Peripherals
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# Trends to Watch for at CES 2024

On Sunday evening, hundreds of CES media attendees filed into the “CES Trends to Watch” session hosted by Jessica Boothe, director, research, CTA, and Brian Comiskey, director, thematic programs, CTA. As it does each year, CTA gives a sneak peek into the current trends and innovations that will be seen on the show floor throughout CES, as well as consumer impressions of new technology taken from the association’s research. Here are some of the major trends featured at CES 2024:

## ARTIFICIAL INTELLIGENCE

While generative AI has been the subject of intense consumer and enterprise excitement, the AI ecosystem is more expansive ranging from chips, platforms, digital twins, and robots.

In terms of consumer impressions of AI, 44 percent of all U.S. adults familiar with AI believe it already has had an impact or will have an impact within a year on their daily lives (Source: CTA’s *Decoding Consumer Sentiment and Outlook on AI*, September 2023).

## SUSTAINABILITY

CES is a major showcase for the innovations developed and targets set by companies to reduce emissions via improved energy efficiency, responsible recycling, and alternative materials and power breakthroughs.

Four in five (89 percent) of U.S. adults report it is important to recycle technology products such as TVs,



CTA’s Brian Comiskey, director, thematic programs, and Jessica Boothe, director, research, host the “CES Trends to Watch” session.

computer monitors, and cell phones (Source: CTA’s *Consumer Technology Recycling and Reuse Study 2023*).

## INCLUSIVITY

Like artificial intelligence and sustainability, inclusivity represents a horizontal trend that is cutting across every industry and technology vertical to ensure designs that are inclusive and accessible to all. BCG reports that companies that have a diverse management team see 19 percent higher revenue due to greater innovation.

## ADDITIONAL THEMES AT CES 2024

- ♦ **Digital Health:** Digital Health will become more personalized, accessible, and intelligent, allowing digital health’s impact to expand further. Two-thirds of U.S. adult women feel that digital health care is the future of health care (Source: CTA’s *The Future of Women’s Digital Health Solutions*, October 2023).
- ♦ **Mobility:** This sector encompasses advanced

technology-driven transportation solutions on land, sea, and air, with nearly 300 exhibitors rolling up to CES 2024 with concept cars, infotainment systems, electric vehicles, autonomous mobility, and more. Top value propositions for purchasing an EV (among current EV and those considering and EV) appeals on a deeper, emotional level. Emotional Values include: Financial Responsibility (40 percent), Safety (20 percent), and Peace of Mind (19 percent). (Sources: CTA’s *Exploring Electric Vehicle Purchase Motivations and Aftermarket Opportunities*, October 2023; CTA’s *Decoding Consumer Sentiment and Outlook on AI*, September 2023)

- ♦ **Human Securities Tech:** CES 2024 features technologies that are empowering human securities beyond the environment such as market access tools to bolster economic security, smart community technologies to improve community safety, and farm-to-table innovation to better food security.

# 1MORE Lures Audiophiles With Penta Driver P50 Headphones

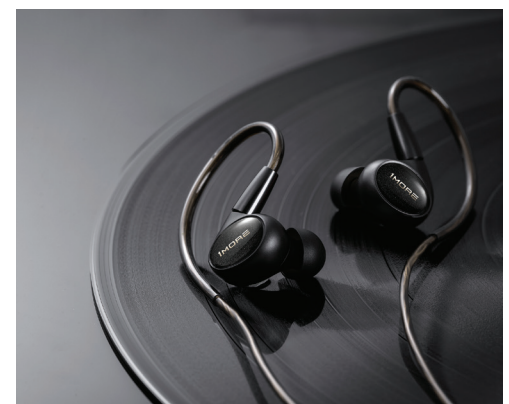
**BOOTH 23027** 1MORE, a Tiinlab brand, is launching the wired 1MORE Penta Driver P50 headphones. The new headphones combine innovative technology, expert craftsmanship, and meticulous attention to detail to provide users with an unparalleled audio experience.

Designed for audiophiles and music enthusiasts, the 1MORE Penta Driver P50 headphones showcase a unique and sophisticated design that is both visually stunning and acoustically impressive. The headphones feature a sleek, ergonomic over-ear design, ensuring maximum comfort during extended listening sessions.

Equipped with five drivers, the P50 headphones’

exceptional sound signature allows users to immerse themselves in the finest details of their favorite music. The proprietary hybrid acoustic design combines one diamond-like carbon (DLC) dynamic driver, four planar diaphragm units, and a patented acoustic design, delivering a precise and balanced audio output across the entire frequency range.

The diamond-like carbon (DLC) dynamic driver, hailed by 1MORE as an industry first, offers outstanding clarity and accuracy in reproducing bass frequencies. The four planar diaphragm units contribute to an expansive soundstage, providing remarkable instrument separation and a natural, lifelike audio representation.



1MORE’s Penta Driver P50 headphones

resentation.

The 1MORE Penta Driver P50 headphones are available for purchase online for \$169.99 at [usa.1more.com](https://usa.1more.com) and at Amazon.



# EcoFlow DELTA Pro Ultra

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**Booth Location:**  
LVCC Central Hall #15707

**Launch Event:**  
10:15 AM | January 9  
LVCC South Hall Connector Room S224

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# Bosch Looks to the Future of Energy

BY WAYNE CAVADI

Bosch opened its week at CES with a focus on electrification of the home and business, new innovative hydrogen-based technologies, and a partnership with Amazon Web Services with the ultimate goal of a more energy efficient society for a highly sustainable future.

“For the sake of our planet we must end our dependency on fossil fuels, and we must do it now,” said Dr. Tanja Rückert from Bosch. “We need to continue to drive forward electrification, cleaner newer sources of power, and maximizing energy efficiency.”

While Bosch focuses on its electrification strategy over many verticals — a strategy that has climate-neutral operation “baked in” — one key area that will be addressed at CES is the EV market. Charging electric vehicles has been a stumbling block for many. For gas-powered drivers, finding a gas station and filling up takes a matter of minutes, but the EV driver must hunt for a charger. But what if an EV can charge itself? At CES, Bosch is debuting its Automated Valet Charging system to take the stress out of EV charging. Now, all you have to do is press a button on your phone and the system takes care of the rest. It is just another step towards EV acceptance.

Bosch technology is a tool for a brighter tomorrow. Focusing on the home for energy optimization, Bosch is debuting its new IDS ultra heat pump for cold climates and harsh winters. While many heat pumps cool as well as heat and are easy to install, they simply don't work very well in extreme cold temperatures. There is a disparity on heat pumps being purchased



Dr. Tanja Rückert

in colder regions, but Bosch's new cold-climate heat pump changes the game and levels the geographical disadvantages. Working at temperatures well below zero, the IDS ultra heat pump extends the reach of energy-efficient heating demands even in colder environments and enables users to get away from fossil-fueled heating systems at significant cost and energy savings.

Bosch is also looking to reduce waste and improve energy efficiency around the home and workplace. At CES, attendees will see technologies like the MySchedule feature that enables easy optimization of energy costs and usage of green energy on home appliances by simply

hitting a button at the right moment. In the workplace, Bosch's AmpShare battery platform lets workers use the same batteries across all Bosch tools to simplify their battery assortment and usage. The system additionally works with 18 brand partners. More tools with less batteries mean less material usage and waste.

The second prong of Bosch's strategy is using hydrogen as a carrier for renewable power. There is a need for a storage medium to transfer energy between regions and hydrogen offers just that. Hydrogen helps the path to electrification of heavier vehicles, and this week CES attendees can experience a truck using Bosch's hydrogen fuel-cell powertrain technology. A hydrogen engine — launching later this year — will perform as a diesel engine and is suitable for commercial vehicles like construction machinery and heavy-duty hauling trucks.

Bosch will also showcase some enhanced features for car drivers from its collaboration with Amazon Web Services. Using the benefits of the cloud, Bosch technology will be able to let a car recognize when a driver is tired. Before stopping for coffee, an in-car assistant can get a cup of coffee brewing at home and 10 minutes later that cup of coffee is brewing in a Bosch smart espresso machine, hot and ready when the tired driver walks through the door. And yes, the smart espresso machine is also being showcased at CES, with taste tests available.

Our energy needs are ever-growing. As more and more people gain access to technologies, energy consumption has skyrocketed and is growing from 1-2 percent per year. At CES, Bosch is paving the way to fully electrified homes and hydrogen-based technologies for a more sustainable tomorrow.





# Consumer Technology Association SmartBrief



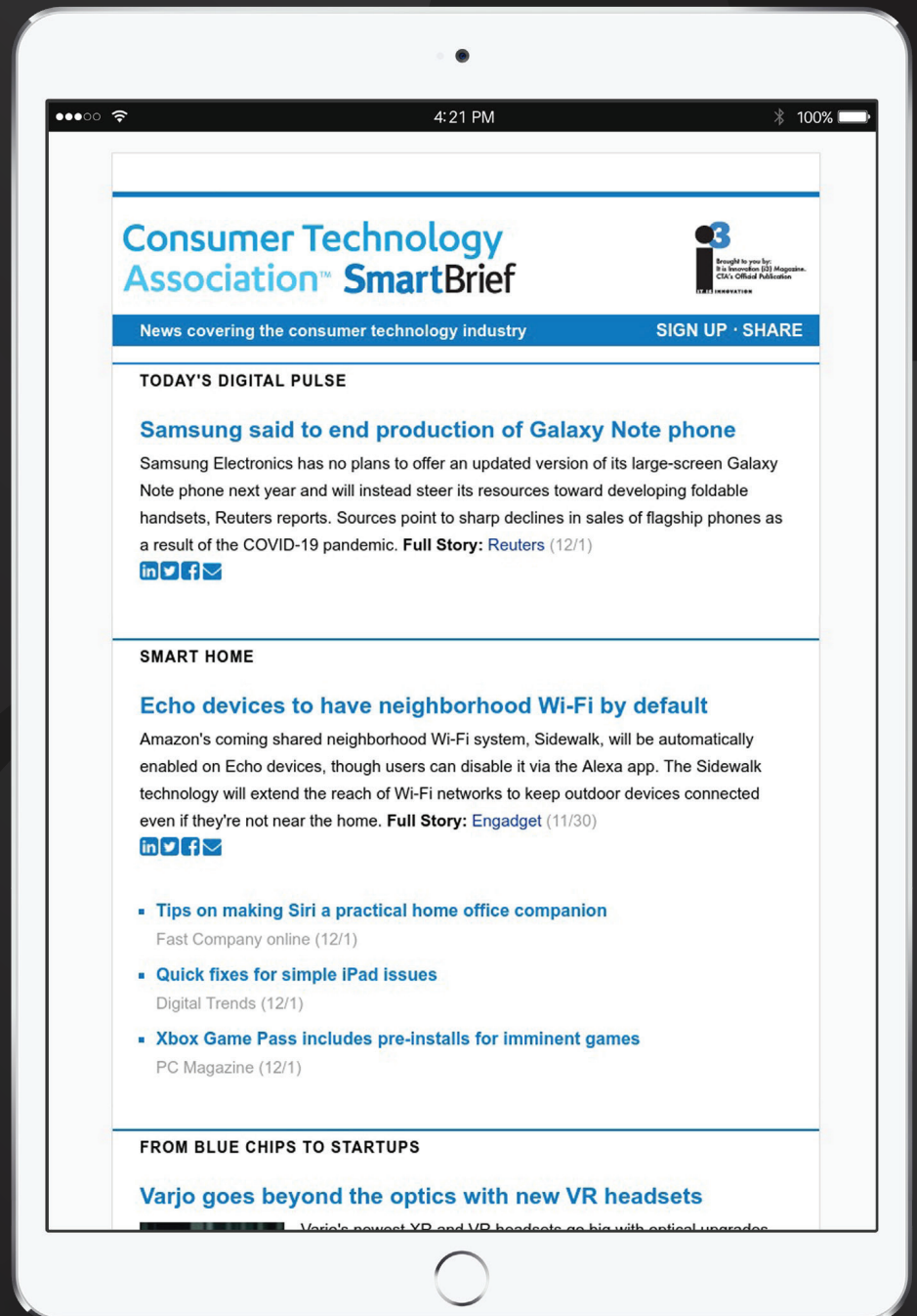
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# Hisense Improves the Screen Experience

BY JOHN SCIACCA

The theme of Hisense's 2024 press event was "See. Connect. Experience." and David Gold, president of Hisense Americas, reiterated the company's commitment to pushing the boundaries of display technologies and its focus of imagining scenarios where screens are indispensable.

Over the past decade, Hisense has experienced extraordinary growth and is now available for sale in over 160 countries. The company employs more than 100,000 people and has 25 research and development centers, with 66 overseas companies and 34 industrial parks. All of this helps Hisense to achieve strong market growth and to become the second largest TV manufacturer in the world in the second half of 2023, and leading dollar share growth in the North America TV market in 2023.

Gold said that the company looks to elevating experiences, and that the reach of Hisense displays goes beyond home entertainment and into multiple aspects of daily life such as hospitals, classrooms, stadiums, cars, offices, and museums. Hisense looks to enhance scenarios such as using technology to create safer driving, improving healthcare, helping students learn, and "to bring the world closer by integrating display technologies into everyday life."

Part of this will include the company's ConnectLife smart home platform, which will feature integration with smart kitchen and other appliances to reshape the way we cook and simplify our daily lives.

More than a decade ago, Hisense recognized the viability of laser TV, and now the company has models that can produce images from 80-300 inches in size, offered in ultra-short-throw, long-throw, and portable form factors. Laser TV technology will also help

evolve the in-car driving experience, using augmented reality and heads-up display to make driving safer and easier, providing clear, high-resolution, and transparent view of critical information while still being aware of surroundings, as well as providing exciting entertainment offerings while parked.

Studies show that 73 percent of parents watch screen content with their children, and Hisense is looking to improve family movie night by replicating the theater experience at home. New for 2024 is the 8K Sonic Laser TV that uses 33 million pixels for 8K resolution, an Ultra Black Laser TV Screen using micro nano anti-glare film for the highest contrast levels and light rejection, and a Rollable Screen Laser TV that rises up from a floor housing. A new Dynamic Zone Laser TV will also be on display that uses dynamic light steering to reduce black levels by 50 percent, boost brightness by 500 percent, and deliver up to 2000 nits.

Last year, Hisense integrated miniLED technology into all of premium models, offering more than 12 models from 55-100 inches starting under \$500. Because of this, Hisense sold more miniLED TVs than any other brand in 2023, and this year the company will have models starting under \$400.

The company claims that 85-inch and larger TVs had an 18x increase in sales over prior year, and this year they are adding a new 100-inch U76N model to make big screen entertainment more accessible.

Hisense is also introducing new solutions for living rooms to blend displays with lifestyle. This includes the Canvas TV, which features customizable wood bezels and a zero-gap hanging wall mount to look like framed art, as well as a new Superslim UX model that will be less than 14mm deep, making it the thinnest



David Gold, president of Hisense Americas

LED TV produced.

The company's flagship ULED X, which is "designed for those seeking unmatched viewing experience," also sees two new products — the 98UX and the 110UX. These sets benefit from a new Hi-View Engine X AI-driven video processing chip to deliver better brightness and more zones of local dimming. This chip utilizes deep learning to refine and enhance the viewing experience, processing local tone mapping optimization, face detection, and AI HDR enhancement to improve detail, contrast, and clarity regardless of content.

The 110-inch 110UX features over 40,000 backlight zones, uses a 16-bit backlight control, can deliver 95 percent of BT.2020 color space, and can reach brightness of up to 10,000 nits. It also delivers a 4.2.2-channel Dolby Atmos audio experience.



Canon's MS-500 ultra-high-sensitivity interchangeable lens camera

## Canon Spotlights Honored MS-500 Camera

**BOOTH 17629** Canon U.S.A.'s MS-500, an ultra-high-sensitivity interchangeable lens camera (ILC), is a CES 2024 Innovation Awards Honoree in the Digital Imaging & Photography category. Canon touts the MS-500 as not only the world's first ultra-high-sensitivity camera equipped with a SPAD sensor, but also featuring the world's highest pixel count on its one-inch Single Photon Avalanche Diode (SPAD) sensor of 3.2 megapixels.

In areas with extremely high-security levels, such as seaports, public infrastructure facilities, and national borders, high-precision monitoring systems are re-

quired to surveil targets both day and night accurately. The new MS-500 ultra-high-sensitivity camera is equipped with a SPAD sensor, achieving a minimum subject illumination of 0.001 lux. When combined with ultra-telephoto broadcast lenses, it may be possible to capture clear color videos of subjects at a distance of several miles, even at night. The new MS-500 helps to strengthen Canon's ultra-high-sensitivity camera lineup, which also includes the ME20, and ML Series4, allowing the company to meet a variety of customer needs in the advanced surveillance market.





Aiper's Scuba Series

## Aiper Unveils Robot Pool Cleaners Series

**BOOTH 9053** Aiper is launching its next generation line of cordless pool cleaning robots at CES 2024: the Scuba Series. With a robot solution for every pool size, budget, and cleaning need, the Scuba Series includes the Scuba SE, Scuba E1, Scuba S1 Pro, and Scuba N1 Ultra as well as the Scuba S1.

Developed to address the biggest consumer pool cleaning pain points, the Scuba Series is enhanced with innovative technologies that achieve a more thorough clean and worry-free user experience, leaving more time for splashing around in a pristine pool. Launching in Q1 2024, Aiper is also introducing its first-ever app for iOS and Android, giving pool owners more control, cleaning fea-

tures, and pool monitoring options than ever before. The Scuba Series is available for purchase at [www.aiper.com](http://www.aiper.com) and other select retail locations, including Walmart and Lowe's.

Each robot in the Scuba Series is uniquely designed to maneuver across above-ground or in-ground pools of various shapes, materials, and sizes without assistance. Models vary in function, from focused cleaning on the pool floor to widespread cleaning of pool walls and waterlines. Aiper robots are cord and hassle-free, cleaning leaves, hair, dirt, sand, insects, green algae, microorganisms, and other particles using powerful suction technology.

## Hyundai SCM Enhances Construction Site Safety

**BOOTH 4517** In a construction-related honor, HD Hyundai's Smart Collision Mitigation (SCM) is a CES 2024 Innovation Awards Honoree in the Vehicle Tech & Advanced Mobility categories. SCM is an active safety system that detects objects around the excavator through sensor fusion of camera and radar. The excavator is equipped with four or more cameras to provide a 360-degree Around View. Machines such as excavators are equipped with four or more cameras to provide a 360-degree view. Using AI technology, the system can selectively detect specific objects.

In addition, three wide-angle radar sensors with

180-degree horizontal FOV are used to minimize blind spots and accurately measure the distance of detected objects. When an object is detected within the warning/danger zone, visual/audible warnings are activated, and the excavator reduces the swing and driving speed and then stops them to prevent accidents.

HD Hyundai XiteSolution says it is the first construction manufacturer to use sensor fusion technology to supplement a machine's cameras and radars. Adding the fusion technology elevates accuracy in the system's ability to detect obstacles and distance from equipment compared to machines with a single sensor, the company says.

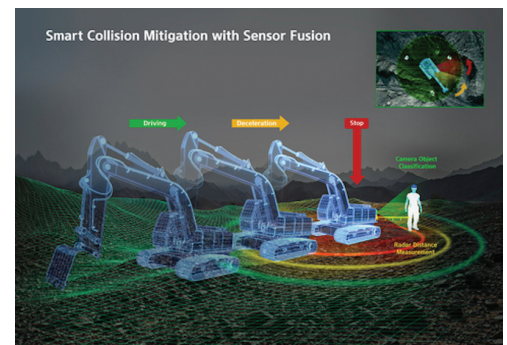
## Acquired by Finest Brands, Memorex Primes for Global Growth

**BOOTH 21815 (MIZARI)** At CES 2024, Memorex is announcing its acquisition by Finest Brands. Memorex can be found in the Mizari booth in Central Hall (21815), where its lineup is on display.

Under new leadership, Memorex is primed for global growth. "As a tech pioneer in sound replication, Memorex is an exciting addition to the Finest Brands portfolio," said Alan Mizrahi, Finest Brands founder and CEO. "Having developed as a trailblazer in the global consumer and professional electronics space, Finest Brands is ideally suited to advance its industry expertise on the Memorex brand, expanding internationally, enhancing its sound products, and promoting the expansion into new categories. Memorex has always offered great tech at an affordable price point and we're excited to continue delivering on this commitment with enhanced and leading-edge products for those who grew up with the Memorex brand."

Memorex's upcoming line will honor the brand's heritage with revitalized audio and video products, small appliances, personal care, office tech, memory, storage and blank media, computer peripherals, and gaming. Memorex will also expand its proven technology to introduce a new generation of AI-driven products, as well as a Clinical Series that will focus on OTC medical applications driven by domain expert clinical AI, and a Pro Series for the Professional DJ class.

Memorex is actively seeking global partners for retail, distribution, licensing, and collaborations.





# Reflecting on a Century of Innovation: A Q&A with Gary Shapiro on CTA's 100th Anniversary



GETTY IMAGES/GEORGE RINHART / CONTRIBUTOR



LEFT: D.E. Replogle of Raytheon gives the first public demonstration of “talking moving pictures” transmitted via radio. In 1928, Replogle became RMA's first chair of the newly minted Television Committee. The committee was created to study this new technology and solve cross-industry issues, such as standardizing language so consumers could understand exactly what was being sold. RIGHT: CES today.

BY CAROLYN POSNER

We sat down with Gary Shapiro, CTA's President and CEO, to hear his thoughts on CTA's 100th anniversary and the lasting impact the association has had on the evolution of the tech industry.

**Q: Tell us about the history and evolution of the Consumer Technology Association.**

**A:** We started as the Radio Manufacturers Association in 1924, which did research, set standards, and sought pro-radio policies. Then a new emerging technology – television – had us do the same, and we changed our name to the Radio and Television Manufacturers Association. We went through several more names and configurations, most recently rebranding from the Consumer Electronics Association (CEA) to the Consumer Technology Association, reflecting the powerful role of technology that reflects the increasingly common understanding that every company could be a tech company. One thing has stayed consistent: our focus on advocating for technology and the entrepreneurs and innovators who make our world better – and tech's innovative entrepreneurs and companies.

**Q: What role does CTA play in advancing technology innovation?**

**A:** As an association, we wear many hats. CTA ad-

vocates for pro-innovation policies at the federal and state levels. That includes working with policymakers to help them understand industry perspectives in areas like artificial intelligence, cybersecurity, digital health, privacy, self-driving technologies, and trade. We also have a standards program that works with stakeholders across industry and government to create the blueprints behind many of our favorite tech products and features, from closed captioning to HDTV signals, and to wearable sleep trackers and heart rate monitors. As just one example, our team worked for nearly a decade to achieve the authorization of over-the-counter hearing aids, now available to consumers across the United States.

Of course, CTA is best known for producing CES, the world's most powerful tech trade show. I believe there's nowhere on earth more exciting than the CES exhibit halls for four days each January. CES offers opportunities for global companies to make big announcements, startups to show their innovations and get their big break, and – perhaps most important – the opportunity for many thousands of attendees to experience the serendipity of experiencing new technologies for the first time.

**Q: You've said that “technology still has the power to unite and to give.” What does that mean, and**

**how do you see technology contributing to a better future?**

**A:** Our world faces big and growing challenges, and I think technology has the potential to address, and even solve, many of them. In transportation, we're heading toward more sustainable, lower-emission vehicles, as well as self-driving cars that offer opportunities for people with mobility challenges. In education, you'll see a future where everything is customized for individuals and their pace of learning. As the spouse of a doctor, I can already see the start of huge changes in healthcare, with electronic records and more personalized treatments. ChatGPT and other forms of generative AI will help automate repetitive tasks and dive deep into data to produce new insights that support scientific discoveries.

Or take drones, taking on difficult or dangerous jobs like bridge inspection, explosives removal, or military operations. In agriculture, companies like John Deere, Kubota, and Caterpillar are producing equipment that integrates AI and machine learning to minimize environmental impact. Augmented and virtual reality will create more and more lifelike and immersive experiences, which aren't just good for entertainment; they're good for training and education. All of these advances, and many more, are on display at CES!



