



# #CES2018

with **isobar**

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# A Future Still in Development



Another year, another Consumer Electronics Show. Once again, attendees head home with sore feet, sniffles and an outlook of what the next year is going to deliver in terms of new gadgets and larger trends in the consumer electronic marketplace.

The last half-decade has seen a steady progression of devices that have gone wireless and become connected and integrated with other products and services. We've seen processors get smaller and faster, screens become bigger and brighter, and memory get cheaper. We've witnessed the concept of companion mobile apps for consumer electronics become commonplace. We now have batteries that can outlast a day on the CES show floor and (if not),

fully recharge in just an hour. But now, thanks to our friend Alexa, a new battleground has emerged – one for our voices.

If you've been following along, none of this is surprising. For those new to this, it's as if we've left the past behind and have somehow emerged far off into the future, as most of the products showcased at this CES would have seemed outlandish just five years ago. While many of the innovations that have sprung up over these past five years have sparked and then fizzled (for example, 3D printing and fitness wearables), the underlying trends are evolving with no sign of slowing down.

The fact is that technology is on the rise thanks to advancements in processing, data handling and bandwidth. The arrival of 5G brings us closer to the next-generation software and displays that'll bring

augmented reality experiences vividly to life. And quantum computers will have the moxie required to render, in real time, personalized digital experiences that closely mirror reality itself.

So, while there was nothing new and exciting, everything was new and exciting. It's hard for anyone with a fancy for intellectual pursuits not to be fascinated by the breadth and depth of the technological advancements showcased at CES.

From self-driving cars to new ways to monitor our bodies in real time, from stable, adorable and scalable home automation platforms to gaming peripherals that extend the action into your physical space – once again, we can't help but face the juxtaposition of loving what we see while debating whether or not any of it is really necessary.

In the meantime, embrace it – for CES is the culmination of millions of hours of design and engineering and humanity's best attempt at realizing our own imagined future.

Industry //

# Dentsu Aegis Network Clubhouse

This year, we were once again eager to be part of the Dentsu Aegis Network Clubhouse at The Cosmopolitan Hotel. The Clubhouse hosted panels, talks and demos, allowing us to really engage with both clients and other leaders across industries on popular conversations heard throughout the conference.

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## Industry //

We participated in a number of ways this year, from speaking on a panel around the [Future of Storytelling](#) to demoing some of our more innovative projects:

- **[The Bar Echo Skill Experience](#)** Become Mixology Masters through the Amazon Echo Show. Isobar has worked with Diageo to create a Cocktail Class Amazon Skill that can take you from making your first-ever mojito to becoming a master in mixology.
- **[Chevrolet V-Showroom](#)** A first-of-its-kind mixed reality (MR) dealership innovation for long-standing global client, GM. The MR application is an augmented dealership experience, enabling people to virtually view and buy a car from anywhere at anytime.
- **[Aeronaut VR](#)** Our first-of-its-kind immersive VR work with Smashing Pumpkins' Billy Corgan for the launch of his new single, "Aeronaut".

Understanding and sharing innovative thinking across all of the Dentsu Aegis Network brands enables us to develop unrivaled experiences for our global and national clients.