# Choose Daiwa Massage Chair for Enhanced Well-Being

ダイワマッサージチェア

## Daiwa Massage Chair

Massage chairs have significantly transformed comfort and wellness through innovative technology over the years. Once regarded as novelties, these chairs have seamlessly become everyday household items, available in diverse models from various manufacturers.

For over forty years, U.S. Jaclean, Inc. has remained committed to providing holistic health and wellness products, notably advancing massage chair technology with Daiwa Massage Chairs. Initially developed in Japan, massage chairs have continuously evolved. In Japan, issues like back and shoulder stiffness, known as 'katakori,' were linked to stress and overall well-being—a concept less acknowledged in the United States at that time, raising doubts about the necessity of massage chairs.



Introducing a glimpse of our Daiwa Massage Chairs

Despite initial skepticism, we persisted, showcasing our chairs alongside smaller massagers at state fairs and events. This approach gained traction, especially in areas where people spent extended periods driving, as our compact massagers helped alleviate lower back fatigue during long drives. Gradually, this led to broader acceptance of

by Minoru (Michael) Kogure



U.S. Jaclean President Minoru Kogure with Daiwa Supreme Hybrid

massage chairs in the U.S. Today, with the growing popularity of massage chairs, we are excited about the future.

As technology advanced, our massage chairs improved significantly. For instance, we introduced stretching functions that combine acupressure and chiropractic techniques, ensuring optimal touch for maximum health benefits. Our innovation includes an extended and flexible massage track coupled with advanced rollers that simulate the skilled motions of a professional massage therapist's hands. Alongside these advancements, our chairs offer multiple functions that alleviate tension, reduce stiffness, increase flexibility, improve posture, and enhance blood circulation, providing a wide range of benefits. Daiwa Massage Chairs effectively address the entire body, from the neck and back to the thighs, calves, feet, and even the hands.

Furthermore, our detailed design places special emphasis on leg and foot massage features. Drawing from our expertise in leg-focused and reflexology-based massages in our other products, we've dedicated considerable effort to refining the foot massage experience. Our extensive foot massage enhances circulation by targeting pressure points on the sole, significantly

contributing to our chairs' ability to promote overall well-being.

Daiwa Massage Chairs embody the Japanese concept of "mibyō (未病)," prioritizing maintaining good health and preventing illness rather than treating it afterward. This philosophy aligns with our massage chairs' development, prioritizing health maintenance and preventative care.

Going beyond mere relaxation, our chairs play a vital role in daily wellness, offering comprehensive support for overall health. By harmonizing health benefits with utmost comfort and luxury, our chairs provide a holistic solution for relaxation and well-being.

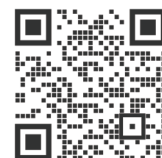
In today's stress-laden world, our commitment remains steadfast. For decades, we have dedicated ourselves to promoting health and wellness through our chairs, blending Western scientific advancements with traditional Eastern principles. This ongoing dedication propels us to continually enhance wellness across the United States with Daiwa Massage Chairs.



Our booth at the CES Show, Las Vegas, NV

Las Vegas Convention Center Booth #22040  
Venetian Expo (formerly Sands) Booth #54246

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J E M

# INTRODUCING THE NEW JEM BRANDS

A global manufacturing and licensing powerhouse, forging quality partnerships worldwide.

For **24 years**, **JEM** has been a leader in licensing brands and driving success both in-store at big box retailers and throughout the .com space.

**LVCC CENTRAL HALL**  
**BOOTHS 20528 & 20533**

SCAN TO VIEW  
OUR BRANDS



**MONSTER™**

**Energizer®**



Featuring one of the best selling lines of LED lighting including market-leading light strips, indoor and outdoor decor lighting, and specially designed gaming lighting.



Global, trusted brand that enables people to do more, stay energized longer, and smile more each day. We relentlessly innovate in all that we do to bring power, lighting, and smart home products to the world. Now, we're introducing new tools that will allow one app to connect it all - everyday smart home products will now all work together under one app! Stop by to learn more.



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DIGITAL LIFESTYLE ACCESSORIES



High-end automotive line with robust capabilities and features like 4K and solar power, to include dash cams, power, mobile accessories and organization needs.



A trusted line for safety, STP products offer roadside options in the event that you're stranded or stalled.



Spanning multiple retail channels and product categories, Xtreme is an industry leader in providing innovative electronic accessories for every aspect of our daily lives.

**Barbasol.**

PureSilk.

**LH**  
LIFE HOME

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# OUR NEWEST LICENSE PARTNER



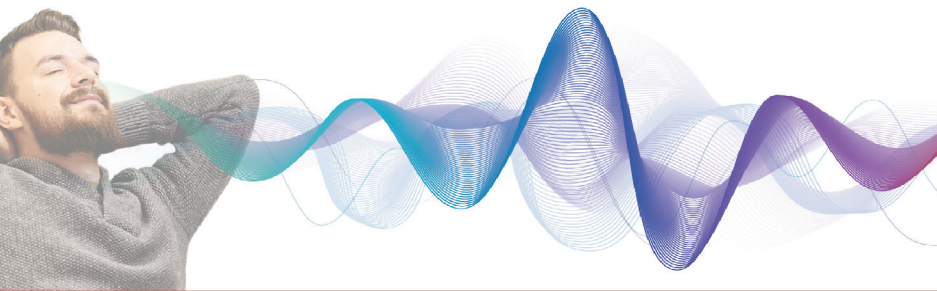
Announcing a new and innovative line of LED work, utility, and travel lighting for every task, from professional projects to DIY and household fixes.

**JEM Brands**, a pioneering force in the manufacturing and licensing of top-tier brands, is proud to announce a new licensing partnership with **BLACK+DECKER**, known for setting the standard for home and lifestyle innovation. The milestone partnership will include exclusive work, utility, and travel lighting licenses for the renowned **BLACK+DECKER** brand and also marks a pivotal moment for **JEM Brands** as it expands its portfolio to include one of the most trusted names in tools, DIY home improvement, and home appliances.

BLACK+DECKER, the BLACK & DECKER and BLACK+DECKER logos and product names are trademarks of the Black & Decker Corporation.



Product Pending Approval



**JEM** has developed a patent-pending voice-activation feature in several of the Aiwa home products. Without lifting a finger, you're able to control the home appliances to provide the ultimate comfort and convenience.

Hands-free system, simply plug in. There is no setup needed: No Wi-Fi, App or Smart Plugs. **Just plug & play!**



# aiwa

## Intelligence



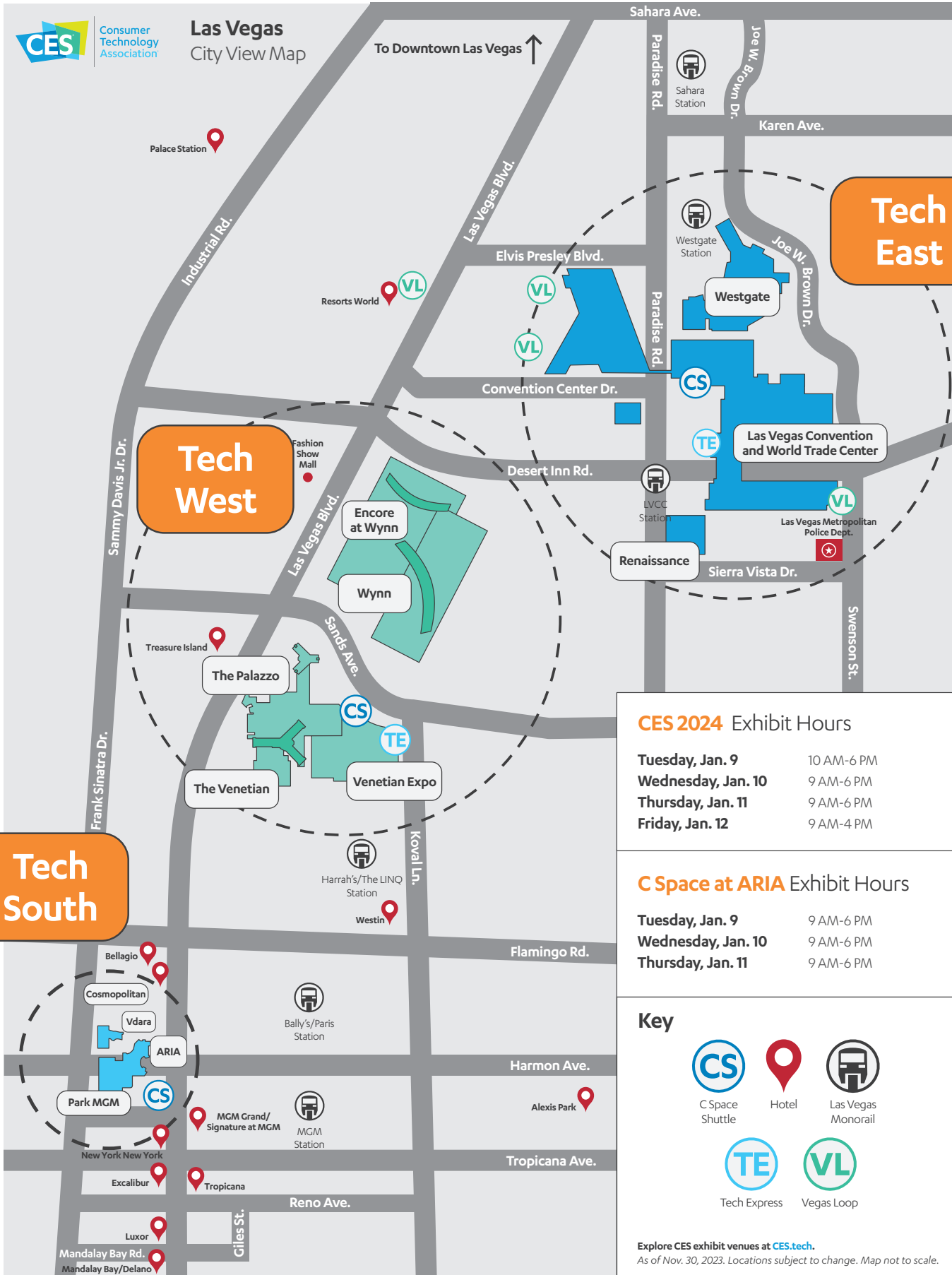
**Patent Pending Voice Activation\***

\*No WiFi Needed





**Las Vegas**  
City View Map



**Tech West**

**Tech East**

**Tech South**

**CES 2024 Exhibit Hours**

Tuesday, Jan. 9	10 AM-6 PM
Wednesday, Jan. 10	9 AM-6 PM
Thursday, Jan. 11	9 AM-6 PM
Friday, Jan. 12	9 AM-4 PM

**C Space at ARIA Exhibit Hours**

Tuesday, Jan. 9	9 AM-6 PM
Wednesday, Jan. 10	9 AM-6 PM
Thursday, Jan. 11	9 AM-6 PM

**Key**

- C Space Shuttle
- Hotel
- Las Vegas Monorail
- Tech Express
- Vegas Loop

Explore CES exhibit venues at [ces.tech](https://ces.tech).  
As of Nov. 30, 2023. Locations subject to change. Map not to scale.





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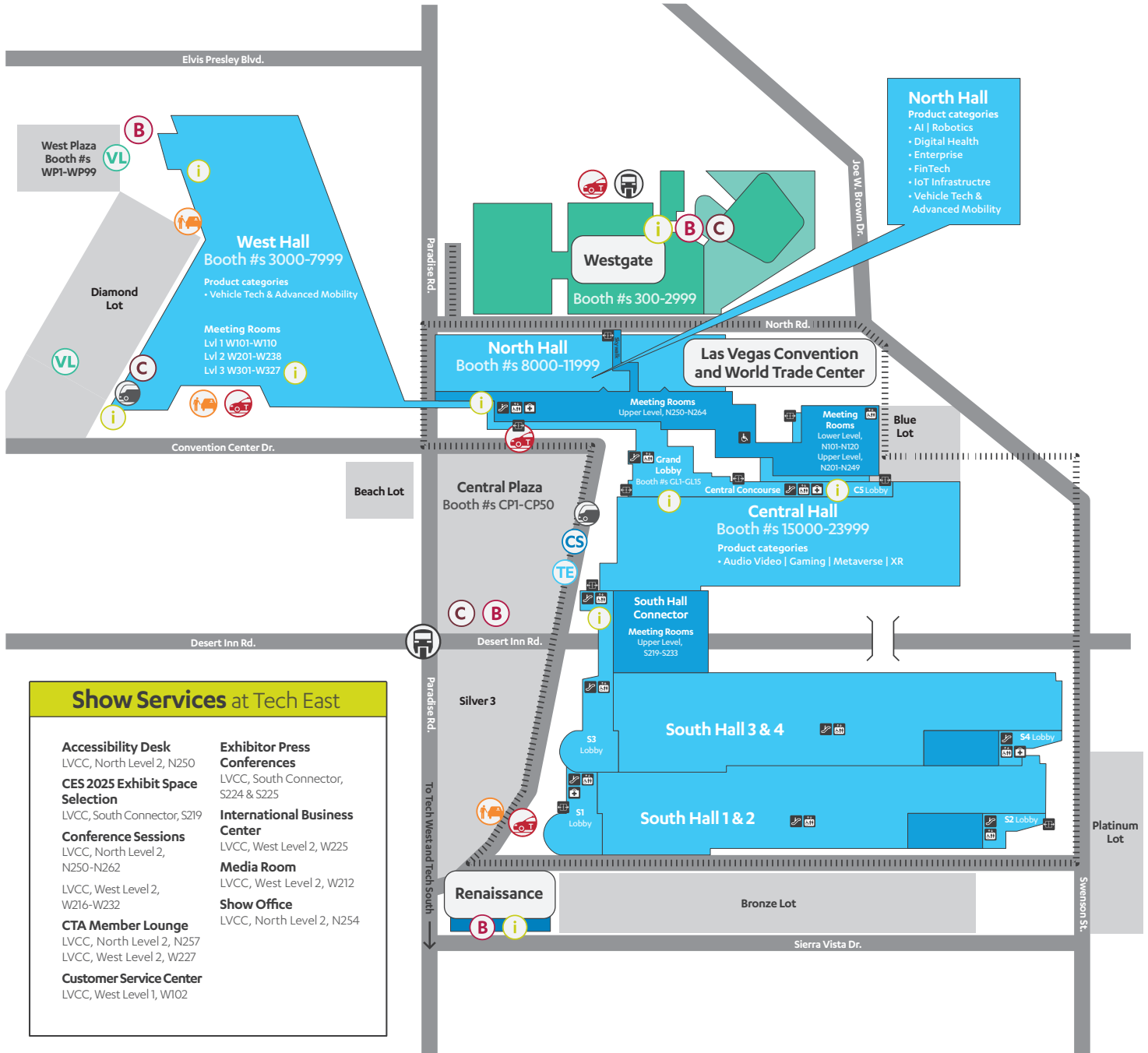






# Tech East

Las Vegas Convention and World Trade Center (LVCC),  
Renaissance Las Vegas and Westgate Las Vegas







stone gray



rich white



ash black



/ ATH-TWX7 Wireless Earbuds

## Customizable Clarity

Crystal clear call quality, hybrid noise-cancellation, and a unique soundscape function to produce sounds for concentrating, relaxing or meditating, the TWX7s deliver a personal approach to audio. Select from two sets of included eartips – soft and standard – to customize your fit.

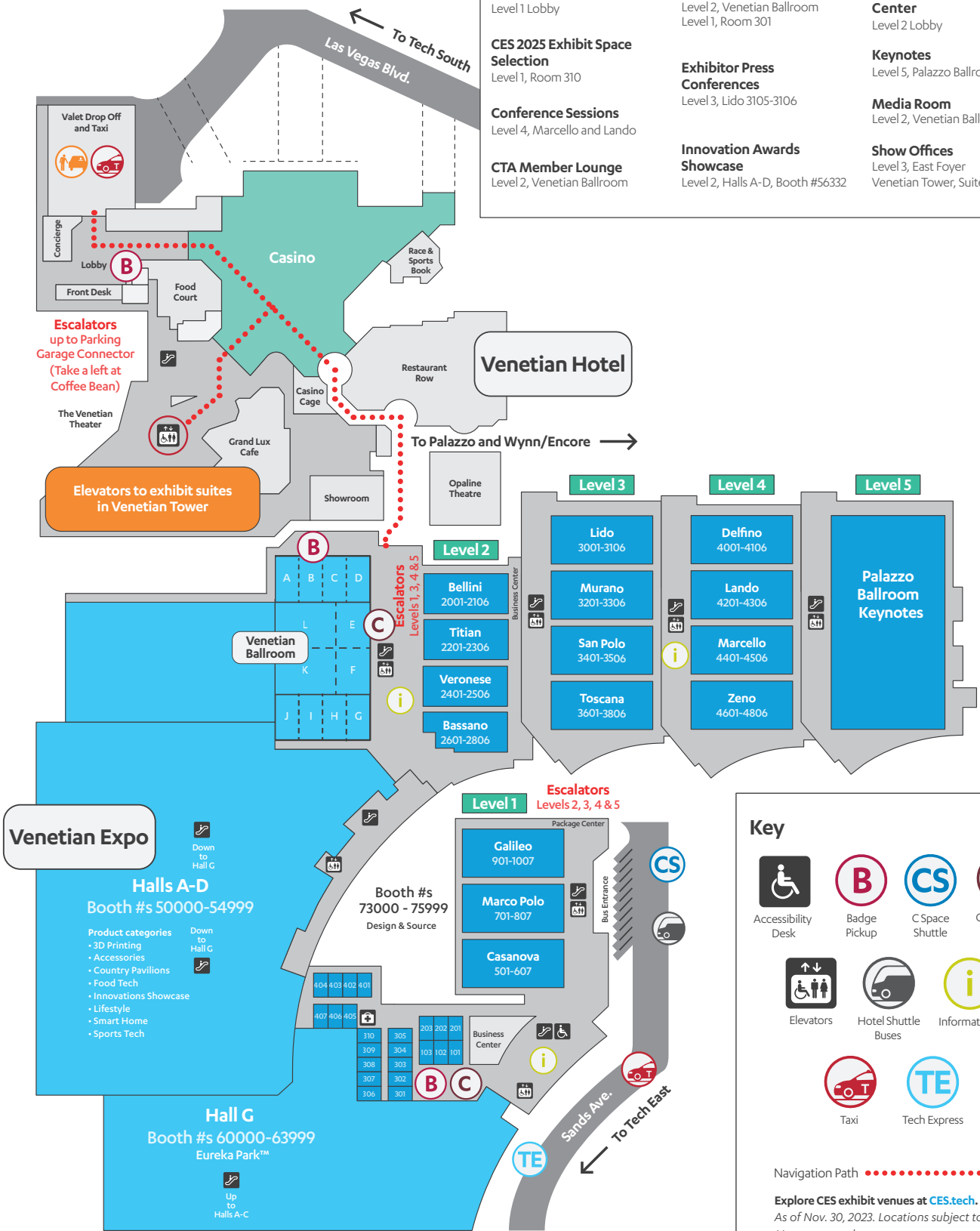
**Stop by Booth #20935 (Central Hall) for a chance to win a pair!**





# Tech West Venetian Expo

Show Services at Tech West		
<b>Accessibility Desk</b> Level 1 Lobby	<b>Customer Service Center</b> Level 2, Venetian Ballroom Level 1, Room 301	<b>International Business Center</b> Level 2 Lobby
<b>CES 2025 Exhibit Space Selection</b> Level 1, Room 310	<b>Exhibitor Press Conferences</b> Level 3, Lido 3105-3106	<b>Keynotes</b> Level 5, Palazzo Ballroom
<b>Conference Sessions</b> Level 4, Marcello and Lando	<b>Innovation Awards Showcase</b> Level 2, Halls A-D, Booth #56332	<b>Media Room</b> Level 2, Venetian Ballroom
<b>CTA Member Lounge</b> Level 2, Venetian Ballroom		<b>Show Offices</b> Level 3, East Foyer Venetian Tower, Suite 29-207



**Key**

- Accessibility Desk
- Badge Pickup
- C Space Shuttle
- Customer Service
- Elevators
- Hotel Shuttle Buses
- Information
- Taxi
- Tech Express

Navigation Path ●●●●●●●●●●

Explore CES exhibit venues at [ces.tech](https://ces.tech).  
As of Nov. 30, 2023. Locations subject to change.  
Map not to scale.

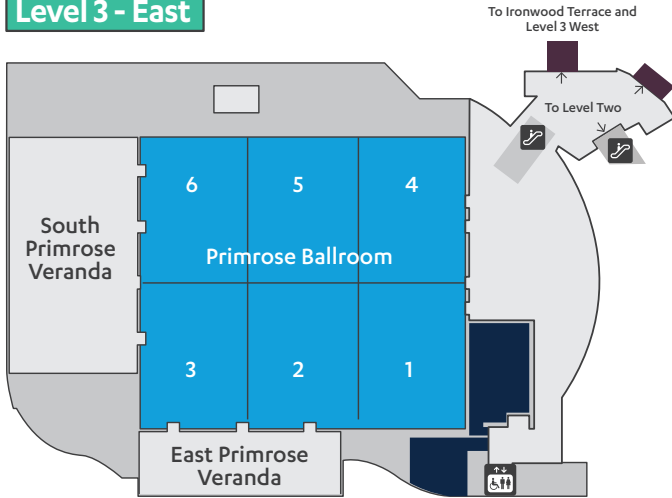




**Tech South**  
ARIA



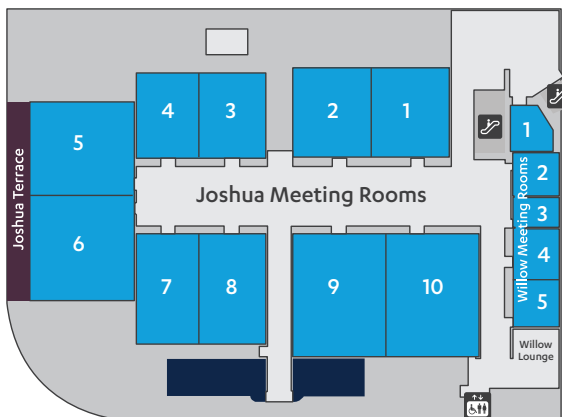
**Level 3 - East**



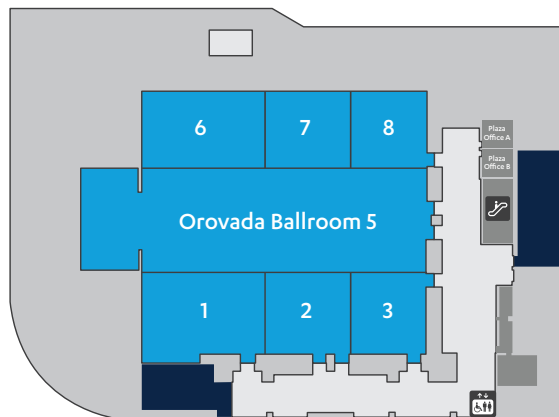
**Level 2 - East**



**Level 1 - East**



**Plaza Level - East**



**Show Services at ARIA**

<b>Badge Pickup</b> East Level 2	<b>Conference Sessions</b> East Level 1, Joshua 9-10 East Level 1, Joshua 7-8
<b>Customer Service</b> West Level 2, Copperleaf 1	

**C Space at ARIA Exhibit Hours**

<b>Tuesday, Jan. 9</b>	9 AM-6 PM
<b>Wednesday, Jan. 10</b>	9 AM-6 PM
<b>Thursday, Jan. 11</b>	9 AM-6 PM

**Key**

- Badge Pickup
- CSpace Shuttle
- Customer Service
- Elevators
- Escalator
- Information

Explore CES exhibit venues at [CES.tech](https://ces.tech).  
As of Nov. 30, 2023. Locations subject to change.  
Map not to scale.



# AUTOMOTIVE

## Revving Up the Future: Automotive as the Next Big Tech Battleground

GUY HAMMETT  
SENIOR MARKET ANALYST  
FUTURESOURCE CONSULTING

The automotive industry is undergoing a significant transition as cars increasingly become computers on wheels. The rise of electric vehicles (EV), increasing connectivity and the move towards autonomous driving are creating huge challenges within the industry, yet also significant opportunities.

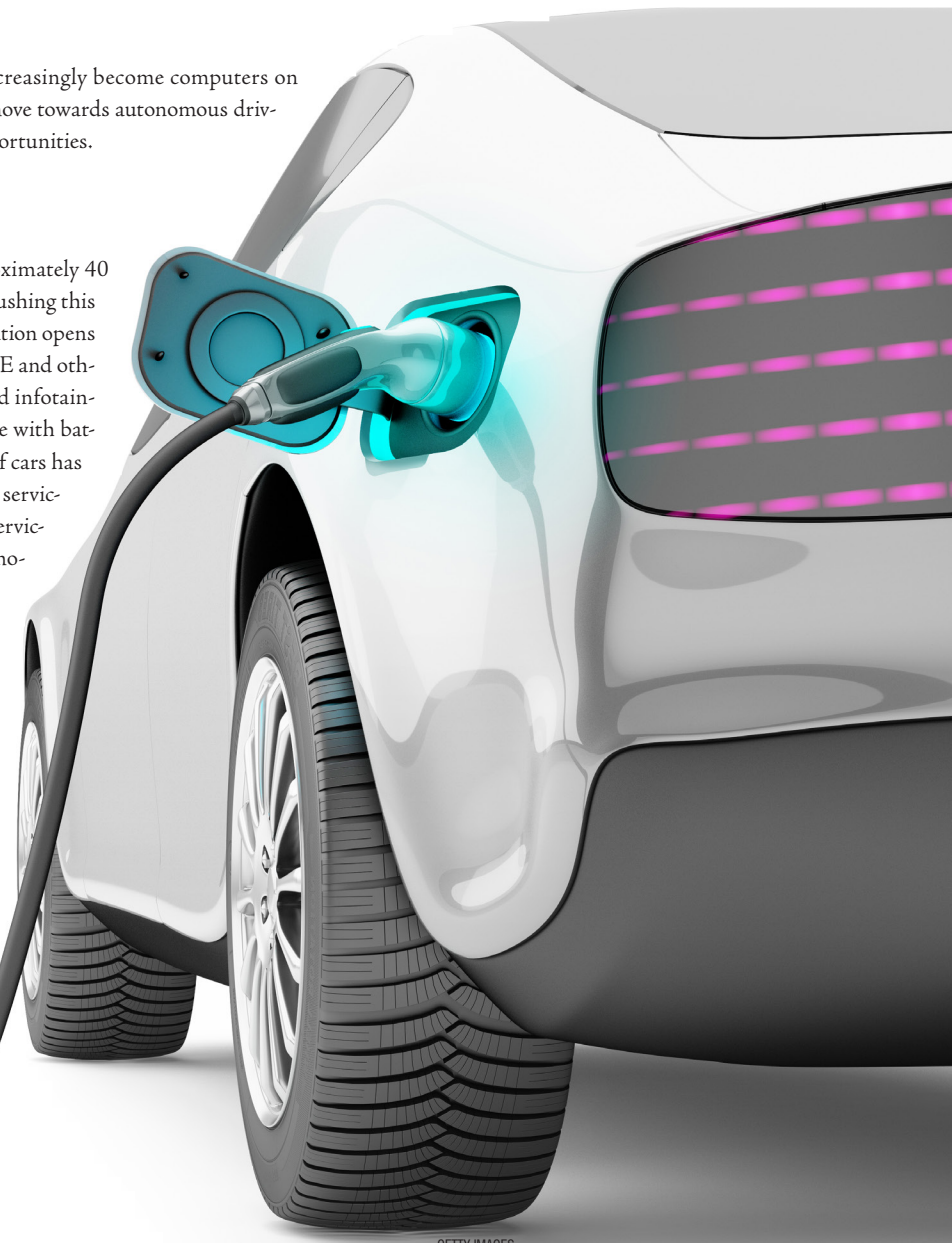
### ELECTRIFICATION AND CONNECTIVITY SPARK NEW POSSIBILITIES

EV sales continue to outperform the overall car market, growing approximately 40 percent in 2023. Government incentives and mandates are set to continue pushing this figure upward until 60 percent of all cars sold in 2030 are electric. Electrification opens new infotainment possibilities, freeing up space formerly taken up by the ICE and other associated components. This also increases the need for a fully integrated infotainment system that can help users balance entertainment-related power usage with battery status and vehicle range. Moreover, the increasingly connected nature of cars has seen new business models and revenue opportunities emerge around digital services, location-based offerings and personalized information. Control of these services offers potentially huge revenue streams. Over the past few years, the automotive landscape has emerged as a significant battleground, with tech vendors and automotive OEMs keen to create a seamless experience for consumers within their ecosystems.

### WHICH BRANDS ARE LEADING THE CHARGE?

Google's Android Auto and Apple's CarPlay currently lead the way in terms of in-car infotainment, with Android Auto featuring in almost 200 million cars worldwide and Apple CarPlay installed in 98 percent of new cars sold in the U.S. Such smartphone mirroring solutions are expected to remain a mainstay of the market moving forward; indeed, Futuresource's consumer research has revealed that these technologies are noticeably more popular with younger consumers. However, while these smartphone mirroring solutions have proved immensely popular, Google has taken the lead in pushing deeper integration into the car with Android Automotive OS. Android Automotive offers a standalone experience separate from the phone, with the OS running directly on a head unit or built-in tablet, intended to replace the automakers infotainment software entirely.

However, automakers are unlikely to give up control of the car interior without a fight. As the battle for the interior of the car heats up, automakers rightly have concerns over losing ownership of the in-car experience and the abil-



GETTY IMAGES



ity to utilize the infotainment system as a key differentiator. While tech giants such as Google and Apple have deep pockets for OS ecosystem development and maintenance expertise, the importance of in-car infotainment has led many automakers to reconsider these partnerships. Google's car-native solution, Android Automotive, runs a fully-fledged Google System, significantly cutting down on cost and complexity for automakers. On top of this sits its optional Android Automotive Open Source platform, which allows automakers to develop customized system based on an open source version of Android Automotive. Future-source estimates that roughly 60 percent of cars sold in Western markets in 2024 will have an infotainment system running on Android, giving Google a significant head start in this arena. Nonetheless, the importance of controlling the infotainment system has led many automakers, most notably Tesla, Toyota and Mercedes-Benz, which run their own Linux-based systems, to attempt to develop their own systems.

Google's rapid in-car ascent leaves Apple's pathway unclear. CarPlay 2, announced in June 2022 but yet to hit the market, first appeared to be a direct competitor to Android Automotive. Apple even announced multiple OEM partnerships at the time. However, it remains unclear how Apple will integrate CarPlay 2.

Automakers already committed to Google are unlikely to want to start again with an Apple OS system. Those who decided to develop their own infotainment systems (whether using Android or other platforms such as Linux) are unlikely to be willing to give full control of the infotainment system to Apple for the same reasons they were reluctant to do so with Google.

### THE BATTLE OVER DATA

Nonetheless, the ongoing battle for consumer data across product categories remains one of the defining features of the tech industry in recent years. The meteoric rise of voice assistants over the past five-plus years and the billions of dollars in voice assistant research are perhaps the most evident examples of this. As cars continue to become increasingly software-defined, the amount of data on offer relating to behavior, preferences and usage patterns becomes more available and more valuable.

### AUTONOMOUS DRIVING TO UNLOCK MONETIZATION POTENTIAL

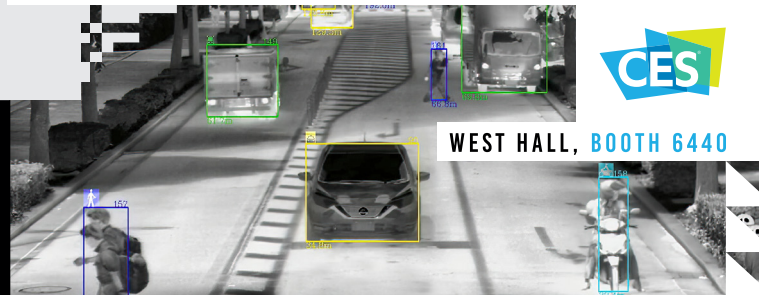
Crucially, monetization possibilities are likely to increase dramatically as we move closer to level 3 and level 4 autonomy in cars. While true autonomy has taken longer than many in the industry had hoped, Future-

source estimates that by 2026, 10 percent of new car sales will feature level 3 autonomy. Moreover, by 2029 the first level 4 cars are expected, allowing full self-drive in certain conditions. As we move along this autonomy scale, the idea of the car as the "third room" will increasingly become a reality. With no need to drive, consumers can become fully immersed in content, meaning the layout of cars is also likely to change significantly (especially as we approach level 5 autonomy—full autonomy in all conditions). Here, the car becomes an entertainment hub. In-car gaming, video streaming and music listening will likely boom, and this will all be controlled by the car's OS. Furthermore, L4 and above autonomy is likely to usher in a revolution in the ways we use cars, with the idea of vehicles as a service and shared mobility expected to become much more relevant.

The future of in-car infotainment is promising, with substantial future revenues expected from hardware, software, and services. Automakers are setting ambitious goals around software and services: Stellantis, for example, announced it expects annual software revenues of over \$20B by 2030. Panel makers, speaker manufacturers and even content providers will see a profound impact as the car becomes an infotainment hub.

**GENTEX**  
CORPORATION

# TODAY'S FEATURES – TOMORROW'S TECHNOLOGY



WEST HALL, BOOTH 6440

**CES**

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# NEW & NOTEWORTHY

NEW PRODUCTS AT CES 2024

## A-T Unveils ATH-TWX7 Truly Wireless Earbuds

**BOOTH 20935** Audio-Technica is introducing its ATH-TWX7 truly wireless earbuds, delivering detailed music playback while offering several advanced features to improve audio quality. Making its CES debut, the ATH-TWX7 provides users the freedom to customize their sound space.

The ATH-TWX7 (\$199.00) is a compact earbud equipped with digital hybrid noise-cancelling technology that can be activated with a simple touch of the earbud sensor. Available in Ash Black (ATH-TWX7BK), Rich White (ATH-TWX7WH), and Stone Gray (ATH-TWX7GY), the headphones dual MEMS microphones capture and transmit environmental noise to a high-performance, noise-cancelling processor and proprietary filter to eliminate unwanted sounds.



Audio-Technica's ATH-TWX7 truly wireless earbuds

The ATH-TWX7 earbuds fit comfortably and discreetly in ears of all sizes, perfect for long listening sessions. Two types of eartips in four sizes are included to further customize the fit and to offer a more secure fit for better sound quality.

## Qualcomm Features Snapdragon 8 Gen 3 Mobile Platform



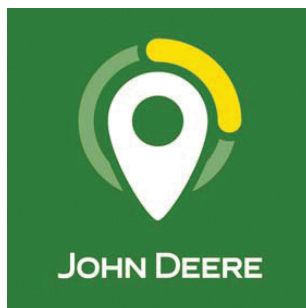
**BOOTH 4901** Designed with generative AI in mind, Qualcomm's Snapdragon 8 Gen 3 delivers premium-level performance across all mobile experiences. Qualcomm's latest flagship, a CES 2024 Innovation Awards Honoree in the Artificial Intelligence category, is introducing a variety of breakthrough Snapdragon innovations across connectivity, sound, capture, and gameplay to empower the best-in-class smartphones. The Snapdragon 8 Gen 3 redefines what users can experience with premium-level performance in photography, gaming, audio, and beyond.

The powerful Qualcomm AI Engine infuses brilliance into every move, from drafting documents to intelligently creating one-of-a-kind content. LLM models can run up to 20 tokens/sec—one of the fastest in the smartphone industry, and with stable diffusion, generate an image at a fraction of a second.

Prepare to be mesmerized in gameplay with Snapdragon Game Super Resolution upscaling games as high as 8K without impacting battery life or performance. Snapdragon 8 Gen 3 is the ultimate portable gaming console.

## Data, Anytime, Anywhere With John Deere Sustainability Tools

**BOOTH 4541** The John Deere Operations Center is an opt-in cloud platform that empowers farmers to create optimized workplans, monitor real-time job quality, and analyze and receive insights from data, anytime and anywhere. The new Sustainability Tools—a CES 2024 Innovations Award Honoree in the Sustainability, Eco-Design & Smart Energy categories—provide farmers with visibility into key aspects of their operations, including carbon emissions, soil health, and fuel emissions, so they can make more informed deci-



sions that not only benefit their farms, but the entire world population. As more acres are highly and sustainably engaged, Deere expects to see that customer outcomes around nitrogen use efficiency, crop protection efficiency, and CO2e emissions reduction will be enhanced.

John Deere has been working with many recipients to ensure that the John Deere Operations Center will be a key enabler for farmers to participate in new market opportunities by providing all the data they need in one convenient place.



# NEW & NOTEWORTHY

NEW PRODUCTS AT CES 2024

## A New Era of Outdoor Cooking? Check With Current Backyard

**CENTRAL PLAZA CP-22** Current Backyard is introducing a new era of outdoor cooking at CES 2024 with the debut of the Current Model G Dual-Zone Electric Grill and the Current Model G Electric Griddle, which will start shipping to consumers in February 2024. The Current Model G Dual-Zone Electric Grill has received recognition as a CES 2024 Innovation Awards Honoree in the Smart Home category. Offering the power of gas with the ease of electric, the company says its Current Grill is the first-of-its-kind outdoor electric grill that is a fully Wi-Fi enabled cooking

system, complete with a proprietary app to provide users greater control over their grilling experience.

The introduction of the Current Grill and Griddle leaves the need for gas grills in the past. The electric fuel source opens the door for consumers living in apartments, condos or even cities that don't allow open flame grills to be used. Plus, there are zero emissions at the point of use,

Retail prices are set at \$899 for the Current Grill, \$799 for the Current Griddle, and an additional fee for their respective cabinet versions.



Current Backyard's Current Model G Dual-Zone Electric Grill



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# NEW & NOTEWORTHY

NEW PRODUCTS AT CES 2024

## Withings Disrupts With New At-home Health Checkup Device

**BOOTH 8637** Withings, a global leader in connected health, is unveiling BeamO, a disruptive 4-in-1 health checkup device. This advanced “multiscope” will place the ability to measure core health vitals taken during physician visits into the palm of the hand and will become available in the United States following FDA Clearance. For the first time, BeamO will combine ECG, oximeter, stethoscope, and thermometer sensors to turn the humble thermometer into a powerful tool for regular monitoring of heart and lung health.

Portable and smaller than a smartphone, it is designed to help individuals and families perform at-home checkups and to substantially improve the quality of telehealth visits.

BeamO is packed with sensors that beam light waves to interpret blood flow patterns and temperature, as well as acoustic information. It performs multiple functions in one handheld device including performing blood oxygenation (SpO2) and heart rate readings simultaneously while also conducting a med-



Withings's BeamO health checkup device

ical-grade 1-lead ECG; conducting accurate and stable core body temperature readings with a noninvasive scan of the temporal artery; and, as a cutting-edge digital stethoscope, capturing chest or back acoustic sound waves through a Piezoelectric disc. BeamO will be demoed during CES at the Withings booth (8637). BeamO will retail at \$249.95 in June 2024, following FDA clearance of its ECG capability.

## GatorGrip Phone Stand Strikes Chord in Marketplace

**BOOTH 60663** GatorGrip is featuring its innovative 6phone stand at CES 2024. According to the company, the GatorGrip phone stand has captured the attention of tech enthusiasts and consumers alike even before CES open, leading to unprecedented demand and early sellouts.

The GatorGrip phone stand’s popularity can be attributed to its unique design, which offers unparalleled stability and flexibility for a wide range of devices. Its sturdy yet flexible “gator-like” grip provides a secure hold on smartphones, tablets, and other gadgets, making it an essential accessory for modern lifestyles.

Said GatorGrip CEO Nina Seyedabadi: “That our product is selling out prior to the show is a testament to its quality, functionality, and the growing need for versatile tech accessories.”

The GatorGrip team encourages CES attendees to visit its booth to experience the GatorGrip phone stand firsthand and learn more about its features and compatibility with various devices. The company is eager to engage with industry professionals, media representatives, and potential partners during the event.



The GatorGrip phone stand

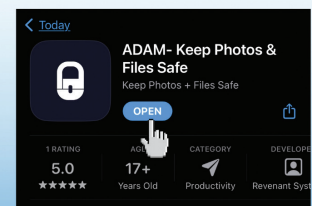
## Revenant Systems Offers Innovation in Estate Planning

**BOOTH 61051** As society advances further into the digital age, a gap has emerged in the legacy and estate planning sector. Revenant Systems’ new ADAM (All-life Digital Asset Manager) app bridges this gap by enabling users to pass on digital assets, such as passwords, files, photos, videos, and any other sensitive

data stored on their devices. Download ADAM, an innovation in modern estate planning, now on Google Play and at the Apple App Store.

Once the app is downloaded, users can begin adding assets to folders that can be updated at any time. Upon entering the Executor Key into the app, the Release Timer will initiate, notifying the account owner for a predetermined duration, allowing time to reset the key if the owner is still alive.

### How to use the ADAM app





# NEW & NOTEWORTHY

NEW PRODUCTS AT CES 2024



## Naqi Neural Earbuds: Seeing is Believing

**BOOTH 60851, EUREKA PARK** Naqi Logix's Neural Earbud has been recognized as one of TIME Magazine's Best Inventions of 2023 and with a CES 2024 Innovation Award in the Accessibility and Aging Tech categories.

At CES 2024 Naqi Logix is demonstrating seamless control over PCs, Microsoft Office applications, internet browsing, wheelchairs and even piloting a 737 within a leading flight simulator, all accomplished with nothing but the Naqi Neural Earbuds.

Naqi Logix shapes the future with hands-free, voice-free, and screen-free interaction, no brain implants needed. Seeing is believing.



**ERGOAV, BOOTH 51952, VENETIAN EXPO** ErgoAV is featuring its ergonomic solutions at CES 2024. The award-winning ErgoFx Standing Desk will be on display, equipped with innovative features that prioritize convenience and well-being, such as built-in high-power USB ports for connectivity and best-in-class lift columns. The Single and Dual Monitor Desk Mount with Built-in Docking Station will also be showcased, with several ports for connectivity such as USB, ethernet, and more. Additionally, the Motion Mount with Dual Arms will be featured with advanced isoTILT technology for the best viewing experience.

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# NEW & NOTEWORTHY

NEW PRODUCTS AT CES 2024

## JBL Authentics Models Honored for Innovation

The JBL Authentics 200 speaker recalls JBL's iconic '70s styles featuring a Quadrex grille, custom leather-like enclosure, and premium aluminum frame, now with even better performance and versatility.

As impressive as the retro design looks in any room, it sounds even better. Turn up the music and you'll get big, balanced sound, amazing clarity, and deep bass. With Google Assistant and Amazon Alexa available simultaneously, you can play your favorite music, control your smart home devices, and more, hands-free, using just your voice. The JBL Authentics 200, 300 and 500 models are all CES 2024 Innovation



JBL's Authentics 200 speaker



Awards Honorees in the Headphones & Personal Audio category.

## Eureka Spotlights New Robot Vacuum

**BOOTH 52332** Eureka is showcasing its latest innovation, the Eureka J20 Robot Vacuum at CES 2024. The Robot Vacuum combines a freshwater cleaning feature with an all-in-one base station. Featuring the benefits of both a robot vacuum and floor washer, Eureka J20 tackles traditionally challenging messes for robot vacuums like spilled jam and dried ketchup with ease.

Distinct from conventional ultrasonic mops and dual-rotary mops, the Eureka J20 boasts the unique RollRenew mopping system. It consists of a cycling belt mop design and an integrated dual water tank. During cleaning, five water nozzles beside the mop continuously spray clean water, and the mop con-



Eureka's J20 Robot Vacuum

tinues rolling forward to remove stubborn stains. A scraper under the robot continuously guides the dirty water from the mop into the onboard 250ml wastewater tank.

This ensures the J20 always operates with fresh water, similar to a normal floor washer. Coupled with an



## Samsung Health Enables Balanced Lifestyle Pattern

**BOOTH 19608, CENTRAL HALL** Samsung Health provides core features to keep up your body fit and healthy. It will record and analyze your daily activities and habits to help maintain successful diet and lead healthy lifestyle. Whether you walk or run, hike or bike, play indoor or outdoor sports, you can add and track the various physical exercises and activities in a single step using the various built-in trackers. You can also record your step count activity using Pedometer. With Samsung Health, users can take advantage of groundbreaking new health features on Galaxy Watch6 series offering wellness insights like never before.

Samsung Health helps to create a balanced lifestyle pattern by recording a variety of information like your food, caffeine and water intake details. Provide your daily snacks, food, water and caffeine intake and track your diet and weight on the go while staying comfortable using the sleep and stress tracker. Samsung Health is a CES 2024 Innovation Awards Honoree in Mobile Devices, Accessories & Apps.

impressive 8000pa suction power, the mop is able to replicate manual mopping to break down stubborn stains.



# NEW & NOTEWORTHY

NEW PRODUCTS AT CES 2024

## Bosch Makes Schools Safer for All

**BOOTH 17207** A CES 2024 Innovation Awards winner in Artificial Intelligence, Bosch's Gun Detection System pairs video and audio AI to prioritize proactive security and safety involving guns at schools. The near-invisible system offers a multi-layered approach to elevate security and safety of campuses, while enabling a smooth, frictionless flow and welcoming atmosphere that promotes learning.

When someone brandishing a gun enters the school, the system is designed to promptly alert personnel who can verify the gun and take proactive measures. If a gun is not visually detected, audio AI, the second layer, is designed to detect and classify gunshots while estimating the direction

from which the sound originates. This capability may enable quick and appropriate responses. And since the system's visual and audio layers are camera-based, security staff can also rely on high-quality video footage for forensics supporting first responders.

The Gun Detection System can operate independently, but it is also compatible with other systems like video, access control, and public address. These integration paths enable additional responses like human verification, locking doors, initiating automated public address and two-way radio announcements and dictating smart lockdown and evacuation protocols.



Bosch's Gun Detection System



# AUKEY



3-in-1 Series

Wireless Charging Station



Central Hall 21644



# NEW & NOTEWORTHY

NEW PRODUCTS AT CES 2024

## LG Takes Home a Record 33 Innovation Awards

**BOOTH 16008, CENTRAL HALL** LG Electronics (LG) has been recognized for the technological and design excellence of its latest lifestyle solutions, earning more than 30 CES 2024 Innovation Awards across Home Appliance, Home Entertainment and B2B categories, including two coveted Best of Innovation Awards for LG OLED TVs.

Of the 33 CES Innovation Awards LG will receive at CES 2024, 15 have been awarded to LG TVs including 12 for LG OLED, marking the 12th consecutive year that the company's self-lit TVs have received CES Innovation Award honors. As the leader and original creator of OLED TVs, LG has refined its premium TV innovation year after year. Today, LG offers the widest lineup of OLED TVs from 42- to 97-inch screen sizes, as well as unique and innovative OLED

TV form factors. LG OLED TVs are prized by consumers worldwide for their exceptional picture quality, which delivers vibrant, accurate colors, deep blacks and infinite contrast.

Among the new LG Home Entertainment innovations also honored are LG Soundbars, LG XBOOM Portable Speakers and LG Smart TV webOS apps. LG Home Appliance products honored this year include LG SIGNATURE Washer & Dryers. LG Business Solutions products honored include LG UltraGear Gaming Monitors, LG SMART Monitor, LG gram Laptops and LG CLOi ServeBot.

The full list and details of LG's CES 2024 Innovation Award recipients will be announced at CES 2024 on January 7.