# Speeding to 5G

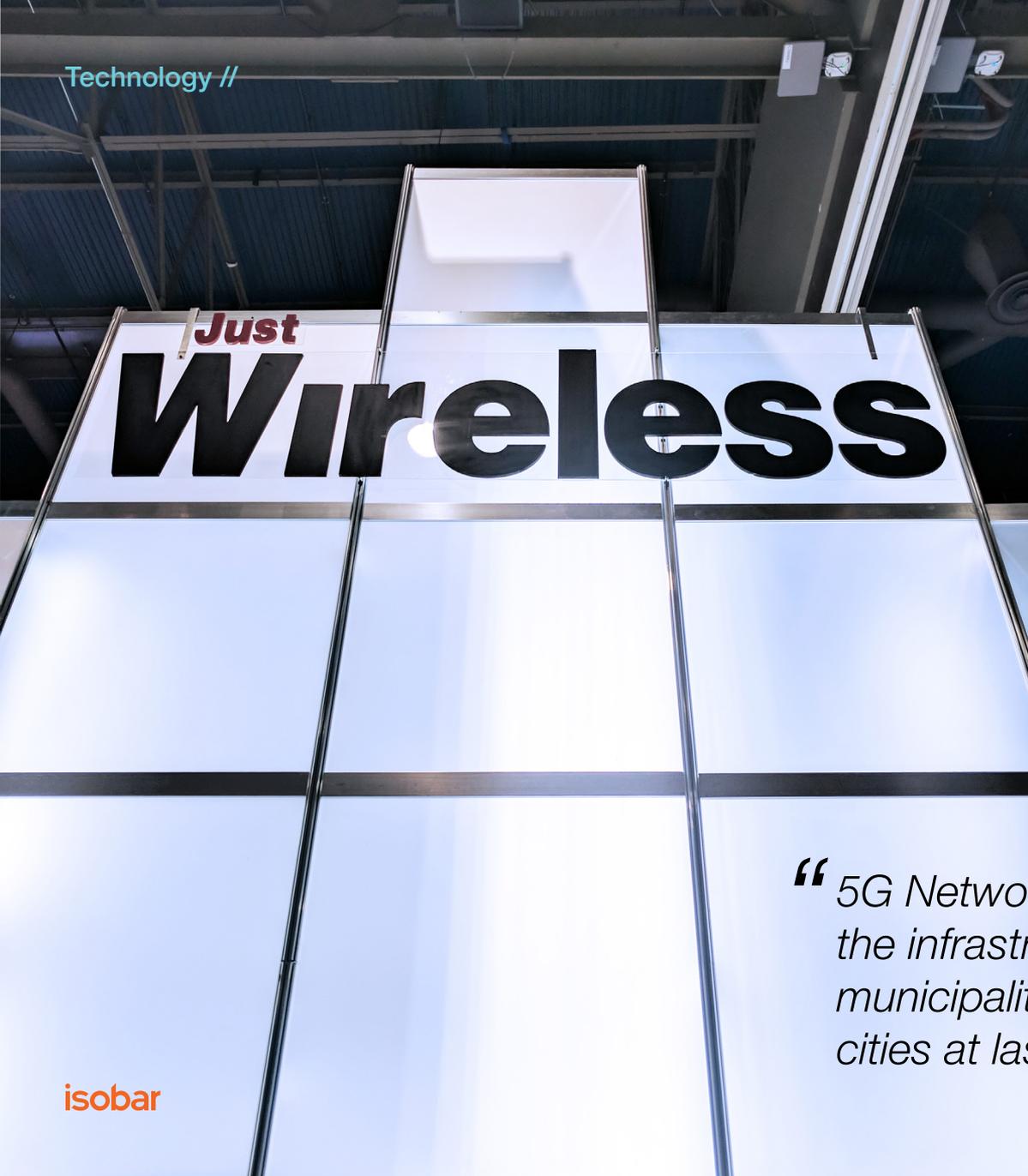
Flying cars. Driverless cars that can find empty parking spots. Jet packs. The stuff of our dreams all made appearances at CES 2018. Yet none are heading to our garages anytime soon. So, what's the holdup? For starters, the lack of, until very recently, 5G standardization.

With 5G chips and devices not ready yet, it was unsurprising that 5G technology made few appearances on the showroom floor. One of the handful of examples: a 5G automotive digital cockpit by Samsung's Harman. Their premium version allows the driver to

personalize their space with virtual personal assistants, portable profiles and augmented reality tools.

But expect 5G to be the star of next year's CES, as the burgeoning technology looks to transform society in a way 4G never could. Up to 100 times faster than current data connections, 5G will let you stream 4K VR experiences, allow continuous coordination (with nearly zero latency) between driverless vehicles to ensure safety, and provide networks large enough to host millions of IoT devices.