LG Electronics' Signature OLED M

## New Onkyo AV Receiver for 'The Everyman'

**BOOTH 18208** The Onkyo TX-RZ70 11.2 Channel AV Receiver is sophisticated and powerful with its studio-grade processing that utilizes the very latest audio technology including ESS Sabre DACs, THX Certification, eARC, and IMAX Enhanced Mode functionality. With built-in Dirac Live Room Calibration Full Bandwidth, the TX-RZ70 uses machine learning to perfectly adapt and calibrate your audio settings to your unique speaker system and room layout. The Onkyo TX-RZ70 is built by and for audiophiles, but intuitively built for the everyman.



Onkyo's TX-RZ70 11.2 Channel AV Receiver

With eleven channels and 140 Watts, the TX-RZ70 is Onkyo's most powerful AVR yet, giving users the power to design the ultimate entertainment space with its discrete zones, multiple subwoofers, and high-performance components that won't overheat or lag.

Studio Grade Processing: Utilizing the very latest audio technology including ESS Sabre DACs, THX Certification, and eARC functionality, the Onkyo

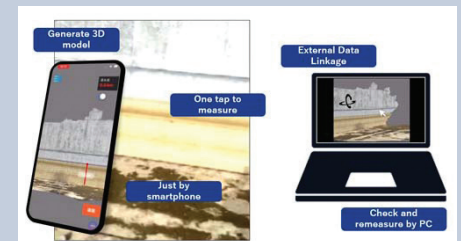
TX-RZ70 overdelivers on premium home theater performance.

With built-in Dirac Live Room Calibration Full Bandwidth, the Onkyo TX-RZ70 uses machine learning to perfectly adapt and calibrate your audio settings to your unique speaker system and room layout. And big bass fans can also upgrade their system with Dirac Live Bass Control Single/Multi Subwoofer for optimal calibration of the lowest tones.

## Mitsubishi Spotlights Rulerless Mobile App System

**BOOTH 3541** A CES 2024 Innovations Award winner in the Mobile Devices, Accessories & Apps categories, Mitsubishi's Rulerless is a mobile application system that contributes to early recovery and reconstruction from flood damage caused by heavy rains and floods. In the past, damage assessment required dispatching personnel to the site, which made damage assessment time-consuming. This application enables measurement of damage conditions, etc., necessary for damage certification, using only a smartphone, leading to prompt support for disaster victims.

In addition, operational efficiency can be improved by using this for equipment inspection and equipment delivery/installation simulations.



Mitsubishi's Rulerless mobile application system



# NEW & NOTEWORTHY

NEW PRODUCTS AT CES 2024

## Klipsch Launches Music City Series Speakers

**BOOTH 18208** Klipsch is introducing its latest range of premium portable Bluetooth speakers, the Klipsch Music City Series. This series comprises three speakers—Klipsch Austin, Klipsch Nashville, and Klipsch Detroit—each of which is inspired by iconic American music cities and legendary artists.


The ultra-portable Klipsch Austin is inspired by the passion and artistry that makes its namesake the world’s live music capital and is designed to take the concert anywhere you go. With Klipsch Nashville, you’ll immerse yourself in Music City, USA’s soulful melodies and rich musical heritage, thanks to the

360-degree sound experience created by the speaker’s dual opposing drivers. The powerful Klipsch Detroit is the largest of the three speakers and was inspired by the Motor City’s legacy of defiant rhythms and iconic beats.


All models feature Klipsch Broadcast Mode, which allows you to connect more than 10 broadcast-enabled speakers simultaneously. The Music City Series keeps the party going with extended battery life, 12 hours of playtime with the Klipsch Austin, and 24 hours of playtime with the Klipsch Nashville and Klipsch Detroit speakers.



The Klipsch Music City Series



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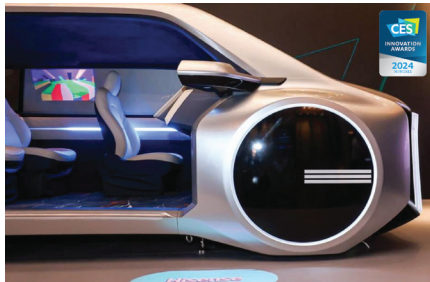
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# NEW & NOTEWORTHY

NEW PRODUCTS AT CES 2024



Hisense's AR HUD transforms car windshields into information hubs

## Hisense Offers In-Vehicle Projection System

**BOOTH 18217** Hisense is set to make its debut in the automotive industry at CES 2024. Building on its established reputation as the founder and pioneer of the global laser TV market, the company is expanding the application of its innovative display technologies to provide immersive entertainment experiences to a wider audience.

Hisense's AR Heads-Up Display (HUD) combines holographic technology with proprietary panoramic TriChroma triple-laser projection, offering an impressive balance between compact size and exceptional display capabilities for more immersive imaging. AR HUD, coupled with laser phase and spectral tuning, delivers multi-directional displays with high resolution, remarkable transparency, extended projection distances, and wide-viewing angles to transform the windshield into an information hub, allowing drivers to simultaneously observe virtual images and the real environment at the same time.

With its wide projection angle, superior image quality, and high brightness, the panoramic laser projection display by Hisense creates an immersive visual experience that enhances navigation when driving and entertainment when parked.

## Nuralogix Anura MagicMirror Opens New Frontiers in Health Measurement

**BOOTH 8917** NuraLogix, a pioneer in Affective Ai, is introducing Anura MagicMirror, a tabletop smart mirror that analyzes facial blood flow information to accurately calculate a host of vital signs and disease risk assessments. Powered by DeepAffex, the company's cloud-based Affective Ai platform, Anura MagicMirror is the first device NuraLogix has manufactured, leveraging its hardware-agnostic software to deliver on the promise of making accurate health data ubiquitous in people's lives. Anura MagicMirror is a CES 2024 Innovation Award Honoree in the Digital Health category.

The versatile 21.5-inch screen device enables industry partners, including retailers, gyms, schools, corporations, construction companies, retirement homes, pharmacies, and doctors' offices, to develop proactive health solutions that can help impact the lives of employees, customers, and patients.

Anura MagicMirror is designed for conducting speedy and accurate physical and mental health assessments anywhere, anytime. When a user sits in front of the mirror, the device automatically detects this movement and begins conducting a 30-second scan. Gathering health data in this method without requiring tedious multiple manual inputs provides ease of use, especially for those with mobility issues, elderly populations, and more.

Anura MagicMirror leverages the company's patented Transdermal Optical Imaging (TOI) technology, a novel form of Remote Photoplethysmography (rPPG) to automatically detect a person's face, identify key regions of interest, and extract blood flow information. The data is sent to the cloud-based DeepAffex platform, which uses advanced signal processing and machine learning



Nurologix's Anura MagicMirror is powered by DeepAffex, the company's cloud-based Affective Ai platform

AI algorithms to calculate over 100 health parameters. Uniquely, it can measure physical health vitals, as well as mental health assessments, and can carry out health risk assessments.

NuraLogix's research models have currently appeared in 11 global peer-reviewed research publications, with three additional publications in progress covering topics of hypertension, multi-year cardiovascular risk, diabetes, and fatty liver disease.



# NEW & NOTEWORTHY

NEW PRODUCTS AT CES 2024

## TissenBioFarm Promotes Sustainable Alternative Meat

**BOOTH 61441** Korea's TissenBioFarm, a cultivated meat startup, is developing sustainable alternative meat. With leadership from the POSTECH and the University of Oxford, its vision is to create a future where people, the environment and animals are safe.

Why alternative meat? Food insecurity: meet supply shortage projections due to the increasing global demand; Public Health: Zoonotic diseases and antibiotics; Climate crisis: greenhouse gas emissions along with excessive use of land, energy, water and grains; Animal Welfare: intensive and inhumane farming environments. POSTECH with its acclaimed expertise in tissue engineering is the foundation of TissenBioFarm's technology.

In the SDG era with high demand for low-carbon growth, the cultured meat industry is one of the fastest-growing fields attracting an impressive amount of investment around the world. This industry will play



a major role not only in combating climate change, but also in the fight against zoonotic diseases and food supply imbalances. It is a promising field that can create high added values as it can realize the values of cus-

tomization, animal welfare, clean food, and environmental impact. TissenBioFarm has been selected for the startup accelerator program by SAMSUNG Well-stro and FuturePlay.

## AIPER SCUBA SERIES

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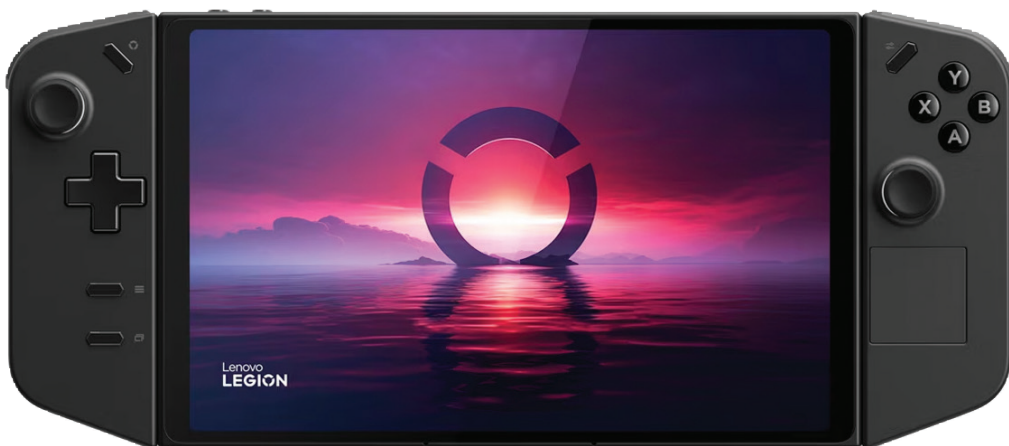
# NEW & NOTEWORTHY

NEW PRODUCTS AT CES 2024

## Goodyear Arrives at CES With Multi-Faceted Booth

**BOOTH 4917** The Goodyear Tire & Rubber Company is making its CES show floor debut this year with a multi-faceted booth that showcases Goodyear's leadership in technology and innovation. CES attendees will be immersed in Goodyear's latest tire technology and developments throughout their booth journey, seeing firsthand how Goodyear is driving the future of mobility.

The latest in tire innovation will be on display at the heart of the booth, surrounded by immersive and interactive displays showcasing Goodyear SightLine, company vehicle servicing and fleet maintenance offerings, Goodyear's 90 percent sustainable-material demonstration tire, the famous NASCAR Next Gen Chevrolet Camaro ZL1 Garage 56 entry that raced at the 100th running of the 24 Hours of Le Mans and more. Attendees can also get a peek at new tire intelligence enhancements in action.



**LENOVO, VENETIAN LEVEL 2, BASSANO 2605** The Lenovo Legion Go is Lenovo's first gaming handheld, featuring innovative tech pushes the handheld gaming space in new ways with a larger screen, higher TDP, and detachable controllers that enable the Go to be used as a handheld, as a tabletop tablet, and even a dedicated FPS mode for on-the-go FPS sessions.



JLab's Epic Lab Edition True Wireless earbuds feature Knowles RAN balanced armature (BA) drivers

## Knowles, JLab Team Up on Epic Lab Edition Earbuds

**VENETIAN, TOSCANA SUITE 3805** Knowles Corporation and JLab have reached a significant milestone in audio innovation with the release of the JLab Epic Lab Edition True Wireless Earbuds. These earbuds provide high-resolution audio, long-wear comfort, and personalization options for a superior wireless listening experience for music streaming, gaming, and working.

JLab Epic Lab Edition earbuds achieve crisp treble frequencies with Knowles RAN balanced armature (BA) drivers, which work with dynamic drivers for rich bass output. As a result, the earbuds deliver a balanced, crystal-clear sound across the entire frequency spectrum. JLab Epic Lab Edition is the first true wireless earbud that can be tuned to the Knowles Preferred Listening Response Curve. This curve optimizes treble response beyond 10 kHz, providing an exceptional music-listening experience. Users can personalize their sound settings to match the curve through the JLab App and create custom settings for their unique preferences.

The earbuds feature smart active noise cancellation and Bluetooth LE Audio for low-latency, pristine audio.



# NEW & NOTEWORTHY

NEW PRODUCTS AT CES 2024

## Lumi Mounts: Elevating the Screen, Elevating the Room

**BOOTH 52159** Lumi is unveiling the LPA53ML Series motorized heavy-duty mantel TV mounts. For homeowners seeking the ideal blend of style, convenience, and smart living, these remarkable products are designed to securely mount your TV over a fireplace, transforming the way you enjoy your favorite content.

The LPA53ML Series brings the future of home entertainment into the living room. The mounts boast an impressive capacity to securely hold televisions, whether it's a 37-inch TV or a massive 90-inch screen. The aesthetic appeal it brings is one of the main reasons for mounting a TV on a brick fireplace. The contrast between the modern TV and the earthy brick texture is aesthetically pleasing. It creates a distinctive focal point that immediately draws attention and makes the room feel inviting and attractive. Whether a fireplace is made of whitewashed brick or traditional red brick, pairing it with a sleek TV screen offers a pleasing fusion of traditional



Lumi's LPA53ML Series motorized heavy-duty mantel TV mounts

beauty and contemporary utility. These motorized TV mounts don't just elevate the screen, they elevate the room.

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laifen

# Oscillation & Vibration Dual Action Cleans Better

See Our 2024 Innovations at Venetian Expo, Level 2, Halls A-D  
Booth NO.55523





### Superior Brushing Efficiency

3x Brushing Power

Exceptional motor performance (6.1W vs 2.0W)



### The Ultimate Clean

66,000 Vibrations/min

Unparalleled vibration strength

# The Laifen Wave Sets a New Standard for Electric Toothbrushes

## A Technological Marvel That Pioneers a New Way of Brushing

**BOOTH 55523, Venetian Expo** At CES 2024, Laifen unveiled the Laifen Wave, the next-generation electric toothbrush that features the perfect fusion of oscillation and vibration. Not only is the Wave dual-action, capable of performing both movements simultaneously, but it also delivers top-in-class performance. Join us as we take a deep dive into the features and technology that bring the Wave to life.

### Laifen's Proprietary High-Response Servo System

At the core of the Wave is Laifen's proprietary high-response servo system. Powered by technology previously only seen in robotic arms, the servo system uses feedback to precisely control the brushing movements and speed. These continuous corrections allow the Wave to deliver the perfect brushing experience every time.

The servo system is paired with a completely redesigned brushless motor that outputs 3x the power of traditional electric toothbrush motors (6.1W vs. 2W). This powerhouse combination is what enables the Laifen Wave's hallmark features: Ultra-Wide Oscillation Range, High-Frequency Vibrations, and Consistent Brushing Torque.

### Ultra-Wide Oscillation Range

The Wave features a groundbreaking 60° oscillation range, three times larger than any other brand. It enables the Wave to brush difficult-to-reach areas of the mouth and is particularly effective in handling the gaps between teeth. The ultra-wide oscillation range also means that the Wave's brushing motion perfectly aligns with the dentist-recommended Bass brushing method for effortless and professional dental care.

### High-Frequency Vibrations

The increased power generated by the motor enables vibration frequencies of up to 66,000 times/minute, more than double that of other brands on the market. With this superior level of power, the Wave's Gum Care brush head can use softer PBT bristles, which are gentle on the user's gums while still providing the same great clean.

### Consistent Brushing Torque

Many electric toothbrushes have difficulties overcoming the resistance generated when pressed against teeth, resulting in fluctuating performance. Laifen's brushless motor provides greater power than traditional motors, but the resistance can still impact the oscillation accuracy. To handle this, the Wave has an embedded PID controller, which constantly monitors the servo system's output and maintains the Wave's preset oscillations with an accuracy of 0.1°, regardless of the resistance encountered.

### Putting It to The Test

To prove the value of these innovations, Laifen tested three different market-leading toothbrush brands against the Wave to see if these technologies actually make the Wave clean teeth better. The test was conducted using a specially made silver coating designed to stick to the teeth and require water to brush off. This allows it to better mirror real-world brushing.

The toothbrushes were all held using a robotic arm to ensure consistent results. They were then tested by brushing the silver coating off the test teeth for 6 seconds. The result was that the Wave provided the deepest clean. The toothbrushes were then tested for 12 seconds, which resulted in an improved surface clean across all brands but also served to highlight the

Wave's significantly better performance in cleaning between the gaps of teeth.

### Come Visit Laifen at:

CES 2024 - Venetian Expo, Halls A-D - **Booth #55523**  
Lifestyle Area

### Laifen Wave Product Launch Presentations:

Laifen will hold product launch presentations for its new Laifen Wave. They will unveil the Wave with a comprehensive product overview, discuss its key features and revolutionary dual-action technology, and answer questions from the audience. Complementary food and drinks will be provided.

Date: Jan. 9-10

Times: 11:00 AM, 2:30 PM

### Laifen Wave Top Media and Influencer Meet & Greet:

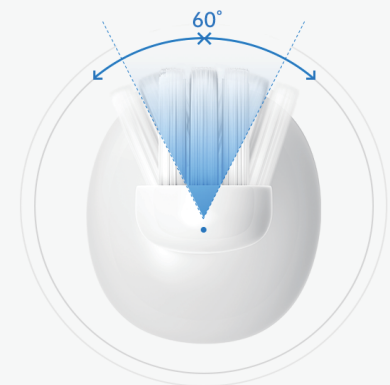
Renowned influencers and top-tier media editors will be in attendance at the Laifen Wave product launch presentations. Numerous product demonstration samples will be available for CES attendees to experience for themselves.

Date: Jan. 9-12

## Effortless Brushing

60° Oscillations

Optimal oscillation range perfectly aligns with the dentist-recommended Bass brushing technique.



# NEW & NOTEWORTHY

NEW PRODUCTS AT CES 2024

## Narwal Expands Smart Home Cleaning Solutions

**BOOTH 50532, VENETIAN** High-end home robotic pioneers Narwal is adding three advanced devices to its portfolio of smart home cleaning solutions as it unveils the Narwal Freo X Ultra and Narwal Freo X Plus vacuum mops as well as the versatile upright Narwal Smart Floor Washer at CES 2024.

The innovative air duct design and mighty motor of the Narwal Freo X Ultra and Narwal Freo X Plus combine to make them the most powerful robotic vacuums on the market, according to the company. Their fan rotational speeds reach up to 60,000 RPM (more than double the industry average: 24,000 RPM), and their unique U-shaped air duct streamlines airflow to produce an incredible 8,200 PA of strong suction.

An innovative feature of Narwal Freo X Ultra and

Plus is the fact they store and compact dust within the robot itself rather than the base station. Dust is held inside the device in a convenient dustbag that is easy to remove for disposal.

The Narwal Smart Floor Washer, also making its debut at CES, is an elegant handheld floor washer packed full of technology and indigenous design features to ensure homes have flawless floors. Within the sleek device is a powerful, efficient mop served by 32 running water streams that produce 17N mopping pressure and 76AW suction efficiency.

Making short shrift of even the dirtiest of floors, the Narwal Smart Floor Washer has a 99.99 percent disinfection rate and automatically separates solid and liquid waste for easy disposal. Once cleaning is complete, it au-



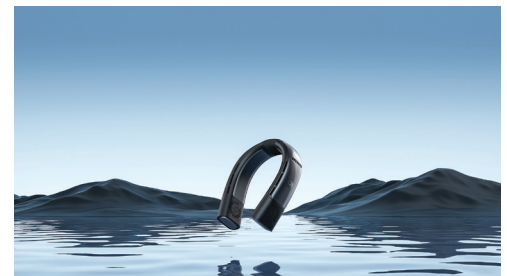
Narwal's Freo X Ultra vacuum mop

tomatically scrubs, cleans, dries, and disinfects the roller brush, pipes, and filters within its charging station.

The Narwal Freo X Ultra and Plus will be available in March 2024, priced at \$1099 and \$499. An Auto Water Exchange System is also available on the website, priced at \$299. The Narwal Smart Floor Washer is priced at \$399. All devices can be purchased at [www.narwal.com](http://www.narwal.com) and on Amazon.

## Cool On The Go: TORRAS Shows COOLIFY 2S

**BOOTH 50746** TORRAS's COOLIFY 2S personal air conditioner is designed to provide a 30°F temperature drop in under three seconds, providing uninterrupted cooling to both the face and neck. The versatile Cool/Heat/Fan modes, coupled with customizable settings, ensure a unique user experience. For added convenience, the mobile app allows users to control settings from smart devices. With up to 28 hours of battery life and a quick 2.5-hour full charging time, and complete with a comfortable fit for any neck size, the COOLIFY 2S's quiet, lightweight nature makes it easy to carry to stay cool on the go.



TORRAS'S COOLIFY 2S personal air conditioner

## Timekettle Earns Fourth Innovation Award

Timekettle's upcoming AI translation product, the X1 Interpreter Hub, is a CES 2024 Innovation Awards Honoree in the Headphones and Personal Audio categories. This award marks Timekettle's fourth Innovation Award.

With its all-in-one integrated design, Timekettle X1 Interpreter Hub enhances communication efficiency by eliminating the need for additional apps or complex setups. This groundbreaking device introduces a multi-language simultaneous interpretation system, supporting both online and offline business meetings. The X1 Interpreter Hub is specifically designed and developed for business meetings, voice calls, and multilingual classrooms that require seamless translations in various languages, making it an ideal solution for international collaboration and communication.



Timekettle's X1 Interpreter Hub in its packaging

Timekettle's previous Honorees include the WT2 Plus Ear-to-Ear wearable translator for face-to-face bilingual conversations; M2 offline translation earbuds; and the Zero intelligent, portable, multifunctional translator.



# NEW & NOTEWORTHY

NEW PRODUCTS AT CES 2024

## StormAudio Showcases New Immersive Sound Processor

The ISP Evo is a purely digital evolution of StormAudio's immersive sound processors, the ISP Eco is the answer to pure digital installations that are now commonly required in "residential" projects, mixing studios or luxury marine markets. Based on the award-winning ISP Elite MK3 model, it retains the same platform and performance in the slim form factor of the ISP Core 16. The ISP Evo is a high-performance immersive sound processor that delivers the ultimate feature package required by the most demanding integrators and home cinema enthusiasts. StormAudio's ISP Evo is a CES 2024 Innovations Award Honoree in the Audio Video Components & Accessories category.

With up to 24ch decoding and upmixing of the most sought-after immersive sur-



StormAudio's ISP Evo fully digital sound processor

round formats, such as Dolby Atmos, DTS:X Pro, Auro-3D and IMAX Enhanced, there is also up to 32ch of post-processing including the latest Dirac Live Active Room Treatment module and the state-of-the-art StormAudio Expert Bass Management with its multiple bass zones and selective bass routing. The ISP Evo will provide the best sound performance in any theatre without the installer needing to be an expert in room acoustics.

## With Neural Earbud, Naqi Fosters Inclusivity

**BOOTH 60851, EUREKA PARK** Naqi Logix's Neural Earbud, featuring the company's hands-free, voice-free, and screen-free Human-Machine Interface (HMI), marks a pivotal shift in how we interact with technology, according to the company. The Neural Earbud has been named a CES 2024 Innovation Awards Honoree in the Accessibility and Aging Tech categories.

Naqi's next generation human machine interface



(HMI) allows anyone to command and control all their digital devices, thereby fostering inclusivity. By eliminating the need for physical interaction, Naqi's technology opens doors to digital devices for individuals facing physical limitations or disabilities.

This groundbreaking approach ensures that everyone, regardless of their abilities, can seamlessly access and navigate computers and other devices. Naqi Logix pioneers wearables with an invisible user interface protected by more than 23 global patents. The impact extends far beyond helping with accessibility. It can control any digital device and lets people navigate AR/VR and the Metaverse, with facial microgestures.

At Naqi it's not just about innovation; it's about empowerment, breaking barriers, and creating opportunities for individuals who were previously excluded from the digital landscape. Naqi Logix will enable greater independence and connectivity for all.



**AI GUIDED LIMITED—A CES 2024 Innovations Award Honoree in the Accessibility & Aging Tech category, AI Guided Limited's GUIDI is an AI smart belt empowering the visually impaired by implementing MEMS and AI technology to wearable devices.**



GUIDI helps users achieve their personal and highly intelligent navigation system independent of the internet or GPS. The device works with dual wide-angle cameras, a customized edge AI module with sensor integration, a haptic navigation system, and voice command. The accompanying mobile app allows convenience by featuring voice command support and over-the-air updates, ensuring continuous improvement and cutting-edge functionality. Goodbye to limitations and hello to freedom as GUIDI empowers the visually impaired with a seamless navigation experience in any environment.

**TCL**

**CES**

# INSF GREAT

CENTRA  
BOOTH



# PIRE TNESS

AL HALL

18708



# CONGRATULATIONS 热烈祝贺

2023-2024 GLOBAL CE TOP BRANDS FROM CHINA  
 2023-2024全球领先品牌揭晓，在美国拉斯维加斯  
 与世界共同见证



**TCL**



**BOE**

**Hisense**

**Haier**



**CHANGHONG 长虹**



**SKYWORTH 创维**

(以上排名不分先后 / Listed In No Particular Order.)

## SPECIAL AWARDS

**TCL**

**TCL 115QM891G**  
 Innovative Display Technology  
 Gold Award of the Year

**TCL NXTPAPER 14 Pro**  
 Eye Protection Display Technol-  
 ogy Innovation Award

**RayNeo**

**RayNeo X2 Lite**  
 AR Glasses Innovation  
 Award of the Year



**Midea Navigator Series 3rd  
 Generation Household  
 Central Air Conditioner**  
 Whole House Air Solution  
 Gold Award



**Midea MHELIOS**  
 Smart Home Energy  
 Management System  
 Gold Award

**BOE**

**Automotive Ultra  
 Large-Size Oxide Cockpit**  
 Innovative Display Product  
 Gold Award



## 2023-2024 GLOBAL TOP50 CE BRANDS

- |    |                             |    |            |    |                                       |    |                                   |    |                           |
|----|-----------------------------|----|------------|----|---------------------------------------|----|-----------------------------------|----|---------------------------|
| 1  |                             | 11 | Qualcomm   | 21 |                                       | 31 |                                   | 41 | Hisense                   |
| 2  | SAMSUNG                     | 12 | intel.     | 22 |                                       | 32 |                                   | 42 | Whirlpool                 |
| 3  |                             | 13 |            | 23 | NOKIA                                 | 33 | FUJITSU                           | 43 | logitech                  |
| 4  | SIEMENS                     | 14 | Panasonic. | 24 |                                       | 34 | FUJIFILM<br>Value from Innovation | 44 | ASUS                      |
| 5  |                             | 15 | TCL        | 25 | PEGATRON                              | 35 | ZTE中兴                             | 45 | SHARP                     |
| 6  |                             | 16 | Midea      | 26 |                                       | 36 |                                   | 46 | RICOH<br>imagine. change. |
| 7  |                             | 17 | Canon      | 27 | COMPAL                                | 37 | OLYMPUS                           | 47 | OMRON                     |
| 8  | HITACHI<br>Inspire the Next | 18 | BOE        | 28 | PHILIPS                               | 38 | CHANGHONG 长虹                      | 48 |                           |
| 9  | Microsoft                   | 19 |            | 29 | NEC<br>Orchestrating a brighter world | 39 | Western Digital.                  | 49 | SKYWORTH 创维               |
| 10 | Lenovo                      | 20 | Haier      | 30 | TOSHIBA                               | 40 | GARMIN.                           | 50 |                           |

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# Innovation Helps Brands Upgrade Globally

## 2023-2024 Global Top Brands Awards

The Global Top Brands Award Ceremony (GTB for short), hosted by Asia Digital Group (ADG), European Digital Group, and supported by International Data Corporation (IDC) and TWICE, has been held for 18 consecutive years. Its objective is to promote exceptional brands and products to global consumers, unveil the status quo and trends of the global consumer electronics industry, and facilitate high-quality development within the industry.

The GTB has always been committed to hot trends in the global consumer electronics industry to set global models and lead the trend of the industry. In 2024, the Global Top Brands Award Ceremony will be held on January 10 at Wynn & Encore Hotel, Las Vegas, Nevada, USA. It will set up a total of six lists, including 2023-2024 Global Smart Phone Brands Top 10, 2023-2024 Global Innovative Vehicles Brands Top 10, 2023-2024 Top 10 CE Brands, 2023-2024 Global CE Brands Top 50, 2023-2024 Global TV Brands Top 10, and 2023-2024 International Innovative Enterprise Brand Award.

During the release and awards ceremony, industry experts, representatives from manufacturers, and senior executives from the hosts worldwide will gather to explore and exchange views on the current status and trends of the industry. They will also share insights into the development trends of related product technologies, promote the six major rankings globally, and contribute to the development of the consumer electronics industry.

Innovation propels development and lays the groundwork for the future of the digital era. Consumer electronics are set to usher in a new world for users.

**Date:** January 10, 2024

**Location:** Wynn & Encore Hotel, Las Vegas, Nevada, USA

**Official Website:** <http://en.cebrands.cn/index>

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## 2023-2024 INTERNATIONAL INNOVATION AWARD



ECOVACS DEEBOT X2COMBO

**2023-2024 Home Cleaning Product Innovation Gold Award**

## Infinix

**2023-2024 Most Innovative Mobile Phone Brand Award**



**2023-2024 International Innovative Enterprise Brand Award**

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# GO AND CHANGE

GAC MOTOR Awarded as  
2023-2024 Global Top Brands at CES



## TECNO Universal Tone

The most advanced AI-Powered multi-skin tone imaging technology that integrates the industry's newest spectral database and insights

Making Sure Everyone Is In The Picture





# 2023-2024 GLOBAL SMART PHONE BRANDS TOP10

- |   |                |    |              |
|---|----------------|----|--------------|
| 1 |                | 6  |              |
| 2 | <b>SAMSUNG</b> | 7  |              |
| 3 |                | 8  | 真我 realme    |
| 4 | <b>HONOR</b>   | 9  | <b>TECNO</b> |
| 5 |                | 10 |              |

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Nabila Popal research director with IDC's Mobility and Consumer Device Trackers said "The good news is that inventory levels are improving and the latest market chatter suggests that by Q3 excess inventory in finished devices and components should clear up." As inventory levels normalize, we are finally hearing optimism from key OEMs and supply chains and expect the market to return to growth by the end of the year and into 2024. As the market ramps back up, it is also an opportunity for vendors to gain share. IDC expects a shift in the vendor rankings at the bottom of the stack, as we already see happening this quarter with Transsion entering the Top 5 for the first time."

China witnessed a year-over-year decline of 2.1% in 2Q23 after five quarters of significant double-digit contractions. While this is better than past quarters, consumer sentiment and spending remain low. Even the much awaited 618 online shopping festival in June, which was expected to boost sales in China, saw a 6.5% year-over-year drop in smartphone sales. The other large regions, including Asia/Pacific (excluding Japan and China), the United States, and Europe, the Middle East, and Africa (EMEA), also saw shipments decline by 7%, 20.3%, and 0.7% respectively in 2Q23.

(Source: IDC)







Consumer  
Technology  
Association®

100  
YEARS

CTA.tech | CES.tech







Consumer  
Technology  
Association

**100**  
YEARS

# THE CTA CENTENNIAL: IGNITING INNOVATION SINCE 1924

From America's radio days to the dawn of modern television and from analog's transition to digital that paved the way for today's Internet of Things and artificial intelligence, the Consumer Technology Association (CTA)<sup>®</sup> has championed tech innovation. Across the 100-year arc of this industry's transformation, CTA has served as the voice for free enterprise across the nation's halls of power. The association evolved alongside technology's most visionary disrupters to advance a regulatory climate that helped modernize the tools of consumers' daily life.

Since CTA's start in 1924 as the Radio Manufacturers Association, U.S. technology companies have had an advocate on Capitol Hill and across the country for progress and free enterprise. As the competitive and regulatory climate has changed, so has our association. Take a look at milestones marking a century of technological transformation as CTA adapted in concert with the visionaries who led the world from radio waves to the cyber stratosphere.



## THE RADIO ERA: 1924 TO 1949

### April 16, 1924: The Associated Radio Manufacturers is Founded

The Associated Radio Manufacturers was formed in response to patent fights, free-for-all merchandising practices, a lack of cohesive technical standards and looming legislation affecting radio. Informal gatherings of radio manufacturers in Chicago led to the creation of a formal association on April 16, 1924, and the name was changed to the Radio Manufacturers Association (RMA) several weeks later.

### July 1925: A Call for Standards

In response to a growing call for technical standards in the radio industry, RMA adopted a formal resolution to develop its own RMA-approved industry standards. Early targets for standards included color-coded wiring, dimensions for plugs, jacks and sockets, and markings for transformers.

### 1927: Legislation Creates the Federal Radio Commission

RMA formed an industrywide Radio Coordinating Committee that directed and lobbied to shape the newly passed Radio Act. The legislation established the Federal Radio Commission, which later became the Federal Communications Commission (FCC). Congress adopted 90% of the recommendations put forward by RMA and the Radio Coordinating Committee.

### 1933: RMA Moves to Washington, D.C.

Struggling with the Great Depression, as both membership and revenue were declining, RMA reorganized. It shuffled its New York and Chicago offices, combining them in a Washington, D.C., location. The move to Washington better positioned RMA to make use of New Deal and National Recovery Administration initiatives.

### Late 1930s: RMA Takes on Television Standards

Despite RMA's name, the organization was heavily invested in experimentation with, and regulation of, television. It developed the first proposed standards for television that the FCC quickly adopted. This work led to the beginning of commercial television broadcasting in America.

### 1940s: World War II and Radio Manufacturing

RMA members undertook a massive effort to convert manufacturing to a war footing. Nearly all civilian radio production was earmarked for the war effort. The industry underwent massive growth and change, from an estimated \$240 million in prewar factory sales to \$4.5 billion by 1944. RMA membership grew once more as radio manufacturers joined to get the latest updates on war production initiatives and stay ahead of Washington goings on.

## THE TELEVISION ERA: 1950 TO 1979

### 1950-1951: Introducing the Radio-Television Manufacturers Association (RTMA)

As television adoption exploded, the association restructured to embrace changes and tech industry trends. In 1950, the Radio Manufacturers Association (RMA) rebranded as the Radio-Television

Manufacturers Association (RTMA). The organization also raised membership dues and added a salary for its president. In 1951, Glen McDaniel became the first president with a salary.

### 1950s: War in Korea and Manufacturing Challenges

With the Korean War threatening crucial supplies of essential materials for radio and television manufacturing, RTMA worked to organize information for members about navigating these shortages and identifying potential alternative materials to make up for the deficits.

### 1952: Creation of the Medal of Honor Award

The award was created to recognize and celebrate the contributions of those whose work furthered the domestic electronics industry. The list of recipients included members whose individual companies read like a who's who of American electronics success. Among the honorees were IBM, HP, Motorola, Texas Instruments, General Electric, Raytheon and RCA.

### 1953 and 1957: From RTMA to RETMA, then EIA

Recognizing the changing face of American industry and wanting to incorporate the word "electric" into its name to better represent its work, RTMA became Radio-Electronics-Television Manufacturers Association (RETMA) in 1953. Then, in 1957, members looked to the future with a new name, the Electronics Industry Association (EIA), one that underscored an expansion beyond radio and television, embracing all industry segments of electronics.

### 1967: The First CES Opens in New York

Highly successful from the outset, the first Consumer Electronics Show – CES – was held in New York June 25-28. Organized by Staff Vice President Jack Wayman, it occupied more than 100,000 square feet in the Hilton and Americana hotels, attracting more than 100 exhibitors and 17,000 attendees. Among the highlights were exhibits displaying pocket radios and TVs with integrated circuits. The kickoff speaker was Motorola Chairman Bob Galvin.

## CONSUMER TECH TAKES OFF: 1980 TO 1994

### 1984: Historic Win in Sony-Betamax Supreme Court Case

EIA (now CTA) and Chairman of the Home Recording Rights Coalition (HRRC) Gary Shapiro advocated on behalf of VCR manufacturers. Shapiro, CTA's current President and CEO, fought to uphold the legality of home videotaping. The Supreme Court's ruling in favor of Sony and other VCR manufacturers paved the way for TV recording.

### 1984-1986: Shaping Stereo, and the TV Experience

In 1984, the Federal Communications Commission (FCC) approved multichannel TV sound (MTS) which provided the extra dimension of stereo for more powerful audio. As reviewers commented then, the technology brought the sounds to life. Footsteps, for example, and door slams seemed to be in the same room. Gunfire on popular crime procedurals like Miami Vice sounded almost too close for comfort. In 1986, the Consumer Electronics Group (CEG, a division of CTA

predecessor EIA) was honored with an Emmy for its industry-shaping role in advancing stereo television.

#### **1988: Standards For Total Home Automation**

CEG was instrumental in contributing standards that helped pave the way to the automated home. The Consumer Electronics (CE) Bus group developed the standard that encompassed a unified hand-control system that established a common communication network through which any consumer electronics devices could interact, and exchange control information and data.

#### **1990: Closed Captioning Is Signed into Law**

Legislation was passed requiring closed-captioning decoders in all larger color TVs manufactured after July 1, 1993. Over the next three years, the Federal Communications Commission (FCC) adopted the EIA closed-captioning standard. Today, this standard is known as CEA-608.

### **DIGITAL TRANSFORMATION: 1995 TO 2014**

#### **1995-2000: Championing, and Honoring, Industry's Visionaries**

In 1995, EIA's Consumer Electronics Group (CEG) became the Consumer Electronics Manufacturers Association (CEMA). Gary Shapiro, who joined in 1982, was named CEMA president. Then, in 1999, CEMA streamlined its name to Consumer Electronics Association (CEA), a brand that better reflected the organization's diverse membership, and member companies' products and services. Now an independent nonprofit corporation, CEA was better prepared to move into the 21st Century as a powerful yet flexible leader. In 2000, CEA launched the Consumer Electronics (CE) Hall of Fame to commemorate the technology pioneers. The Industry Forum awards dinner was established to recognize the hall's inductees.

#### **2002-2003: CEA Expands Standards Initiatives**

In 2002, CEA merged with Home Automation & Networking Association. The merger brought an influx of 500 new members to CEA. A year later, and with an ANSI-accredited process, CEA also increased the number of its standards committees, subcommittees and working groups. With more than 2200 participants populating these groups industry-wide, CEA succeeded in adopting standards at a faster pace.

#### **2005-2009: Digital Patriots and TV Standards**

The first Digital Patriots Dinner was convened in 2005 to recognize leaders in the public sector working to advance tech growth. At the inaugural award ceremony, Intel CEO Dr. Craig Barrett received the Industry Digital Patriot Award. Later, on June 12, 2009, the U.S. adopted a new digital television (DTV) standard that capped more than two decades of work by CEA in collaboration with television broadcasters and manufacturers.

That was the day that transformed American television. Following two postponements of the standard – first to December 31, 2008, then to February 17, 2009 – federal law ended analog for all U.S. full-power

TV broadcasts. In an August 2009 interview with CNET, CTA President and CEO Gary Shapiro (CEA president at the time) said the effort was the equivalent of “putting a man on the moon,” one that concluded a 25-year endeavor involving worldwide consumer electronics companies, the U.S. government and providers of broadcast, cable and satellite services.

This key moment working for progress wasn't the association's last for that time frame. CEA took up the gauntlet again with other stakeholders in 2009, joining a Federal Aviation Administration (FAA) advisory committee to provide recommendations allowing passengers to use handheld devices in airplane mode during taxiing, takeoff and landing.

#### **2012: Continuing Advocacy and Industry Activism**

The Consumer Technology Association Foundation was founded to support programs that harnessed tech for the benefit of seniors and people with disabilities. Also in the public interest, CEA stood up against proposed legislation that threatened a free and open internet. Adding its members' voices to a chorus of other opposing parties, CEA contributed to halting votes on the Stop Online Piracy Act and Protect IP Act (SOPA/PIPA).

### **THE PRESENT AND FUTURE ERA: 2015 TO TODAY AND BEYOND**

#### **2015: CEA is renamed Consumer Technology Association (CTA)**

The organization enters 2015 with a new name, Consumer Technology Association, reflecting the reality that “every company is a tech company.”

#### **2020: CTA and the World Bank Launch the Global Tech Challenge**

Announced at CES 2020, CTA teamed with the World Bank Group to create the Global Tech Challenge, aimed at mobilizing the tech community to create solutions to development challenges. The 2021 honorees – 30 organizations out of 1000 applicants - excelled at delivering scalable and innovative solutions in three key areas: Digital health in East Africa, resilience in India and gender equality around the world.

Also in 2020, when COVID-19 triggered mandatory quarantines and other precautions, the world's relationship with technology changed, perhaps forever. Consumers embraced conferencing and other tech to lessen their isolation. Companies were obliged to accommodate a wide range of work-from-home protocols to keep their businesses operating. In this climate, CTA pivoted to successfully convene CES, the most powerful tech event in the world. In 2021, CTA conducted the first and only all-digital CES to spotlight, in particular, technologies that eased the strains of COVID. Breakthroughs in digital health and telemedicine were notable highlights in the event's programming.

#### **June 2022: CTA Joins the Human Security for All (HS4A) Campaign**

To highlight the critical role of technology in support of human





security worldwide, CTA aligned with World Academy of Art and Science (WAAS) in support of the HS4A campaign. The campaign, led by the United Nations, took center stage at CES 2023, the first show in history with a theme: human security. At CES, global attendees and media saw the latest technology advances solving big global challenges, with innovations in food security, access to health care, economic security, environmental protection, personal safety and mobility, community security and political freedom. Then, in 2023, the UN added technology as a human security pillar.

#### **October 2022: CTA Standards Lead to Approval of OTC Hearing Aids**

Following a decade of advocacy and standards development by CTA, the Food and Drug Administration (FDA) authorized over-the-counter (OTC) hearing aids, effective mid-October 2022. This ruling allowed Americans with mild to moderate hearing loss to purchase, for the first time, OTC hearing aids without a medical exam or prescription, online and in stores. With OTC hearing aids now more readily available through major retail outlets, consumers with hearing loss could at last look forward to significant cost savings and more choices for these essential devices.

#### **2023: Looking To the Future**

In 2023, artificial intelligence and internet-connected devices increasingly equipped with AI tech were dominating news cycles. CTA took notice. Supporting a balanced approach to policymaking toward responsible AI and IoT solutions, the association met with federal officials and released fact-based reporting to educate audiences on these complex, sometimes fraught, topics.

In July, CTA joined officials from the Federal Communications Commission (FCC), the National Security Council (NSC) and the National Institute of Standards and Technology (NIST) for the launch of the U.S. Cyber Trust Mark program. This initiative gives consumers more information about the cybersecurity of the connected products they buy. In October, CTA accepted the Chairman's Award from the

World Innovation, Technology and Services Alliance (WITSA) for efforts empowering consumers to make informed decisions about the security of the internet-connected devices they install in their homes.

One month later, the association urged AI leadership during a U.S. Senate forum as CTA President and CEO Gary Shapiro observing in a written statement that, "data, privacy and AI are intertwined." Moreover, he continued in the statement, "As we refine the considerations around rules and guardrails for AI at the national level, we must ensure a national approach to protecting consumer privacy." Guidance and research on this highly promising technology was compiled in CTA's *National AI Policy Framework* and in a newly released report, *Decoding Consumer Sentiment and Outlook on AI*.

As we consider the next 100 years, we honor the many, almost unimaginable, accomplishments this industry has shared with the world as we pledge to continue providing an arena where companies can connect, collaborate and contribute their innovations, unfettered. We will continue providing guidance, exclusive reporting and advocacy before federal, state and local governments with the measured goal of improving lives of consumers everywhere.

Through public-private collaborations, the technology industry is ready and able to continue innovating in the public interest. Considering the advances of the last 100 years, the outlook for 100 years ahead is promising. Technologies are already emerging that can solve the world's biggest challenges. These are solutions that can counter climate change, help to end world hunger, improve societal stability and advance positive health outcomes. Tech on display at CES 2024 is resolving myriad ills and inequities. Celebrate with us, and be part of a future made brighter through technology and entrepreneurial vision.

# THE FUTURE OF HEALTH CARE IS DIGITAL, EQUITABLE, ACCESSIBLE



Health care and the sector's associated technologies is always a must-see experience at CES and will draw attendees to the latest in digital health. While the industry has experienced strains related to costs, access and lingering impacts from the pandemic, the good news is that digital health is making a difference. Across the show's many stages, solutions that address personalized medicine, treatment availability, health equity, medical expenses and more are on display. The Digital Health Summit at CES 2024 provides an in-depth look at the trends and topics in consumer health and provides programming featuring innovative solutions that are transformative and inspiring. A journey through digital health at CES 2024 will reveal that systems, products and services are rapidly emerging for more personal,

portable and precise care. Digital health exhibits and programming clearly indicate a trend toward sector offerings tailored to the individual. But first, consider a few challenges, particularly ones of disparity in care.

### **Digital Health, and Inequities Tech is Tackling**

As showcased on the CES exhibit floor, digital health technologies are rapidly gaining acceptance among consumers and clinicians. They are empowering consumers to take control of their wellness through diagnostic tools, personal health trackers and individualized treatments that save lives while lowering costs.





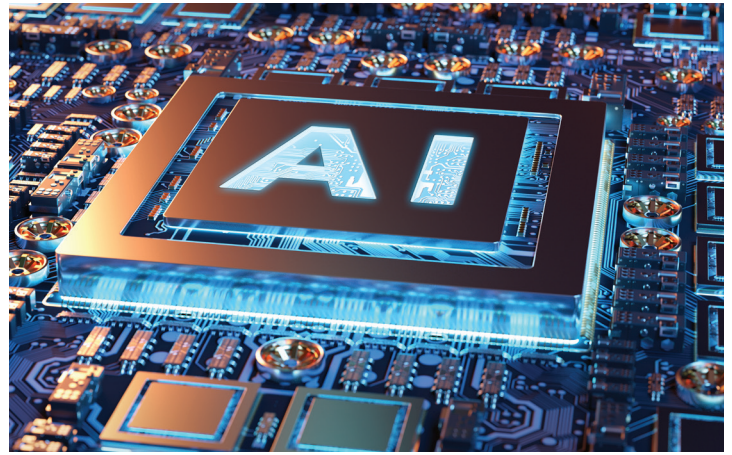
While showcasing great health innovation, the CES Digital Health Summit will also explore how to ensure everyone has equal access to innovative technologies. One area that will be highlighted is how technology can address disparities in women's health care, which has been not only a national focus, but a focus for CTA. On November 13, 2023, President Biden announced the first White House Initiative on Women's Health Research, an effort led by First Lady Jill Biden to tackle historical underfunding of women's health research, which has led to drastic disparities in health outcomes for women. CTA explored how digital health solutions can help address barriers to care for women in our 2023 study, *The Future of Women's Digital Health Solutions*, which surveyed over 1000 U.S. adult women to explore key issues and opportunities related to women's health. Notably, 64% of women believe digital health solutions can reduce health care costs and 58% think these solutions can help reduce health care inequities.

Women's use of digital health tools, CTA research showed, is driven by three key factors: the ability to track and monitor health effectively (40%), the aspiration to positively impact their health (39%) and the goal of establishing new healthy habits (36%). Personalized health tracking allows women to effectively manage their health with digital tools like apps and wearables. These help women keep tabs on various wellness parameters such as menstrual health, mental health, fitness and nutrition.

#### **Women's Health Technology at CES 2024**

This topic is highlighted by the Digital Health Summit, a hub for industry innovation and leadership. The Summit showcases the latest digital health developments. For deeper insight into tech's impact on women's health and health equity, don't miss the panel discussion, *How Tech Can Transform Women's Health*, on January 11 at 1:00 p.m. PT. and *Advancing Health Equity Through Technology* on January 11 at 2:00 p.m. PT. Visit [CES.tech](https://CES.tech) or download the CES 2024 app to explore these topics and much more in digital health.