**Just**  
**Wireless**

**5G networks will radically alter the infrastructure designs of municipalities, giving rise to smart cities at last.** This means reduced traffic, reduced energy usage, even improved waste management. Pretty noteworthy since the United Nations predicts 66% of the world's population will live in urban areas by 2050.

With this comes the Internet of Everything. By 2021, there may be up to 29 billion connected objects. Imagine the massive volume of insight available to us; gathered by consumer interactions in homes via smart appliances, in stores via beacons, and out on the streets via AI security cameras. By atomizing all this data, we can learn more about individual consumers to deliver truly personalized experiences with greater levels of effectiveness.



*“5G Networks will radically alter the infrastructure designs of municipalities, giving rise to smart cities at last.”*

## HIGH-TECH NOSTALGIA FOR AN ANALOG WORLD

Alongside the fanciest new technology, we spotted a few areas where companies were melding new technology with more physical, tactile, human experiences. Polaroid photos, record players and even human Google Assistants had us thinking about simpler times.



## HOME GROW MACHINES

Although there was very little outright “weed tech” including vaporizers and other devices at CES this year, we did see quite a few indoor home grow machines for herbs and plants. We couldn’t help to think that perhaps the popularity of these growing systems stems from the changing national attitude and laws regarding recreational marijuana.

# A Camera-First Future

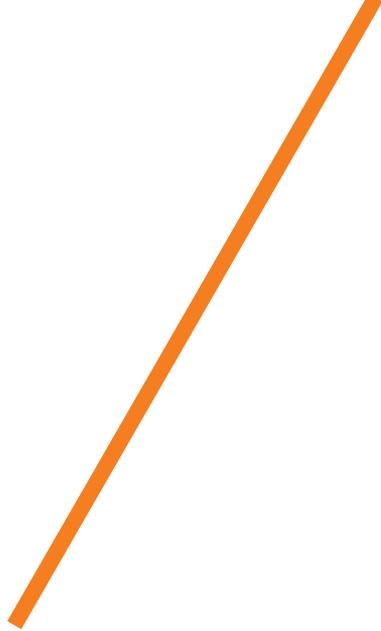
Where every camera knows your name

The run-up to the annual tech pageant saw the release of the latest season of Black Mirror, a typically bleak Netflix series that examines the unforeseen, even dystopian, consequences of technology. At CES 2018, we celebrate innovation with bright optimism, but Black Mirror fans in attendance surely took pause when they saw Pizza Hut's autonomous pizza delivery van driving up (mild spoiler for season 4).

So, what could provide fodder for the next season of Black Mirror? **Few categories raise more eyebrows – and concerns – than Artificial Intelligence-powered cameras.** Elon Musk himself recently

expressed alarm over Clips, Google's cute AI-powered camera, saying, "This doesn't even seem innocent."

A CES 2018 Best of Innovations nominee, the AI-powered AR4X Security Camera does more than record footage and act as a motion detector, it can identify people, cars, even pets from a distance – all without the need of remote computers. It's not hard to imagine a next-gen model that could then combine facial recognition and Facebook search to track down the person stealing Amazon packages from your porch. When powered by artificial intelligence, these cameras do more than act as watchmen.



*“This doesn't seem innocent.”*



AI cameras in manufacturing plants can recognize a dangerous chemical spill and hit the alarm. In hospitals, they can alert staff to a patient trying to get out of bed when they shouldn't or when a doctor didn't wash their hands when they should.

AI cameras are being put to use in ways that make life more convenient for the consumer. Poly is one of several companies using AI cameras to set up automated convenience stores, akin to Amazon Go. The combination of image and activity tracking can function as a self-checkout, inventory tracker and yes, a security system. Trade-offs include the loss of tax-paying jobs, and customers run the risk of having their credit card info connected to stored images of their faces.

So, if you're considering using AI cameras, ponder the words of Harvard ethicist, Dr. Michael Sandel, who, during Ford's CES 2018 keynote, said, "... everyone knows tech changes the way we live, this raises the question of how should we live."