Download the CES 2024 app and visit the Exhibitor Directory to discover the latest in cutting-edge wearables, telehealth advancements and AI-driven health solutions that are leading the way in digital health.



#### **AI in Research and on the Show Floor**

Shortcomings in women's health care in the U.S. are gaining far wider attention, and AI is a promising solution as a technology that's gaining ground across the sector for consumers' and clinicians' benefit.

Recent leaps in AI innovation are fueling progress in health technology by harnessing large data sets. In this way, the tech speeds development of personalized treatments while streamlining physician workflows to reduce burnout.

Evidence points to this trend gaining interest, as well as acceptance. Findings from two CTA reports, *Driving Consumer Adoption of Digital Health Solutions* and *2023 Decoding Consumer Sentiment and Outlook on Artificial Intelligence, U.S. Edition*, reveal that:

- At least three in four consumers who are interested in using digital health solutions believe these solutions will help improve their overall wellbeing.
- 42% of U.S. adults familiar with AI expect that the health care field will experience the greatest positive impact, compared to 20 other sectors surveyed, from AI.
- More than two in five (42%) are open to having AI technology tools make medical diagnoses for them.
- 64% of U.S. adults familiar with AI are open (very to somewhat) to consulting with an AI doctor remotely.
- More than a quarter (29%) are also open to having AI tech tools perform surgery on them.

At CES 2024, exhibits, conference programming and more demonstrate how technology is moving markets and attitudes relative to personalization, accessibility and innovation. AI and other digital health solutions are bridging gaps in care through inclusive systems, improved user interfaces and virtual ecosystems for anytime-anywhere access.

# WHO WE ARE



We are your advocates for innovation. Through our policy work at the federal, state and local levels across North America, we support the innovation economy and fight laws and rules that delay, restrict or ban the development of consumer technologies.

## **A Say in Your Industry's Future**

Voice your policy concerns by joining CTA's policy working groups to track legislation and regulation. Be part of the technology and standards process across more than 70 committees, subcommittees and working groups accredited by the American National Standards Institute (ANSI).

## **Artificial Intelligence (AI)**

CTA is a leading voice on artificial intelligence issues on Capitol Hill, working with industry and government to mitigate biased outcomes from AI algorithms, ensure adequate data security and prepare the American workforce for new opportunities created by AI. CTA's AI working group addresses questions around this technology and helps guide CTA's work on policy issues.

## **Competition**

CTA endorses policies promoting vibrant tech marketplaces that prioritize consumer welfare. We urge governments to provide clear and consistent legal guidelines for business activities. We oppose

penalizing companies through regulations that target size, scope or influence across political, social and financial sectors.

## **Drones**

CTA works with elected officials and government regulators to ensure that drone technology is safely integrated in the nation's airspace. As part of this initiative, CTA supports the "Know Before You Fly" consumer safety campaign, encouraging responsible use of drones.

## **Energy Efficiency**

CTA members have made tremendous progress in building energy efficient products and reducing greenhouse gas emissions. Meanwhile, CTA has supported and pioneered product-specific voluntary agreements that have enabled significant reductions in electricity use without governmental intervention.

## **Environmental Sustainability**

While U.S. manufacturers are making extraordinary advances in reducing e-waste, states' imposition of arbitrary recycling costs threatens to stifle our industry's success. CTA advocates for pro-innovation end-of-use policies that benefit consumers and our environment.



## Future of Work

CTA supports employer-led strategies and regulatory approaches that create more education and hiring pathways such as apprenticeships, internships and train-to-hire programs to help address the nation's skills gap. CTA leads a 21st Century Workforce Council, the CTA Apprenticeship Coalition, and conducts its annual Future of Work Survey.

## Immigration Reform

Immigrants start businesses, create jobs and have founded an impressive number of startups and iconic American companies. CTA favors updating our immigration laws to encourage foreign-born entrepreneurs and U.S.-educated immigrants to come to, and remain in, the U.S.

## INNOVATION FOR ALL AT CES 2024

Diversity is the bedrock of innovation. The Consumer Technology Association (CTA) is committed to the advancement of diversity, equity and inclusion at CES and beyond.

For innovation to reach its full potential, diverse voices and perspectives must be heard and amplified for businesses in the tech industry to flourish. That's why CES 2024 is celebrating D&I champions, funders, thought leaders and pioneers. Women, people of color, and people with disabilities and age-related challenges are making a difference despite a history of underrepresentation and lack of funding in the technology field.

The Innovation for All program at CES 2024 brings together thought leaders and allies for engagement opportunities, networking, policy discussions, and best-practices exchanges in advancing diversity and inclusion in the tech industry. Program formats range from dynamic panel discussions to networking events that connect industry professionals and tech founders from underrepresented groups. Download the CES 2024 app and plan to participate in diversity and inclusion activities at CES.

## Intermediary Liability

The common-sense principle that the speaker – not the platform – is responsible for online speech underpinning the modern Internet. Changing Section 230: Platform Liability of the Communications Decency Act to place liability on the platform would disincentivize investment, harm our internet ecosystem and open small businesses to devastating lawsuits.

## Patent Reform

Frivolous litigation brought by so-called patent trolls drains billions from the U.S. economy — money that innovators must spend on lawyers rather than research and development, or on creating jobs. CTA supports patent policies that reduce the explosion of lawsuits brought by patent trolls to victimize entrepreneurs and startups.

## Self-Driving Cars

Self-driving vehicles have the potential to save tens of thousands of lives a year while providing enormous mobility opportunities to the elderly and people with disabilities. CTA encourages the government to implement national technology-neutral rules encouraging the safe and expeditious rollout of new automobile and mobility technologies.

## Spectrum

Access to wireless broadband service has become necessary for work, education, shopping and accessing medical care. CTA supports an expansion of broadband access by deploying more spectrum and removing obstacles to infrastructure installation for 5G and other advanced services.

## Sustainability

Meeting increasing consumer demand for high-tech devices includes ensuring sustainable policies and practices are in place. Industry-led programs and initiatives are making significant progress in reducing e-waste and adverse environmental impacts.

## Tariffs

International trade plays a vital role for our industry and the U.S. economy. CTA advocates for free and fair trade, encourages new trade agreements and opposes tariffs on foreign goods that act as costly taxes on American companies.

## CTA MEMBER GROUPS

Make invaluable connections and collaborate with various innovators to propel the industry forward. Member groups are open to all CTA members and offer promotional programs, research projects, industry education and more.

- Accessories Division
- Apprenticeship Coalition
- Audio Division
- Communications Committee
- Content and Entertainment Council
- Diversity and Inclusion Working Group
- Health Division
- Metaverse Working Group
- Retailer Council
- Small Business Council
- Smart Home Division
- Vehicle Technology Division
- Video Division
- Wireless Division
- 21st Century Workforce Council

# CTA MATCH: CATALYZING INNOVATION AND GROWTH FOR ENTREPRENEURS AND INVESTORS



In the rapidly evolving world of technology and innovation, fostering meaningful connections between entrepreneurs and established investors is crucial. CTA Match is a powerful member benefit developed by CTA that supports our mission to help innovators of all sizes grow their business.

Small- and medium-sized companies, representing 80% of CTA's member base, are a vital incubator and means for fostering an innovation economy. The CTA Match program is designed to serve as a catalyst and a vehicle for innovation, one that spurs successful business ventures.

CTA Match is a unique experience curated for entrepreneurs and investors. Unlike conventional networking platforms, CTA Match carefully identifies and pairs entrepreneurs with investors and

corporations sharing similar industry interests and investment goals. This precision in matchmaking ensures that both parties have aligned objectives, paving the way for more fruitful and sustainable business relationships.

Participation in CTA Match at CES 2024 opens doors to unparalleled opportunities for entrepreneurs to showcase their innovations to a global audience and investors. CTA Match stands out as a complimentary member benefit, adding significant value to CTA membership. For non-members, the program remains accessible for a fee to ensure inclusivity and broad participation. Entrepreneurs contemplating joining CTA can start their membership at a competitive rate to gain access to the CTA Match program and other valuable membership benefits.



## CTA Event Highlights

We provide a platform for tech leaders to connect and collaborate. We continue to host virtual opportunities to connect and look forward to the following in-person events.

- CEO Summit
- CES
- CES on the Hill
- CES preview events in Amsterdam, New York and Paris
- CTA Digital Patriots Dinner
- CTA Technology and Standards Forum
- CTA Winter Break
- Tech Week

We invite you to join us in this journey of innovation and progress. Become a part of our dynamic community, engage with industry leaders and contribute to shaping the future of technology. Together, let's turn visionary ideas into reality and make a lasting impact in the industry while changing people's lives for the better.

We are dedicated to shaping an inclusive, innovative and thriving technological landscape. By uniting diverse voices, fostering groundbreaking ideas and building a strong community of forward-thinkers, we are setting the stage for a more connected and technologically empowered world.

## CTA FOCUS FRIDAY: JOIN THE CONVERSATION

The Focus Friday series consists of informal and interactive digital sessions that bring together CTA member companies and industry experts to discuss challenges, insights and advice on specific issues technology companies are facing. Topics range from health policy, mobility, cybersecurity and tariffs to workplace diversity and accessibility. Experts from tech companies, government agencies and other industry organizations guide the conversations and provide their own insights so that attendees have clear takeaways for their businesses. Focus Fridays spark conversations and ideas. They help move the technology industry forward.

Want to join your peers in future discussions? Check out the upcoming CTA Focus Fridays at [cta.tech/events/focus-fridays](https://cta.tech/events/focus-fridays). Want your company to headline a Focus Friday conversation? We will work with you to curate a session on your preferred topic. To learn more and get started, contact Deborah Kassoff at [dkassoff@cta.tech](mailto:dkassoff@cta.tech).

## CTA MEMBER BENEFITS AT CES 2024



### Member Lounges

- Private meeting rooms (first come, first served)
- Wi-Fi
- Refreshments
- Tables and seating
- TV, PCs, printer
- Access to CTA staff

### CES 2024 Member Lounge Locations:

- LVCC West Hall, Level 2, Room W227
- LVCC North Hall, Level 2, Room N257
- Venetian, Level 2, Venetian Ballroom D-E

### Member Lounge Hours:

- Monday, January 8: Noon – 5 PM
- Tuesday, January 9: 9 AM – 6 PM
- Wednesday, January 10: 8:30 AM – 6 PM
- Thursday, January 11: 8:30 AM – 6 PM
- Friday, January 12: 8:30 AM – 4 PM

### CTA Member Party

All CTA members and their guest (one) are welcome to attend the CTA Member Party on Jan. 9 from 6-8 PM.

**Location:** TAO Asian Bistro

**Located in:** Grand Canal Shoppes at The Venetian Resort Las Vegas

**Address:** 3377 S Las Vegas Blvd, Las Vegas, NV 89109

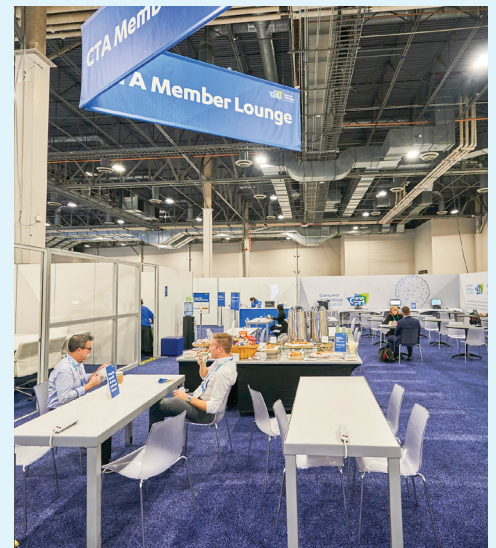
CES 2024 Show badge and government-issued photo identification will be required for entry.

Thank You to Our CTA Member Party Sponsors



### Exhibitor Perks

- Discount of \$5 off per square foot on your booth space\* (some conditions apply)
  - Tickets to the VIP Networking Luncheons\*
  - Priority points to apply toward a premium space selection at future shows and priority on booth change waiting lists\*
  - Discount on Innovation Awards entry fees\*
  - Free online CES press list\*
- \*For CES Exhibitors Only



### Expanded Access

- Special recognition on badges and in directory listings
- 25% discount on conference passes
- Complimentary Free Access to the CTA Match Program at CES 2024 (deadlines apply)
- Unlimited free early registration for all employees of your company (deadlines apply).



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# NEW & NOTEWORTHY

NEW PRODUCTS AT CES 2024

**MASTERBUILT AND KAMADO JOE, BOOTH 50819, VENETIAN HALL A**

Middleby Outdoor brand Kamado Joe is spotlighting its Connected Joe digitally connected ceramic grill that blends all the benefits of traditional ceramic cooking with modern technology, while solving the common frustration points of lighting and temperature control. The digital controls and convenient app-enabled features help grillers experience the benefits of kamado cooking with greater ease of use in lighting the charcoal and maintaining desired grill temperature. Available now, Connected Joe is priced at \$1,699



## DeRUCCI Features Pro IoT Smart Mattress

**BOOTH 52943** DeRUCCI is featuring its double CES 2024 Innovation Award winning (in the Smart Home and Digital Health categories) DeRUCCI AI series T11 Pro Smart Mattress, an Artificial Intelligence of Things (IoT) intelligent sleep solution based on extensive sleep/health research with international universities and institutions. The T11 Pro Smart Mattress instantly adjusts to the individual's health for optimal sleep, actually warning the user about potential health issues before they are aware of them.



The DeRUCCI AI series T11 Pro Smart Mattress

The AI series T11 Pro Smart Mattress includes 23 sleep/health AI sensors that automatically track subtle changes in position, body temperature, heart rate, and health; 18 flexible air support units that instantly respond and support the user's position and body movements; AI software algorithms;

smart software/hardware adjustments; and sleep monitoring.

The DeRUCCI AI series T11 Pro IoT Smart Mattress will be available in the U.S. in Q3 2024, priced at \$8,250.

## Primax Showcase Marks Company's 40th Anniversary

**BOOTH 1713** Celebrating its 40th anniversary, Primax Electronics is unveiling innovative interface and audio solutions at CES 2024. A leading ODM manufacturer, Primax is showcasing its range of interface, visual and audio solutions. Its Haptic ForcePad offers tactile feedback for enhanced digital interaction, featuring a uniform force across various touchpad sizes for precise user feedback.

In addition, Primax's waterproof keyboard is designed with what the company says is the world's thinnest 0.07mm double-layer PU 3D-seal, making it waterproof, comfortable to type, easy to clean and with backlit key function like no other.

Addressing the growing trend of live video streaming and editing, Primax provides advanced solutions for content creators, including control decks and webcasters for effective and quality productions. This lineup demonstrates Primax's commitment to versatile, convenient, and high-performance products catering to diverse needs.



Primax provides advanced solutions for content creators, including control decks and webcasters for effective and quality productions



# PRODUCT SPOTLIGHT



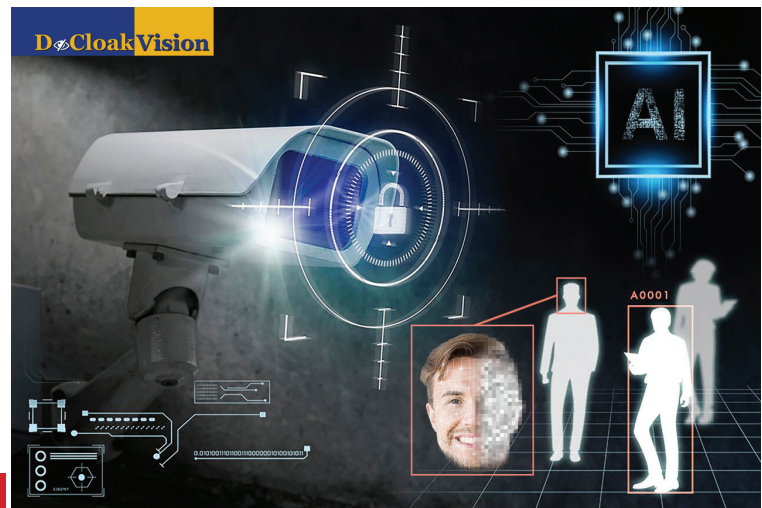
1



2



3



4

1

**ECOFLOW DELTA PRO ULTRA**

EcoFlow DELTA Pro Ultra is a whole-home backup solution with an expandable ecosystem, delivering the highest output power ever by one single unit in the history of home backup power. It can successfully power high-voltage solar inputs for users to create a sustainable solar power system. For increased efficiency, users can expand their DELTA Pro Ultra ecosystem by stacking several together and pairing it with EcoFlow Smart Home Panel 2. The DELTA Pro Ultra is an industry-first innovation that combines smart energy and eco-friendly design into a powerful whole-home power solution. <https://www.ecoflow.com/us/delta-pro-ultra>  
**Booth:** 15707 – LVCC Central Hall

2

**WIRELESS MICROPHONE SYSTEM**

WCR01 comprises a dual-channel receiver and two wireless transmitters. It can transmit audio signals up to 100 meters with low time latency. The customized acoustic design ensures reliable, clear, bright, and rich sound for short videos, Podcasts, and online live streaming in various noise conditions. [www.797microphone.com](http://www.797microphone.com)  
**Booth:** 16459

3

**LINXURA SMART CONTROLLER**

The Linxura Smart Controller offers a portable solution for smart device control. No hubs required. A Clickwheel allows control of 52 devices with on/off via click/double-click, and settings like volume up/down, light brighter/dimmer or changing colors via rotating clockwise/counter-clockwise. Create your own Scenes triggering multi devices with a single click. Use up to 3 months per charge. Supports Alexa, Google Home, IFTTT, Sonos, Phillips Hue, LIFX, Switchbot and more through firmware updates. \$99.99. [www.linxura.com](http://www.linxura.com)  
**Booth:** 50535

4

**DECLOAKVISION**

DeCloakVision is an innovative privacy-enhancing surveillance system that protects individuals' privacy while enabling the targeted observation and tracking of specific activities. This system employs decentralized AI models, harnessing differential privacy and homomorphic encryption tech for secure, anonymous tracking without compromising identities or public privacy. <https://de-cloak.com/en/home-en/>  
**Booth:** 15459, Central Hall, LVCC

# PRODUCT SPOTLIGHT



## 1

### AN ABSOLUTE BREAKTHROUGH WITH MOTION TRACK TECH, 16MP CLARITY & 180° PANORAMA

Reolink Duo 3 PoE watches over your home in unparalleled 16MP clarity. Equipped with dual-image stitching algorithms, it provides a 180° panoramic view with minimal distortion. Motion track tech makes it the world's first security camera that overlays the different positions of people, vehicles and animals over time into a single picture, thus illuminating the target's movement within the detection area.

<https://reolink.com/>

Booth: 52548 - Venetian Expo Center

## 2

### CANON POWERSHOT V10

The Canon PowerShot V10 is a portable vlog and still camera that lets you create impressive videos on-the-go. This camera has in mind the on-the-go content creator who wants to level-up their creative content and step-up from using a smart phone. It's packed with key features, including an intuitive control user interface on the touch panel, 19mm (35mm equivalent) lens, with stereo sound capture, a built-in stand, and easy live streaming.

<https://www.usa.canon.com/shop/p/powershot-v10>

Booth: 17629

## 3

### AURORA USB MICROPHONE

Designed with simplicity and style, the AURORA USB microphone features an aurora light ring. The chic color changes based on recording gain and headphone gain switches. Big diaphragm capsule delivers clear, bright, and rich sound for Podcasts, online live streaming, electronic Sports/Cyber Games and various usage scenarios.

[www.797microphone.com](http://www.797microphone.com)

Booth: 16459

## 4

### MYWAVES

Neuroscience Innovation, patented technology turning your own brainwaves into soundwaves. Clinical test shows this non-invasive, chemical-free sleep solution will result in BETTER SLEEP

[www.mywaves.tech](http://www.mywaves.tech)

Booth: 60237



# PRODUCT SPOTLIGHT



1



2

3

## Unlock Your Vagus Nerve



1

### MOBBY KIDS' LEARNING PAD

Leveraging TAL's 15 years of pedagogic innovation and education content R&D expertise, the Mobby Kids' Learning Pad aims to offer solutions for comprehensive early childhood enlightenment and education equity. Effective implementation of scientific methodologies, integrating insights from developmental psychology, brain science, and academic research, has resulted in a content-upgradable platform befitting competitive Chinese education standards.

<https://ir.100tal.com>

Booth: Venetian Expo 54768

2

### INTRODUCING XBOTGO2: TURN YOUR SMARTPHONE INTO AI SPORTS CAMERAMAN

Embark on a revolutionary journey with XbotGo, our acclaimed XbotGo 1 has already transformed the sports recording experience for sports participants across 50+ countries. With over 100,000 amateur events being auto captured, we are now proud to unveil XbotGo 2. Calling all Investors, Distributors, Partners in Sports, Tech or Media. Discover the unlimited potential for collaboration and growth.

Website: [www.xbotgo.com](http://www.xbotgo.com)

Contact: [support@blinktech.us](mailto:support@blinktech.us)

Booth: Eureka Park #60837

3

### TRANSFORMING MENTAL WELLNESS, PULSETTO OFFERS THE SIMPLEST SOLUTION TO STRESS AND SLEEP ISSUES.

This innovative device brings mental health care into daily routines, ensuring stress relief, better sleep, and burnout prevention is as easy as brushing your teeth.

[www.pulsetto.tech](http://www.pulsetto.tech)

Booth: 8867

4

### ATH-TWX7 WIRELESS EARBUDS

The truly wireless ATH-TWX7 earbuds are designed to provide high-fidelity audio that users can customize to their preference and environment. Adopting the 5.8 mm high-resolution drivers from Audio-Technica's flagship ATH-TWX9, the compact ATH-TWX7 earbuds offer detailed audio reproduction, plus noise-cancelling, talk-through, and soundscape functions to let users control their sound space. Includes both soft eartips for greater comfort and standard eartips for a more secure fit.

[www.audio-technica.com](http://www.audio-technica.com)

Booth: 20935

# PRODUCT SPOTLIGHT



1



Automotive News  
**PACE pilot**  
2023 FINALIST

2



3



4

1

## OSIM ULOVE 3 WELL-BEING CHAIR

For a personalized wellness experience with the OSIM uLove 3, the AI Stress Analysis measures Body Tension Scores using biosensors with electrocardiogram (ECG) technology. Monitor your stress scores to observe trends over time via the OSIM Well-Being App, and effectively manage stress with a Personalized Body Tension Program, with varying massage intensities and music for a full body relaxation.

<https://us.osim.com/>

Booth: 54252

2

## CY VISION'S 3D AR HUD REIMAGINES THE IN-CAR EXPERIENCE

Step into a future where your windshield becomes a portal to a safer, smarter, and infinitely more entertaining drive. The HUD shatters the limitations of traditional dashboards. Eyes glued to the road, not gauges: Speed, warnings, and even potential hazards on your windshield, keeping your focus where it belongs. Navigation reimagined: turn-by-turn directions without ever breaking your gaze from the road. Personalized cockpit: No more information overload, just a curated stream of what matters most.

[www.cyvision.com](http://www.cyvision.com)

Booth: 4377

3

## 1MORE S50 SPORTS HEADPHONES

The 1MORE S50 sports headphones are packed with innovative features. They utilize the 1MORE PurePower Driver with a powerful magnetic design, delivering a 40% boost for a top-notch auditory experience. The DLC diaphragm ensures exceptional sound quality, while the collaboration with Sonarworks personalizes the sound. Grammy master-tuned acoustics enhance the listening journey. The Open-Air Tech with Directional Sound Loops immerses users in a captivating audio landscape.

<https://usa.1more.com/products/1-more-fit-open-earbuds-s50>

Booth: 23027

4

## Afero

Afero makes the world's connected devices smart and secure. Afero's IOT Platform as a Service incorporates simplicity, ease of use, security, and data privacy into the entire solution, from manufacturing to product to cloud to end user.