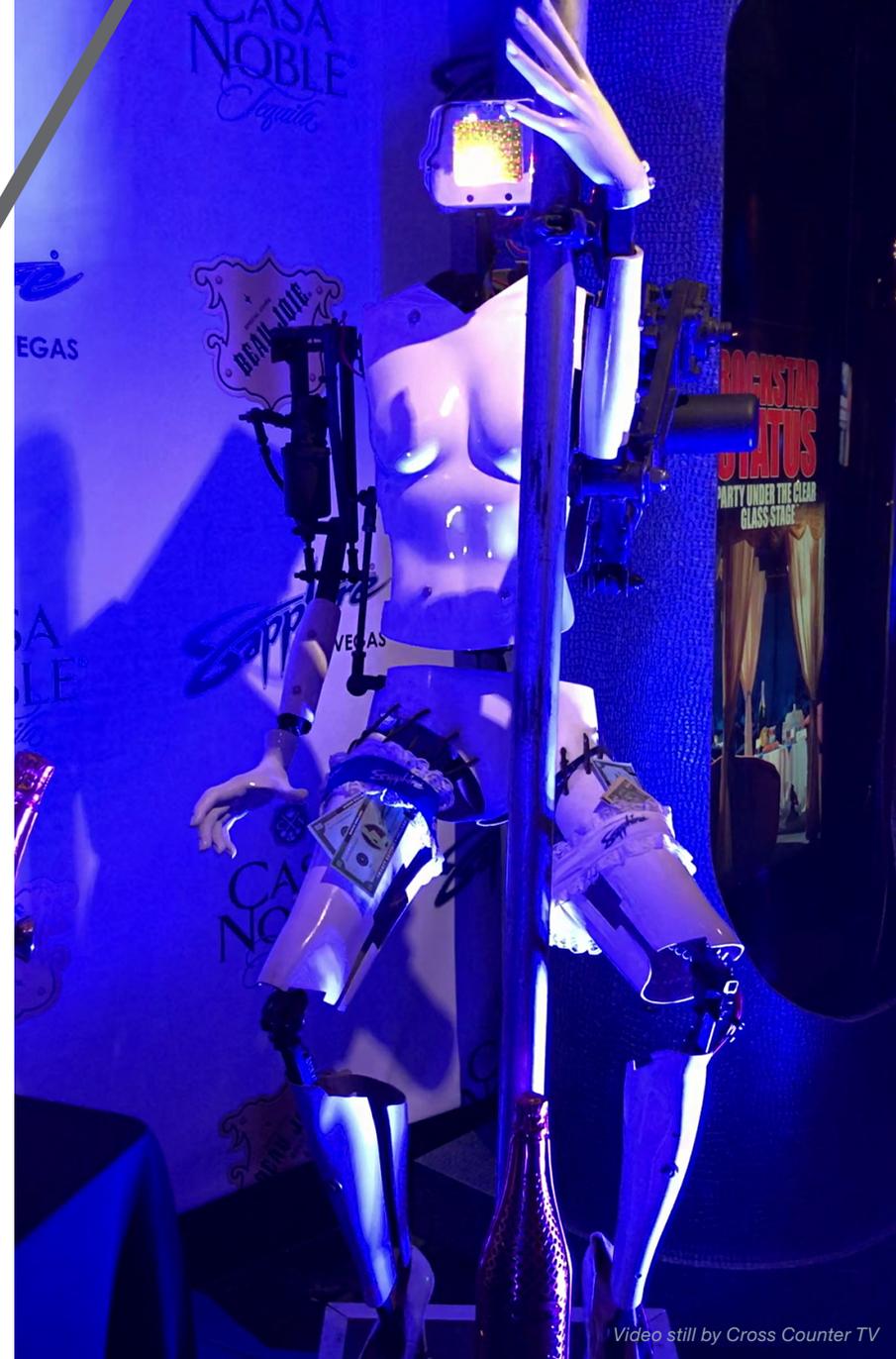


RANDOM IN TANDEM //

# Pole Dancing Robots

Created by artist Giles Walker as a statement against the surveillance state, these gyrating robots watch you watching them, with heads made of security cameras.

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Video still by Cross Counter TV

# Once More, With Feeling

A new wave of emotional  
intelligence-powered  
innovation

The future is human. This is a popular catchphrase among marketers who, like us, believe empathy is critical to identifying what their customers really want, and who use this understanding to improve online customer experiences. In 2018, which we predict will be the year of [Augmented Humanity](#), we saw this sentiment actualized here many times.

From 3D-printed prosthetics to adaptive hearables, CES showcased, as usual, the possibilities of assistive design innovation powered by empathy. Philips presented SmartSleep, a wearable solution designed to improve deep sleep quality. It uses unique clinically proven technology to enhance the depth and duration of slow wave sleep. Sweet dreams.

To partake, you don't have to be a robotics manufacturer like Honda, who itself debuted an empathetic robot with the very non-empathetic name of 3E-A18. A rather oblong shaped robot with a pinched center, it's designed to act like a "service dog" for people with anxiety.

But if you're, say, an insurance company whose only product is, well, insurance, you can still tap into the latest innovation to create a new product that resonates with your customers in ways you've never expected before. Aflac, working with Sproutel, created a robot duck called My Special Aflac Duck for children facing cancer. Presumably, patients get to rename it. Part toy and part medical device, the lifelike robot quacker is designed to make chemotherapy less traumatizing for children.

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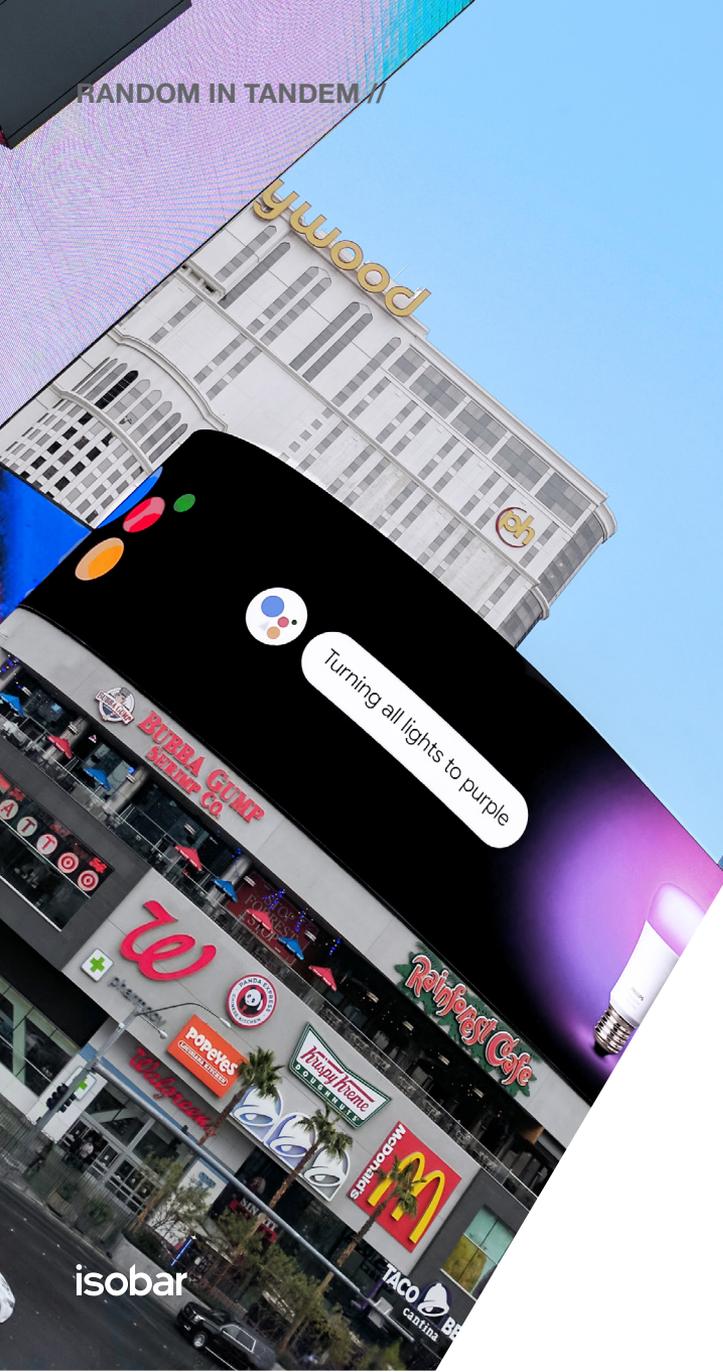
## Solutions //