[afero.io](http://afero.io)

Booth: Wynn Encore Hospitality Suites



# PRODUCT SPOTLIGHT



## 1

### GOOVIS G3 MAX

Most Advanced 5K OLED Cinematic HMD, provides you with a High definition, Ultra-sharp, Giant screen, Immersive, and Cinema-like experience, can be used to view films and videos, play games, Enjoy your private MAX Cinema Anytime, Anywhere.

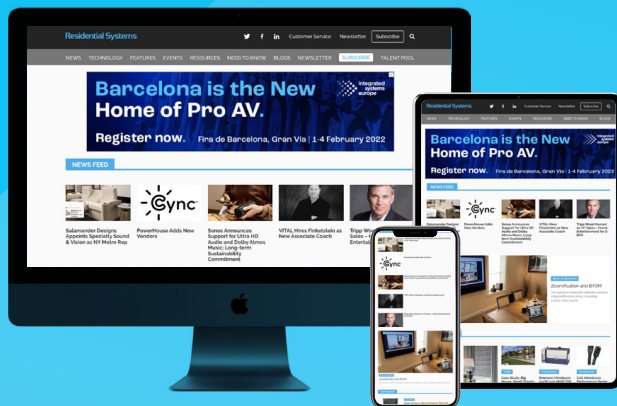
[www.goovislife.com](http://www.goovislife.com)

Booth: Westgate 531

1

# Residential Systems **ONLINE**

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# CES CONFERENCE SESSIONS

FOR THE MOST UP-TO-DATE SCHEDULE SEE: [CES.TECH/SCHEDULE](https://ces.tech/schedule) 

## TUESDAY, JANUARY 9

8:30AM - 10:00AM

### KEYNOTE

#### CTA State of the Industry Address and L'Oreal Keynote

Location: Venetian, Level 5, Palazzo Ballroom  
Fee Required? No

9:00AM - 9:40AM

#### Harnessing the Power of AI Ethically

Location: LVCC, North Level 2, N250  
Fee Required? No

9:00AM - 9:40AM

#### Shaping the Future of Electrification

Location: LVCC, West Level 2, W218  
Fee Required? Yes

9:00AM - 9:40AM

#### Augmented & Virtual Reality in the Creator Ecosystem

Location: ARIA, Level 1, Joshua 9  
Fee Required? No

9:00AM - 9:40AM

#### PropTech: Extending Value in Multifamily

Location: Venetian, Level 4, Marcello 4404  
Fee Required? Yes

9:00AM - 9:40AM

#### Transforming An All American Brand: Technology Inside THE WEATHER CHANNEL

Location: ARIA, Level 2, Mariposa 4  
Fee Required? No

9:00AM - 9:40AM

#### Trust by Design: Embed Privacy and Cybersecurity Into Development

Location: LVCC, West Level 2, W219  
Fee Required? No

9:00AM - 9:40AM

#### 5G - Fad or Future? A Look at the Promise and Reality

Location: LVCC, North Level 2, N258  
Fee Required? Yes

9:00AM - 9:40AM

#### Unlocking V2X: How to Ignite a Transportation Revolution, presented by Magna

Location: LVCC, West Level 2, W232  
Fee Required? No

9:00AM - 9:40AM

#### The Transformation of Motorsports: How Digitization is Driving Sustainability

Location: ARIA, Level 1, Joshua 8  
Fee Required? No

10:00AM - 10:40AM

#### What Companies Need to Know about How People Understand Privacy

Location: LVCC, North Level 2, N250  
Fee Required? No

10:00AM - 10:40AM

#### Transforming the Driving Experience

Location: LVCC, West Level 2, W218  
Fee Required? Yes

10:00AM - 10:40AM

#### Creators in Premium Audio - featuring Michael & Lauryn Bosstick of Dear Media

Location: ARIA, Level 1, Joshua 9  
Fee Required? No

10:00AM - 10:40AM

#### Enhancing Home Security: Protecting What Matters

Location: Venetian, Level 4, Marcello 4404  
Fee Required? Yes

10:00AM - 10:40AM

#### Disney: The New Streaming Formula - Audience and Engagement Fuel The Future Of Advertising

Location: ARIA, Level 2, Mariposa 4  
Fee Required? No

10:00AM - 10:40AM

#### Trust and Synthetic Information - Paradox or Possibility?

Location: LVCC, West Level 2, W219  
Fee Required? No

10:00AM - 10:40AM

#### Great Minds, Bold Visions: What's Next for AI?

Location: LVCC, West Level 2, W232  
Fee Required? No

10:00AM - 10:40AM

#### AI and Mobile Technology - Smarter Tech!

Location: LVCC, North Level 2, N258  
Fee Required? Yes

10:00AM - 10:40AM

#### How Data is Unlocking the Fluid Fan

Location: ARIA, Level 1, Joshua 8  
Fee Required? No

10:00AM - 10:40AM

#### Beyond the Hype: Exploring Strategic AI Investments

Location: Venetian Expo, Level 1, Hall G, Startup Stage  
Fee Required? No

11:00AM - 11:40AM

#### Social Media's Impact on Kids: What's Next for Tech?

Location: LVCC, North Level 2, N250  
Fee Required? No

11:00AM - 11:40AM

#### A Glimpse into the New Generation

Location: LVCC, West Level 2, W218  
Fee Required? Yes



11:00AM - 11:40AM

### How Legacy Tech is Talking to Creators

Location: ARIA, Level 1, Joshua 9

Fee Required? No

11:00AM - 11:40AM

### Energy Management: Sustainability and Efficiency

Location: Venetian, Level 4, Marcello 4404

Fee Required? Yes

11:00AM - 11:40AM

### Great American Elderverse: Combating Social Isolation with VR

Location: LVCC, Grand Lobby, CTA Stage

Fee Required? No

11:00AM - 11:40AM

### Harnessing AI Innovation While Governing Risk

Location: LVCC, West Level 2, W219

Fee Required? No

11:00AM - 11:40AM

### What are the Technology Needs for the Developing World?

Location: LVCC, West Level 2, W232

Fee Required? No

11:00AM - 11:40AM

### Don't Click That Link! The State of Spam

Location: LVCC, North Level 2, N258

Fee Required? Yes

11:00AM - 11:40AM

### From Buzz to Business: The ROI of Women's Sports

Location: ARIA, Level 1, Joshua 8

Fee Required? No

11:00AM - 11:40AM

### Protecting America's Best Ideas: A Conversation with USPTO Director Kathi Vidal

Location: Venetian Expo, Level 1, Hall G, Startup Stage

Fee Required? No

11:00AM - 11:50AM

### KEYNOTE

### C Space Keynote: Brand Loyalty in the Age of Always On

Location: ARIA, Level 2, Mariposa 4

Fee Required? No

12:00PM - 12:40PM

### CTA Circular Economy Initiative Announcement

Location: LVCC, Grand Lobby, CTA Stage

Fee Required? No

1:00PM - 1:40PM

### AI & Robotics in Agriculture

Location: Venetian, Level 4, Lando 4302

Fee Required? Yes

1:00PM - 1:40PM

### Making Digital Interventions Accessible and Affordable

Location: LVCC, North Level 2, N250

Fee Required? No

1:00PM - 1:40PM

### How Brands Are Embracing Content Creators as Marketing Partners

Location: ARIA, Level 1, Joshua 9

Fee Required? No

1:00PM - 1:40PM

### Fireside Chat: Smart Home Innovations

Location: Venetian, Level 4, Marcello 4404

Fee Required? Yes

1:00PM - 1:40PM

### Sunday Dinner: The Craft of Storytelling in a Modern Era

Location: ARIA, Level 2, Mariposa 4

Fee Required? No

1:00PM - 1:40PM

### Accelerating Developer Experience: Unleash Your Full Potential

Location: LVCC, West Level 2, W219

Fee Required? No

1:00PM - 1:40PM

### Women in Tech Q&A

Location: LVCC, Grand Lobby, CTA Stage

Fee Required? No

1:00PM - 1:40PM

### OTA meets OTT to Deliver Exciting Live Event Experiences

Location: LVCC, West Level 2, W218

Fee Required? Yes

1:00PM - 1:40PM

### Building Approachable Autonomy in Pittsburgh

Location: LVCC, North Level 2, N258

Fee Required? Yes

1:00PM - 1:40PM

### Future of Auto Sales: How AI/GenAI Will Disrupt Customer Experience, presented by BCG

Location: LVCC, West Level 2, W232

Fee Required? No

1:00PM - 1:40PM

### 2034: A Sports Odyssey - Imagining the Stadium of the Future

Location: ARIA, Level 1, Joshua 8

Fee Required? No

# HD Hyundai Reveals 'Xite Transformation' at CES 2024 Keynote Speech

HD Hyundai, a global heavy industries conglomerate, will be giving a keynote on its innovative vision to create and encourage sustainability on land under the name 'Xite Transformation' on Wednesday, Jan. 10, 2024, at the Venetian hotel in the Palazzo Ballroom on Level 5 at 9:00 (PT).

Vice Chairman and CEO of HD Hyundai, Kisun Chung, will be sharing details which will focus on the company's comprehensive strategy and vision to create innovation in infrastructure construction. Xite Transformation is HD Hyundai's vision to solve pressing challenges humanity is facing such as safety, security, supply chain issues, climate change and more. The company is eager to embrace its role as a "Future Builder" by expanding its sustainability focus beyond ocean infrastructure to also including land infrastructure.



# HD HYUNDAI



FIND US  
AT BOOTH  
4517

1:00PM - 1:40PM

**Building an Ecosystem to Encourage Investments in Startups**

Location: Venetian Expo, Level 1, Hall G, Startup Stage  
Fee Required? No

1:00PM - 1:40PM

**AI is the 5th Industrial Revolution**

Location: Venetian, Level 4, Lando 4304  
Fee Required? Yes

2:00PM - 2:40PM

**Controlled Environment Agriculture & Indoor Farming**

Location: Venetian, Level 4, Lando 4302  
Fee Required? Yes

2:00PM - 2:40PM

**Work, Create, and Play for Good in Extended Reality**

Location: LVCC, North Level 2, N250  
Fee Required? No

2:00PM - 2:40PM

**The Creators Who Are Leaning Into AI**

Location: ARIA, Level 1, Joshua 9  
Fee Required? No

2:00PM - 2:40PM

**Building a Consumer IoT Business**

Location: Venetian, Level 4, Marcello 4404  
Fee Required? Yes

2:00PM - 2:40PM

**Amazon Streaming: Clay tablets to streaming TV - The evolution of storytelling**

Location: ARIA, Level 2, Mariposa 4  
Fee Required? No

2:00PM - 2:40PM

**Navigating the Electrification Movement: A Cross-Sector Perspective**

Location: LVCC, West Level 2, W219  
Fee Required? No

2:00PM - 2:40PM

**The Future of the Chief Diversity Officer: What's Next?**

Location: LVCC, Grand Lobby, CTA Stage  
Fee Required? No

2:00PM - 2:40PM

**Your New BFF is a Robot**

Location: LVCC, North Level 2, N258  
Fee Required? Yes

2:00PM - 2:40PM

**Life in Progress: Capitalizing on Clean Battery Power Through Safety, presented by ULSE**

Location: LVCC, West Level 2, W232  
Fee Required? No

2:00PM - 2:40PM

**Brand Partnerships in the Sports World Innovated by Tech**

Location: ARIA, Level 1, Joshua 8  
Fee Required? No

2:00PM - 2:40PM

**How Global Governments and Startups are creating Smart Cities of the Future**

Location: Venetian Expo, Level 1, Hall G, Startup Stage  
Fee Required? No

2:00PM - 2:40PM

**Brands Get Personal With AI**

Location: Venetian, Level 4, Lando 4304  
Fee Required? Yes

2:00PM - 3:00PM

**KEYNOTE**

**Walmart Keynote**

Location: Venetian, Level 5, Palazzo Ballroom  
Fee Required? No

3:00PM - 3:40PM

**The Connected Farm: New Tools for Farmers to Reduce Waste**

Location: Venetian, Level 4, Lando 4302  
Fee Required? Yes

3:00PM - 3:40PM

**Your Brain Gaming for Good**

Location: LVCC, North Level 2, N250  
Fee Required? No

3:00PM - 3:40PM

**Privacy and Data Security in Smart Homes**

Location: Venetian, Level 4, Marcello 4404  
Fee Required? Yes

3:00PM - 3:40PM

**Comscore: You Had Me at Cross-Platform: Reach, Frequency & Beyond in Advertising**

Location: ARIA, Level 2, Mariposa 4  
Fee Required? No

3:00PM - 3:40PM

**The New Age of Auto - from Steel & Exhaust to Software & Sustainability**

Location: LVCC, West Level 2, W219  
Fee Required? No

3:00PM - 3:40PM

**A Look at the Funding Landscape For Women and Diverse Entrepreneurs**

Location: Venetian Expo, Level 1, Hall G, Startup Stage  
Fee Required? No

3:00PM - 3:40PM

**FAST - The Future of Streaming?**

Location: LVCC, West Level 2, W218  
Fee Required? Yes

3:00PM - 3:40PM

**Robots at Work**

Location: LVCC, North Level 2, N258  
Fee Required? Yes

3:00PM - 3:40PM

**Human by Design, presented by Accenture**

Location: LVCC, West Level 2, W232  
Fee Required? No

3:00PM - 3:40PM

**The Future of Sports Betting**

Location: ARIA, Level 1, Joshua 8  
Fee Required? No

3:00PM - 3:40PM

**The AI Driven Retail & Restaurant Experience**

Location: Venetian, Level 4, Lando 4304  
Fee Required? Yes

3:00PM - 3:30PM

**What Are the Odds? Fighting Consumer Security in Today's Digital Age**

Location: ARIA, Level 1, Joshua 9  
Fee Required? No

4:00PM - 4:40PM

**New Voices of Technology-Powered Farms**

Location: Venetian, Level 4, Lando 4302  
Fee Required? Yes



4:00PM - 4:40PM

**Smart Homes: Embracing New Users**

Location: Venetian, Level 4, Marcello 4404

Fee Required? Yes

4:00PM - 4:40PM

**Digital Identity Is Driving the Autonomous Revolution**

Location: LVCC, West Level 2, W219

Fee Required? No

4:00PM - 4:40PM

**Medicine Without Borders: Global Health Driven by AI**

Location: LVCC, North Level 2, N250

Fee Required? No

4:00PM - 4:40PM

**The Journey of Affordable High-End Audio**

Location: LVCC, West Level 2, W218

Fee Required? Yes

4:00PM - 4:40PM

**The Wide World of Drones**

Location: LVCC, North Level 2, N258

Fee Required? Yes

4:00PM - 4:40PM

**The Future of Smart Industrials, presented by KPMG**

Location: LVCC, West Level 2, W232

Fee Required? No

4:00PM - 4:40PM

**Exploring Innovations in Mental Health**

Location: Venetian Expo, Level 1, Hall G, Startup Stage

Fee Required? No

4:00PM - 4:40PM

**Workforce, Wellness & AI**

Location: Venetian, Level 4, Lando 4304

Fee Required? Yes

4:00PM - 4:25PM

**Building an Accessible World with Intel**

Location: LVCC, Grand Lobby, CTA Stage

Fee Required? No

3:55PM - 4:15PM

**Future Consumers Drive Tomorrow's Brands**

Location: ARIA, Level 1, Joshua 9

Fee Required? No

4:00PM - 6:00PM

**Building a More Human Internet with AI, presented by Pinterest**

Location: ARIA, Level 2, Mariposa 4

Fee Required? No

5:00PM - 6:00PM

**KEYNOTE**

**Intel Keynote and Elevance Health Keynote**

Location: Venetian, Level 5, Palazzo Ballroom

Fee Required? No

4:15PM - 4:35PM

**Delivering CPG Innovation Through Technology**

Location: ARIA, Level 1, Joshua 9

Fee Required? No

4:35PM - 5:00PM

**Creators & Collabs for Brands**

Location: ARIA, Level 1, Joshua 9

Fee Required? No

4:30PM - 4:55PM

**Ricoh: Designing with Accessibility in Mind**

Location: LVCC, Grand Lobby, CTA Stage

Fee Required? No

1:00PM - 2:00PM

**Can Policy Affect Health Innovation?**

Location: LVCC, North Level 2, N262

Fee Required? No

2:20PM - 3:20PM

**Can a Public-Private IoT Device Certification Process Better Protect Consumers?**

Location: LVCC, North Level 2, N262

Fee Required? No

3:40PM - 4:40PM

**Trade in Tech. What is it good for? Absolutely Everything!**

Location: LVCC, North Level 2, N262

Fee Required? No

3:30PM - 3:55PM

**Streaming Wars: The State of the Industry**

Location: ARIA, Level 1, Joshua 9

Fee Required? No

**WEDNESDAY, JANUARY 10**

9:00AM - 10:00AM

**Collaborative Opportunities to Increase Battery Recycling**

Location: LVCC, North Level 2, N262

Fee Required? No

9:00AM - 10:00AM

**KEYNOTE**

**HD Hyundai Keynote**

Location: Venetian, Level 5, Palazzo Ballroom

Fee Required? No

9:00AM - 9:40AM

**The Middle Lane: Self-Driving Cars Today**

Location: LVCC, West Level 2, W219

Fee Required? Yes

9:00AM - 9:40AM

**How Market Demand for VR/AR Headsets will Impact Metaverse and Spatial Computing**

Location: LVCC, North Level 2, N258

Fee Required? Yes

9:00AM - 9:40AM

**Talent & Franchises: Building a Modern Media Company**

Location: ARIA, Level 1, Joshua 9

Fee Required? No

9:00AM - 9:40AM

**Omnicom: Working Together Towards More Inclusive AI**

Location: ARIA, Level 2, Mariposa 4

Fee Required? No

9:00AM - 9:40AM

**Emerging Technologies Shaping the Tech Workforce**

Location: Venetian Expo, Level 1, Hall G, Startup Stage

Fee Required? No

9:00AM - 9:40AM

**The Hard Part of AI: Hardware and Chips**

Location: LVCC, North Level 2, N250

Fee Required? Yes

9:00AM - 9:40AM

**Gaming Beyond Leisure**

Location: LVCC, West Level 2, W218

Fee Required? Yes

9:00AM - 9:40AM

**Smart Mobility in 2024 and Beyond**

Location: Venetian, Level 4, Lando 4302

Fee Required? Yes

9:00AM - 9:40AM

**How AI is Transforming Food**

Location: Venetian, Level 4, Lando 4304

Fee Required? Yes

9:45AM - 10:15AM

**Streaming Success in 2024: How to Adapt to Today's Consumer**

Location: ARIA, Level 1, Joshua 8

Fee Required? No

9:00AM - 9:45AM

**The Future of the Entertainment Industry**

Location: ARIA, Level 1, Joshua 8

Fee Required? No

9:00AM - 9:30AM

**The Intersection of Music and Technology**

Location: LVCC, West Level 2, W232

Fee Required? No

10:00AM - 10:40AM

**Mic Drop! Unlock the Power of Your Mind with Freestyle Rap**

Location: Venetian, Level 4, Marcello 4404

Fee Required? No

10:00AM - 10:40AM

**The Future of EV Batteries is Big**

Location: LVCC, West Level 2, W219

Fee Required? Yes

10:00AM - 10:40AM

**Leveraging XR/Metaverse to Achieve Business Success in a Virtual World**

Location: LVCC, North Level 2, N258

Fee Required? Yes

10:00AM - 10:40AM

**Arsenal FC x LA Rams: Technology in Football**

Location: ARIA, Level 2, Mariposa 4

Fee Required? No

10:00AM - 10:40AM

**Driving Innovation Through Inclusive Design**

Location: Venetian Expo, Level 1, Hall G, Startup Stage

Fee Required? No

10:00AM - 10:40AM

**Ethics and AI in Academia**

Location: LVCC, North Level 2, N250

Fee Required? Yes

10:00AM - 10:40AM

**Gaming Without Borders**

Location: LVCC, West Level 2, W218

Fee Required? Yes

10:00AM - 10:40AM

**Ahead of the Game: Revolutionizing Athlete Safety with Emerging Health Tech**

Location: LVCC, West Level 2, W232

Fee Required? No

10:00AM - 10:40AM

**Self-Driving Has Entered the Rural Chat**

Location: Venetian, Level 4, Lando 4302

Fee Required? Yes

10:00AM - 10:40AM

**3D Printed Food & Robotic Chefs**

Location: Venetian, Level 4, Lando 4304

Fee Required? Yes

10:00AM - 10:25AM

**AI: Technological Tipping Point**

Location: ARIA, Level 1, Joshua 9

Fee Required? No

10:15AM - 10:30AM

**Embrace the Power of Fandom to Connect Content and Commerce**

Location: ARIA, Level 1, Joshua 8

Fee Required? No

10:20AM - 11:40AM

**“Conversation with a Commissioner” CES Edition**

Location: LVCC, North Level 2, N262

Fee Required? No

10:25AM - 10:50AM

**Navigating Retail Media's Meteoric Expansion**

Location: ARIA, Level 1, Joshua 9

Fee Required? No

10:30AM - 10:50AM

**Data-Driven Shoppable Series Content - Powered by New Syndication Technology**

Location: ARIA, Level 1, Joshua 8

Fee Required? No

10:50AM - 11:10AM

**2024: The Year Marketing Will Change Forever**

Location: ARIA, Level 1, Joshua 9

Fee Required? No

10:50AM - 11:30AM

**Building Brands for the Fans**

Location: ARIA, Level 1, Joshua 8

Fee Required? No

11:00AM - 11:40AM

**Smart Aging: Life's Better with Connected Technologies**

Location: Venetian, Level 4, Marcello 4404

Fee Required? No

11:00AM - 11:40AM

**The Future of Software-Defined Vehicles**

Location: LVCC, West Level 2, W219

Fee Required? Yes

11:00AM - 11:40AM

**The Future of a Post-Hype Metaverse**

Location: LVCC, North Level 2, N258

Fee Required? Yes

11:00AM - 11:40AM

**Reviewed AccessABILITY Awards**

Location: LVCC, Grand Lobby, CTA Stage

Fee Required? No

11:00AM - 11:40AM

**Creation and AI - What Will Humans Do?**

Location: LVCC, North Level 2, N250

Fee Required? Yes

11:00AM - 11:40AM

**The Evolution of Accessible Gaming**

Location: LVCC, West Level 2, W218

Fee Required? Yes

11:00AM - 11:40AM

**The State of Streaming: Engaging New Audiences with Localization and Personalization**

Location: LVCC, West Level 2, W232

Fee Required? No

11:00AM - 11:40AM

**Ingredients That Make a Smarter City and a Better Community**

Location: Venetian, Level 4, Lando 4302

Fee Required? Yes



*11:00AM - 11:40AM***New Voices in Future Food**

Location: Venetian, Level 4, Lando 4304

Fee Required? Yes

*11:00AM - 11:40AM***Innovations in Health Testing**

Location: Venetian Expo, Level 1, Hall G, Startup Stage

Fee Required? No

*11:10AM - 11:40AM***Uber: From Pickup to Purchase - Navigating the New Road of Urban Mobility and Innovation**

Location: ARIA, Level 2, Mariposa 4

Fee Required? No

*11:10AM - 11:35AM***New, Next, Now: Innovation in Immersive Experiences**

Location: ARIA, Level 1, Joshua 9

Fee Required? No

*11:35AM - 12:00PM***Welcome to the Age of Infinite**

Location: ARIA, Level 1, Joshua 9

Fee Required? No

*11:30AM - 11:50AM***Headliner Conversation with Steve Huffman, Co-Founder and CEO, Reddit**

Location: ARIA, Level 1, Joshua 8

Fee Required? No

*1:00PM - 1:40PM***Designing for Vehicle Accessibility**

Location: LVCC, West Level 2, W219

Fee Required? Yes

*1:00PM - 1:40PM***Blake Griffin & Ryan Kalil Talk Mortal Media & Strategic Investments**