So, while artificial intelligence still grabs the headlines at CES, it's becoming increasingly more about emotional intelligence. About experiences not designed to merely astonish but to empower. Emoshape was on hand to demonstrate EPU II, the industry's first emotion synthesis engine, which allows chatbot, cars, Internet of Things (IoT) products and more to develop a unique personality, and respond with any of 12 emotions, including happiness, excitement, even sadness.

By embracing empathy, and tapping into emotional intelligence, we're able to do more than minimize the friction that's inherent in customer interaction. We're able to start making the customer journey more emotionally rewarding.



RANDOM IN TANDEM //



# Philips Hue Entertainment

Philips unveiled Hue Entertainment, a system that will sync color-changing lights to what's happening in the movies, music or video games you're playing.



# The Future of VR and AR is AR...

It's remarkable how much progress has been made in the last six months with extended reality technology (AR/VR/MR). Behind this big leap forward is a form of markerless-tracking known as "inside-out" tracking. Complex in implementation but relatively simple in conception, markerless-tracking detects depth and motion by using one or more cameras already available on the phone. Microsoft Hololens was one of the first devices to use this type of tracking. The recent release of Apple's ARkit – already compatible with more than 380 million phones – will help accelerate acceptance of augmented reality. And the reveal of Magic Leap One at the end of 2017 served to embolden the media's relentless promotion of the coming age of fully-immersive AR.

It's pretty easy to see why AR gets the hype it does. When compared to virtual reality, AR seems much more compatible with the future that most humans seem to desire: a healthy and active lifestyle. Not only are AR users more aware of their surroundings, they can weave AR into everyday activities such as shopping, cooking and playing sports. With VR, there's the fear we will retreat into some replacement reality that leads to a dystopian post-human society (think The Matrix series). AR represents the antidote to such a dystopia, where we simply "enhance" our existing world with additional visual information. This is much less intimidating to the mainstream consumer because it's not that much different from augmenting one's view of the world with the screen of a smartphone: already a well-trodden pathway for brands and agencies. Thus, our AR expectations and hopes for CES 2018 were very high to say the least.

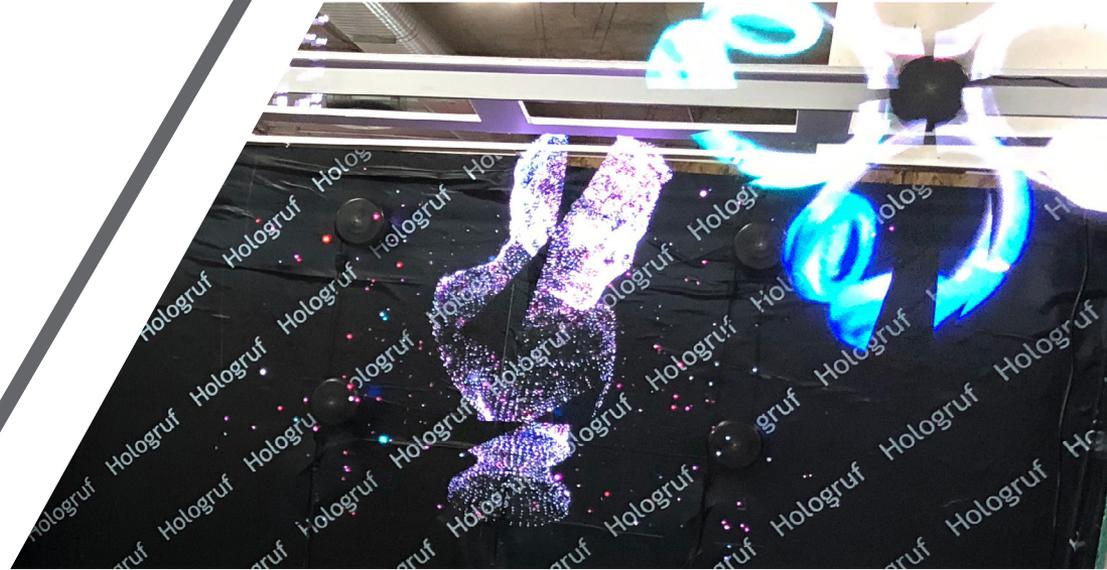
Much to our surprise, very few AR devices stood out as anything more than early-stage concepts. With VR, a different story emerged, one of continued improvements. Deming the HTC Vive Pro proved what we quietly suspected: bulky, opaque head-mounted displays continue to offer the most immersive and compelling extended-reality experiences.

The emotional reaction when people experience the HTC Vive Pro is shocking. The new headset has dual-OLED displays at 2880 x 1600, or 77% more pixels than its predecessor. The “screen door effect,” where you see the pixels of the original HTC Vive, is nearly eliminated. And, the optical aberration, often criticized, is now unnoticeable. The outside-in tracking also has improved. For instance, the new “lighthouse” hardware will allow for significantly larger play spaces. In addition, HTC has also released a wireless adapter (similar to the TPCast Unit we demoed in 2017).



We cannot stress enough how refreshing it is to experience virtual reality without a cord sticking out of the back of your head.

As extended reality continues to become a priority (as it should be) for brands, focus needs to also shift to measurement. Our [VR Measurement & Analytics Platform](#), launched in 2017, helps brands discover the ROI of these experiences... although we know our tool is just the beginning of advancements to come.



### UNTOUCHABLE INNOVATION

Expect to see 3D ads (videos and images) floating in the air at a store near you. Hologruf can turn nearly anything you film into holograms.



### GOTTA DESTROY THEM ALL

The four-legged MekaMon robots combine AR and robots to let you explore and battle in both the real world and the digital world.

# CES Has Technology in Spades, But Content is Another Story...

In 2015, CES introduced C Space, an area for content creators and providers. This was an acknowledgement that the technology presented at CES was only as good as the content it delivered. Since then, C Space has grown, becoming the headquarters for both digital content and digital marketers.

Looking back, we see our technological past is littered with innovations that thrived or withered based, at least partially, on the content they delivered. With the maturing of many technologies, we can begin to spot some of the upcoming challenges and opportunities.

3D content for virtual reality has long been expensive to produce and difficult to execute well. But many of the innovations this year were in motion capture technologies along with sensors, headphones and feedback devices that make these experiences more realistic. So while realistic experiences may be closer than ever, we've yet to see if this content and technology ecosystem can become scalable for brands and marketers.

While augmented reality seems a bit more within reach, the applications in retail and beauty face the challenge of creating scalable assets for thousands of products. 3D-modeling customers may be more accessible, but creating the assets for trying on cosmetics, or other non-luxury items, is still not economically scalable. However, we see Amazon has hinted at a possible solution.

"Skills" for our fleet of voice-enabled assistants are fairly easy to create and have become a popular item on marketing and product development roadmaps. However, making them smart and able to learn over time is a bigger challenge. In addition, the demand for voice content rises as podcasts and digital radio become a major media consumption channel, and as new devices with inevitable marketing opportunities come to the market.

## Industry //

The long-promised arrival of screens on everything we own has finally begun to happen. Refrigerators and cars long have had screens, and they're joined by purpose-built screens in everything from helmets to glasses. With these screens come marketing opportunities available only to those who have content that fits them.