Location: ARIA, Level 2, Mariposa 4

Fee Required? No

*1:00PM - 1:40PM***Gen AI and the Future of Health Care**

Location: LVCC, North Level 2, N250

Fee Required? Yes

*1:00PM - 1:40PM***Closing the Gender Equity Gap**

Location: LVCC, Grand Lobby, CTA Stage

Fee Required? No

*1:00PM - 1:40PM***AI and the Democratization of Games Design**

Location: LVCC, West Level 2, W218

Fee Required? Yes

*1:00PM - 1:40PM***How to Think Like an Innovator and Change the World**

Location: LVCC, West Level 2, W232

Fee Required? No

*1:00PM - 1:40PM***GenAI -- Lab to Real World**

Location: LVCC, North Level 2, N258

Fee Required? No

*1:00PM - 1:40PM***Help! I Can't Keep Up with Growing Shopper Expectations**

Location: ARIA, Level 1, Joshua 9

Fee Required? No

*1:00PM - 1:40PM***Reshaping Retail – AI Creating Opportunity**

Location: Venetian, Level 4, Marcello 4404

Fee Required? Yes

*1:00PM - 1:40PM***Connective Tissue for Smart Cities**

Location: Venetian, Level 4, Lando 4302

Fee Required? Yes

*1:00PM - 1:40PM***Science Fiction On Our Plates**

Location: Venetian, Level 4, Lando 4304

Fee Required? Yes

*1:00PM - 1:40PM***Corporate Venture Capital: A Two-Way Street for Success**

Location: Venetian Expo, Level 1, Hall G, Startup Stage

Fee Required? No

*11:50AM - 12:30PM***What Content is Breaking Through to Modern Audiences?**

Location: ARIA, Level 1, Joshua 8

Fee Required? No

*12:00PM - 12:25PM***CES Tech Talks Podcast: Policy Media Roundtable**

Location: LVCC, Grand Lobby, CTA Stage

Fee Required? No

*12:30PM - 12:55PM***CES Media Partner Roundtable – A Global Look at Tech Trends**

Location: LVCC, Grand Lobby, CTA Stage

Fee Required? No

*1:00PM - 2:00PM***Promoting Tech Competition for Consumers and Competitiveness**

Location: LVCC, North Level 2, N262

Fee Required? No

*1:30PM - 2:05PM***President's Roundtable– Future of Media Monetization**

Location: ARIA, Level 1, Joshua 8

Fee Required? No

*2:00PM - 2:40PM***Where Should Air Taxis Land?**

Location: LVCC, West Level 2, W219

Fee Required? Yes

*2:00PM - 2:40PM***The Athletic and Google: Using Partnerships for Good**

Location: ARIA, Level 2, Mariposa 4

Fee Required? No

*2:00PM - 2:40PM***Digital Health: Enabling the New Era of Value Based Care**

Location: LVCC, North Level 2, N250

Fee Required? Yes

*2:00PM - 2:40PM***Empowering Women's Entrepreneurship**

Location: LVCC, Grand Lobby, CTA Stage

Fee Required? No

*2:00PM - 2:40PM***Subscribing to a New Business Model in Gaming**

Location: LVCC, West Level 2, W218

Fee Required? Yes

*2:00PM - 2:40PM***Sustainability in the Mobility Ecosystem**

Location: LVCC, West Level 2, W232

Fee Required? No

2:00PM - 2:40PM

**AI Revolutionizes Sports & Entertainment at the Olympic Games**

Location: LVCC, North Level 2, N258  
Fee Required? No

2:00PM - 2:40PM

**Total Commerce – Who's Doing it Right?**

Location: ARIA, Level 1, Joshua 9  
Fee Required? No

2:00PM - 2:40PM

**Try Before You Buy**

Location: Venetian, Level 4, Marcello 4404  
Fee Required? Yes

2:00PM - 2:40PM

**Global Disaster Relief: IoT to the Rescue!**

Location: Venetian, Level 4, Lando 4302  
Fee Required? Yes

2:00PM - 2:40PM

**The Personalized Food Future**

Location: Venetian, Level 4, Lando 4304  
Fee Required? Yes

2:00PM - 3:00PM

**KEYNOTE**

**Qualcomm Keynote and Nasdaq Keynote**

Location: Venetian, Level 5, Palazzo Ballroom  
Fee Required? No

2:00PM - 4:00PM

**CTA Foundation Pitch Contest: Health Tech**

Location: Venetian Expo, Level 1, Hall G, Startup Stage  
Fee Required? No

2:05PM - 2:25PM

**Headliner Conversation with Charlie**

**Collier, President, Roku**

Location: ARIA, Level 1, Joshua 8  
Fee Required? No

2:20PM - 3:20PM

**Accelerating Autonomy: The Race for Autonomous Vehicle Leadership**

Location: LVCC, North Level 2, N262  
Fee Required? No

2:25PM - 3:00PM

**Bleeding Edge Tech**

Location: ARIA, Level 1, Joshua 8  
Fee Required? No

3:00PM - 3:40PM

**The Peak of EV and What's Next**

Location: LVCC, West Level 2, W219  
Fee Required? Yes

3:00PM - 3:40PM

**From Pilot to Product - Lessons from Coach, Dr. Martens & Gen Phoenix**

Location: ARIA, Level 2, Mariposa 4  
Fee Required? No

3:00PM - 3:40PM

**Immersive Tech: Moving from Hype to High Impact**

Location: LVCC, North Level 2, N250  
Fee Required? Yes

3:00PM - 3:40PM

**Growing Women in STEM, presented by UL Standards & Engagement**

Location: LVCC, Grand Lobby, CTA Stage  
Fee Required? No

3:00PM - 3:40PM

**How Do Blockchain Technology and Communities Enhance Gaming?**

Location: LVCC, West Level 2, W218  
Fee Required? Yes

3:00PM - 3:40PM

**Unlock Ultimate Customer Experience With AI**

Location: LVCC, North Level 2, N258  
Fee Required? No

3:00PM - 3:40PM

**Partnering to Win Lifetime Customers**

Location: ARIA, Level 1, Joshua 9  
Fee Required? No

3:00PM - 3:40PM

**Shopping in a 3D World**

Location: Venetian, Level 4, Marcello 4404  
Fee Required? Yes

3:00PM - 3:40PM

**The Road to Resilience: Preparing our Food and Water Supply Chain for the Future**

Location: Venetian, Level 4, Lando 4302  
Fee Required? Yes

3:00PM - 3:40PM

**The Future of Grocery Shopping**

Location: Venetian, Level 4, Lando 4304  
Fee Required? Yes

3:00PM - 3:40PM

**The Tipping Point for AI**

Location: ARIA, Level 1, Joshua 8  
Fee Required? No

3:40PM - 3:55PM

**Behind the Scenes with TikTok Star Leenda Dong**

Location: ARIA, Level 1, Joshua 8  
Fee Required? No

3:40PM - 4:40PM

**Blockchain Leadership on the Rise: What to Expect in 2024**

Location: LVCC, North Level 2, N262  
Fee Required? No

3:55PM - 4:35PM

**Future Predictions from Industry Titans**

Location: ARIA, Level 1, Joshua 8  
Fee Required? No

4:00PM - 4:40PM

**Coding the Car: The Innovators of Software-Defined Vehicles, presented by BlackBerry**

Location: LVCC, West Level 2, W219  
Fee Required? No

4:00PM - 4:40PM

**The Human Component- Exploring CTA and BBC Storyworks New Video Series**

Location: LVCC, Grand Lobby, CTA Stage  
Fee Required? No

4:00PM - 4:40PM

**The Future of Biosensing Technology: Diabetes and Beyond**

Location: LVCC, North Level 2, N250  
Fee Required? Yes

4:00PM - 4:40PM

**Navigating the Intersection: Consumer Behavior, Technology, and Content**

Location: LVCC, West Level 2, W218  
Fee Required? No

4:00PM - 4:40PM

**How Will AI Impact the Jobs of the Future?, presented by IEEE**

Location: LVCC, North Level 2, N258  
Fee Required? No



4:00PM - 4:40PM

**AI - Get the Party Started!**

Location: ARIA, Level 1, Joshua 9

Fee Required? No

4:00PM - 4:40PM

**Shoppable Videos and Frictionless Checkout**

Location: Venetian, Level 4, Marcello 4404

Fee Required? Yes

4:00PM - 4:40PM

**Building the Next Generation Restaurant**

Location: Venetian, Level 4, Lando 4304

Fee Required? Yes

4:00PM - 4:40PM

**Building a Resilient Global Consumer Technology Supply Chain**

Location: Venetian Expo, Level 1, Hall G, Startup Stage

Fee Required? No

4:00PM - 6:00PM

**Cutting Through the Data Clutter with Retail Insights, presented by Walmart**

Location: ARIA, Level 2, Mariposa 4

Fee Required? No

## THURSDAY, JANUARY 11

9:00AM - 9:25AM

**The Future of Medicine: Individualized Treatments**

Location: LVCC, North Level 2, N250

Fee Required? Yes

9:00AM - 9:40AM

**CMO Insights: AI and Digital Inclusion**

Location: ARIA, Level 2, Mariposa 4

Fee Required? No

9:00AM - 9:40AM

**AI Shaping IoT Network & Device Security**

Location: LVCC, North Level 2, N258

Fee Required? Yes

9:00AM - 9:40AM

**5G Broadcasting Direct to Mobile**

Location: LVCC, West Level 2, W219

Fee Required? Yes

9:00AM - 9:40AM

**Longevity and Biohacking**

Location: Venetian, Level 4, Marcello 4404

Fee Required? Yes

9:00AM - 9:40AM

**Home Sweet Safe Smart Home**

Location: Venetian, Level 4, Lando 4302

Fee Required? Yes

9:00AM - 9:40AM

**Investing in the Future: Is There Space in Your Portfolio?, presented by Euroconsult**

Location: LVCC, West Level 2, W218

Fee Required? Yes

9:00AM - 9:40AM

**Rising to the Sustainability Challenge: Innovation & Opportunity**

Location: Venetian, Level 4, Lando 4304

Fee Required? Yes

9:00AM - 10:00AM

**Crafting Tomorrow: The Synergy of Creativity, AI and Tech**

Location: LVCC, North Level 2, N262

Fee Required? No

9:25AM - 9:50AM

**Technology & Behavior Change: A Formula for Health Improvement**

Location: LVCC, North Level 2, N250

Fee Required? Yes

9:30AM - 10:00AM

**Enabling Startups through Indiana's People-First Approach**

Location: Venetian Expo, Level 1, Hall G, Startup Stage

Fee Required? No

9:40AM - 10:00AM

**Investing in the New Space Age, presented by Euroconsult**

Location: LVCC, West Level 2, W218

Fee Required? Yes

10:00AM - 10:40AM

**CMO Insights: The Future of the Connected TV Ecosystem**

Location: ARIA, Level 2, Mariposa 4

Fee Required? No

10:00AM - 10:40AM

**Cloud Security – The Safest Altitude?**

Location: LVCC, North Level 2, N258

Fee Required? Yes

10:00AM - 10:40AM

**Revolutionizing Health Through Smart Home Innovation**

Location: LVCC, North Level 2, N250

Fee Required? Yes

10:00AM - 10:40AM

**Blockchain Goes Mainstream**

Location: LVCC, West Level 2, W219

Fee Required? Yes

10:00AM - 10:40AM

**Bringing the Limitless Potential of AI Everywhere**

Location: LVCC, West Level 2, W232

Fee Required? No

10:00AM - 10:40AM

**Speaking GenZ**

Location: Venetian, Level 4, Marcello 4404

Fee Required? Yes

10:00AM - 10:40AM

**The New Workplace Toolbox**

Location: Venetian, Level 4, Lando 4302

Fee Required? Yes

10:00AM - 10:40AM

**Satellite-direct-to-phone: Everywhere Connectivity from Space, presented by Euroconsult**

Location: LVCC, West Level 2, W218

Fee Required? Yes

10:00AM - 10:40AM

**Not All Air and Water is Equal**

Location: Venetian, Level 4, Lando 4304

Fee Required? Yes

10:10AM - 10:40AM

**Accelerating Developers' Experience in the Age of AI with Siemens and Microsoft**

Location: Venetian Expo, Level 1, Hall G, Startup Stage

Fee Required? No

10:20AM - 11:20AM

**Conversations with U.S. Government Leaders**

Location: LVCC, North Level 2, N262

Fee Required? No

11:00AM - 11:40AM

**CMO Insights: Emerging Tools to Capture Consumer Attention**

Location: ARIA, Level 2, Mariposa 4  
Fee Required? No

11:00AM - 11:40AM

**Growth of the EV Marketplace: Innovations & Investments**

Location: LVCC, Grand Lobby, CTA Stage  
Fee Required? No

11:00AM - 11:40AM

**FML: So, You've Been Hacked**

Location: LVCC, North Level 2, N258  
Fee Required? Yes

11:00AM - 11:40AM

**Future of Care: How Other Industries Shape Health**

Location: LVCC, North Level 2, N250  
Fee Required? Yes

11:00AM - 11:40AM

**Blockchain's Impact on Consumer Technology**

Location: LVCC, West Level 2, W219  
Fee Required? Yes

11:00AM - 11:40AM

**Your Future Travel and Hospitality Experiences are Awesomely Digital**

Location: Venetian, Level 4, Marcello 4404  
Fee Required? Yes

11:00AM - 11:40AM

**Safeguarding Your Sanctuary: Expectations for Data Privacy in the Smart Home Era**

Location: Venetian, Level 4, Lando 4302  
Fee Required? Yes

11:00AM - 11:40AM

**Connectivity in Cars: Navigating the Future, presented by Euroconsult**

Location: LVCC, West Level 2, W218  
Fee Required? Yes

11:00AM - 11:40AM

**From Zero to Global Superhero: How Digital Trade Supercharges Startups**

Location: Venetian Expo, Level 1, Hall G, Startup Stage  
Fee Required? No

11:00AM - 11:40AM

**Green AI: Getting Smarter, Doing Better**

Location: Venetian, Level 4, Lando 4304  
Fee Required? Yes

12:55PM - 2:00PM

**AI 2024**

Location: LVCC, North Level 2, N262  
Fee Required? No

12:00PM - 12:25PM

**Innovating For Your Next 50 Years**

Location: LVCC, Grand Lobby, CTA Stage  
Fee Required? No

12:30PM - 12:55PM

**Building Inclusive Practices from the Inside Out at MITRE**

Location: LVCC, Grand Lobby, CTA Stage  
Fee Required? No

1:00PM - 1:40PM

**The Future of Inclusive Design**

Location: Venetian, Level 4, Marcello 4404  
Fee Required? No

1:00PM - 1:40PM

**A Secured IoT World?: Programs, Rules, Brands, Retailers and Consumers**

Location: LVCC, North Level 2, N258  
Fee Required? Yes

1:00PM - 1:40PM

**How Tech Can Transform Women's Health**

Location: LVCC, North Level 2, N250  
Fee Required? Yes

1:00PM - 1:40PM

**AI-Powered Fintech – Everyone Wins!**

Location: LVCC, West Level 2, W219  
Fee Required? Yes

1:00PM - 1:40PM

**Essentials of Home Wellness Tech**

Location: Venetian, Level 4, Lando 4302  
Fee Required? Yes

1:00PM - 1:40PM

**How Space Stations Accelerate Emerging Tech and AI**

Location: LVCC, West Level 2, W218  
Fee Required? Yes

1:00PM - 1:40PM

**Devices' Energy Efficient Future**

Location: Venetian, Level 4, Lando 4304  
Fee Required? Yes

1:00PM - 2:00PM

**ENRICH in the USA Silicon Valley Funding Summit: CES Pitch Competition Winners**

Location: Venetian Expo, Level 1, Hall G, Startup Stage  
Fee Required? No

2:00PM - 2:30PM

**Masterclass: Discover the Digital Makers Space for Developers by Siemens and Postman**

Location: Venetian Expo, Level 1, Hall G, Startup Stage  
Fee Required? No

2:00PM - 2:40PM

**Trends in Assistive Tech**

Location: Venetian, Level 4, Marcello 4404  
Fee Required? No

2:00PM - 2:40PM

**Our Newest Cyber Threat is AI and AI is Our Biggest Defense**

Location: LVCC, North Level 2, N258  
Fee Required? Yes

2:00PM - 2:40PM

**Advancing Health Equity Through Technology**

Location: LVCC, North Level 2, N250  
Fee Required? Yes

2:00PM - 2:40PM

**Wearable Wealth – Visualize the Opportunity**

Location: LVCC, West Level 2, W219  
Fee Required? Yes

2:00PM - 2:40PM

**Matter Matters: The Importance of Interoperability in the Smart Home**

Location: Venetian, Level 4, Lando 4302  
Fee Required? Yes

2:00PM - 2:40PM

**Preserving Our Beautiful Planet Through Space-Based Research**

Location: LVCC, West Level 2, W218  
Fee Required? Yes



2:00PM - 2:40PM

**A Circular Economy To Benefit People, the Planet and Business**

Location: Venetian, Level 4, Lando 4304  
 Fee Required? Yes

2:20PM - 3:20PM

**The U.S. Privacy Landscape - Consumers Deserve Better Than a Patchwork of Confusion**

Location: LVCC, North Level 2, N262  
 Fee Required? No

3:00PM - 3:25PM

**Media Partner Roundtable – Exploring tech trends that will improve lives**

Location: LVCC, Grand Lobby, CTA Stage  
 Fee Required? No

3:00PM - 3:40PM

**OTC Hearing Aids - An Update**

Location: Venetian, Level 4, Marcello 4404  
 Fee Required? No

3:00PM - 3:40PM

**Securing the Supply Chain**

Location: LVCC, North Level 2, N258  
 Fee Required? Yes

3:00PM - 3:40PM

**Navigating the Data Revolution in Health Care**

Location: LVCC, North Level 2, N250  
 Fee Required? Yes

3:00PM - 3:40PM

**From Crisis to Opportunity – Pivot and Innovate**

Location: LVCC, West Level 2, W219  
 Fee Required? Yes

3:00PM - 3:40PM

**Elevate Your Space: Enhancing Your Home With Smart Appliances**

Location: Venetian, Level 4, Lando 4302  
 Fee Required? Yes

3:00PM - 3:40PM

**Space Tech: International Achievements and Global Challenges**

Location: LVCC, West Level 2, W218  
 Fee Required? Yes

3:00PM - 3:40PM

**Extreme Tech Challenge Deep Tech Climate Innovations Challenge**

Location: Venetian Expo, Level 1, Hall G, Startup Stage  
 Fee Required? No

3:00PM - 3:40PM

**Integrating Sustainable Thinking into Package Design**

Location: Venetian, Level 4, Lando 4304  
 Fee Required? Yes

3:30PM - 3:55PM

**Media Partner Roundtable – A Global Perspective on Where the Tech Industry is Headed**

Location: LVCC, Grand Lobby, CTA Stage  
 Fee Required? No

3:40PM - 4:40PM

**Unlicensed Innovation - The Impact of Wi-Fi & Beyond on Daily Life**

Location: LVCC, North Level 2, N262  
 Fee Required? No

4:00PM - 4:25PM

**The Frontier of Medical Innovation: Technology & Regenerative Medicine**

Location: LVCC, North Level 2, N250  
 Fee Required? Yes

4:00PM - 4:40PM

**Embracing Neurodivergent Employees in the Tech Industry**

Location: Venetian, Level 4, Marcello 4404  
 Fee Required? No

4:00PM - 4:40PM

**Masterclass: How to Maximize (Social) Media Exposure for your Startup**

Location: Venetian Expo, Level 1, Hall G, Startup Stage  
 Fee Required? No

4:00PM - 4:40PM

**Where Industry Lines Disappear, presented by ConvergeX**

Location: LVCC, West Level 2, W218  
 Fee Required? No

4:00PM - 4:40PM

**Sustainability is Always in Fashion**

Location: Venetian, Level 4, Lando 4304  
 Fee Required? Yes

4:30PM - 4:55PM

**This Time, It's Different – Where Healthcare Transformation is Working**

Location: LVCC, North Level 2, N250  
 Fee Required? Yes

**FRIDAY, JANUARY 12**

11:00AM - 11:40AM

**Senate Perspectives on Emerging Tech Policy**

Location: LVCC, West Level 2, W232  
 Fee Required? No



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# LIFTING THE VEIL

CES UNVEILED PROVIDED A SNEAK PEEK AT WHAT'S ON THE FLOOR



▲ **OGMEN ROBOTICS** Never feel guilty about leaving your furry friend home alone again with the ORO dog companion robot, which will not only play with your dog and provide food and medicine, it will also track the animal's health and mood. Pictured here (l-r): Aditya Jain and Divye Bhutani.

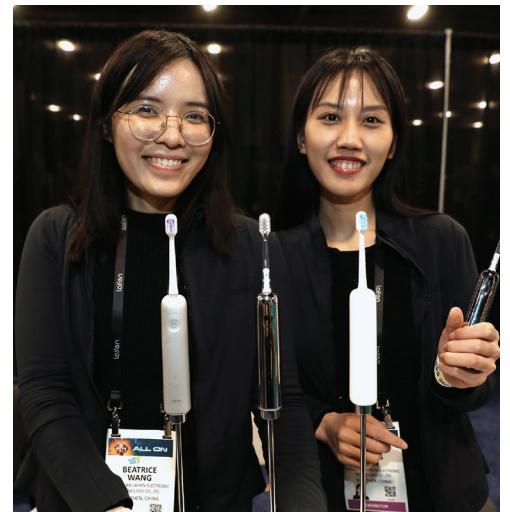


▲ **NOWATCH** NOWATCH is a premium smartwatch that keeps you aware of how your lifestyle impacts your health by measuring stress, sleep, and activity so that you can take charge of your well-being. At Unveiled, the company announced the release of its NOWATCH Insights feature along with its magnetically interchangeable new line of Chronos designer watch faces. See them as part of the NL Tech Pavilion in Eureka Park at the Venetian Expo, Booth 62100. Pictured here: Tessa Lippmann.



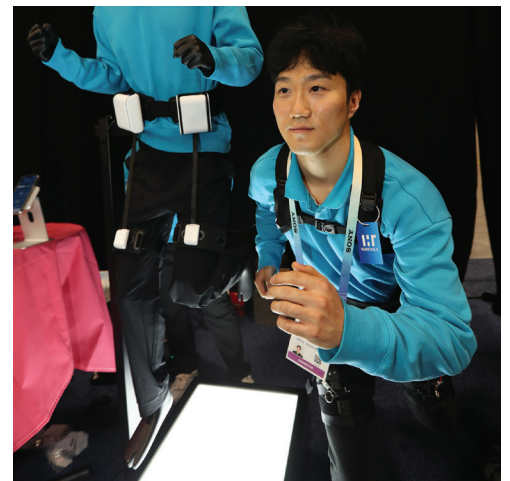
▲ **DRACULA TECHNOLOGIES** If you are wondering why a company that deals with sunlight would have the world's most-famous vampire in its name, it is because its light-harvesting tech "sucks" the energy out of sunlight and stores it — all on versatile flexible film. Pictured here: Brice Cruchon.

▶ **LAIFEN** Beatrice Wang and Yating Pan from Laifen explain how the company's new Wave Electric Toothbrush is powered by its servo system, which enables the dual-action combination of 60-degree oscillation and vibration and addresses a long-standing problem for electric toothbrushes: insufficient power to deeply clean teeth while simultaneously protecting the gums.



▲ **LUTRON** The team from Lutron (l-r: Adam Mack, Melissa Andresko, and Damon Williams) displays the company's Caséta Outdoor Smart Plug, which is built to withstand severe weather, season after season, and controls outdoor loads, both directly and remotely, when paired with either Pico remote controls or a Lutron Caséta Smart Bridge.

▼ **OORION** OOrion's Stéphanie Robieux explains how the company's intelligent radar helps visually impaired people find objects using a smartphone's camera and OOrion's intuitive app.



▲ **HUROTICS** Hurotics was at Unveiled with its wearable robotic solutions, including CES Innovations honoree H-Flex, which is a wearable robot designed to offer personalized assistance based on the user's requirements. Its modular actuation units, in conjunction with Edge AI, enable users to tailor the robot according to their specific needs. Here, Junyoung Moon, puts a wearable through its paces.





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