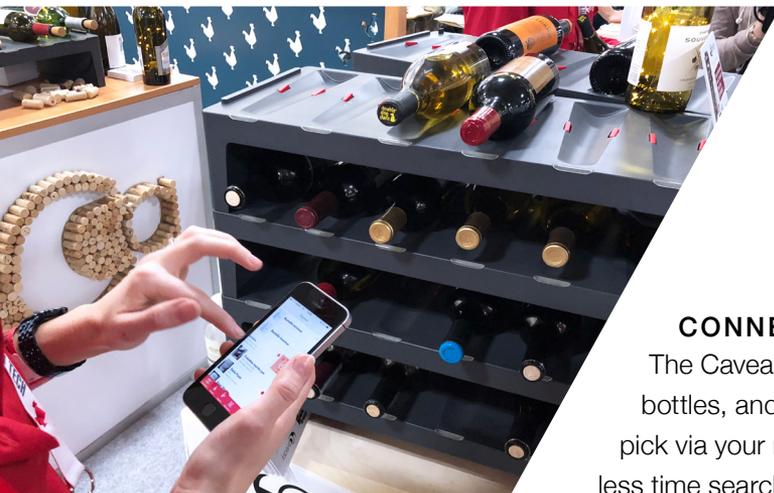
As content creators and publishers, we need to constantly prioritize these content opportunities based on our business and our customers. But we should also be watching for the next generation of content management and publishing tools that help us organize our content elements and assemble them appropriately for different technologies.





### **MORE LEMONS ON THE ROAD**

Afraid to order an apple online?  
The self-driving, electric, refrigerated  
Robomart will deliver fruit and vegetables to  
you. Pick whichever ones look appealing.



### **CONNECTED WINE SHELF**

The Caveasy One can hold up to 1,280  
bottles, and shine a light on the bottle you  
pick via your mobile app, so you can spend  
less time searching, and more time sipping.

# A Two-Way Street

## – Leading to a Smarter World

The rise of Facebook, Twitter and other social media networks has allowed consumers to enjoy two-way communications with brands. For years, this dynamic equilibrium existed – until Siri gave agency to the user's voice.

As Amazon's Alexa, Google Assistant, even Baidu's Duer, integrate microphone arrays into everything from shower heads and toilets to smoke alarms and light switches, the voice of the user now threatens to overwhelm. Turns out 2017 wasn't the year of voice, but rather, of incessant chatter.

One of the most powerful themes from CES 2018 is about regaining the state of balance. Since, for marketers, whether through social media or via AI-powered chatbots, in self-driving cars or virtual worlds, what drives higher metrics is engaging customers through two-way conversations

We believe conversational AI – one that can understand contexts and answer multipart questions – will soon become the main bridge of communications between consumers and brands, driven by the data users so willingly share. This year, we're continuing to do our part in perfecting the invisible interface that's now connecting consumers and marketers.

# Contributors



**DAVE MEEKER**

**Global Director,  
Emerging Technology**  
dave.meecker@isobar.com  
*Chicago*



**JULIA BELANGER**

**Vice President**  
julia.belanger@isobar.com  
*Chicago*



**LEIGH CHRISTIE**

**Director, Isobar Nowlab**  
leigh.christie@isobar.com  
*New York City*



**BRIAN GIELD**

**Associate Creative Director**  
brian.gield@isobar.com  
*New York City*

# Contacts



**SUE MCCUSKER**

Global Client Director  
sue.mccusker@isobar.com



**SVEN HUBERTS**

Director of Strategic Growth  
EMEA  
sven.huberts@isobar.com



**ROHAN LIGHTFOOT**

Managing Director  
APAC  
rohan.lightfoot@isobar.com



**PAUL BURANOSKY**

Marketing Director  
US  
paul.buranosky@isobar.com

## ABOUT ISOBAR

Isobar is a global full-service digital marketing agency, driven by the purpose to deliver borderless ideas enabled by technology to transform businesses and brands and people's lives. We comprise over 6,000 digital pioneers in more than 85 locations worldwide. Isobar holds over 19 Agency of the Year titles and won Asia-Pacific Digital Network of the Year for the fifth time in the past six years. Key clients include adidas, Coca-Cola, Enterprise Rent-A-Car, Google,

GM, Huawei, LEGO and P&G. Isobar is part of the Dentsu Aegis Network, a wholly-owned subsidiary of Dentsu Inc.

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