



# ASIA 2017

## A review from 100% millennials

We are 7 students from Quebec, Canada currently studying in China for the Summer. We had the chance to visit the Consumer Electronics Show hosted in the beautiful city of Shanghai. We are happy to share a pure western & millennial point of view of the exhibitors we saw.

### Highlights

#### 8k TV

Remember the arrival of the 4k televisions two years ago? Guess what, the 8k televisions are already on the market. So, if you want to get the brand-new model you can buy the 98-inch Hisense MU9800U but be ready to pay the price. And maybe that in two years, 16k television will be on sale!

#### 4k Laser Projector

Here is an innovative technology: the Laser projector. This projector has an insane resolution that is installed only 2 inches away from the wall and that make you forget that you are not looking at an actual tv screen. However, the product is highly expensive at the moment but in few months, prices should drop.

#### Augmented Reality

Voted the best product to succeed in the marketplace and to transform the industry, the Halomini stole the show in the augmented reality section. AR is still in its debut in the market but Asian companies like Shadow Creator are finding ways to accelerate the process and to change our world.

#### Audio Systems

"Tempow" won the Innovation Awards at the CES Asia 2017. It is a software that allows to connect many bluetooth speakers or headphones to one phone without interruptions. There are many settings that create the perfect audio experience.

#### Food Technologies

The food scanner can calculate nutritive values and analyzes chemical composition of the foods by presenting it to a miniaturized sensor include in smartphones. This helps the consumer to control the maturity of a fruit, analyze the nutritional content of a dish in a restaurant and even eventually detect traces of chemical contaminants.

#### Microsoft Keynote

It was a first for Microsoft at CES Asia 2017 and it was a success! Mr. Han presented a wide variety of new devices coming from different Microsoft partners all offering unique features to enhance user experience, as many comes from the gaming category Mixed Reality HMDs in a B2B purpose.



### Outdated

One of the main aspects we have noticed about the Consumer Electronics Show is the lack of innovation combined with the lack of knowledgeable improvements in certain categories of products.

#### Watches

The Apple watch and the Fitbit watch being available to consumers since a while now, there were a massive number of low-price companies offering similar products. We observed that the overall competition in watches was on price rather than innovation.

#### Smart Home

We saw new products, but no new technologies regarding the home industry. The futuresque kitchen that everyone has in mind with screens in tables, intelligent fitness mirrors, easy to use intelligent fridge and where everything works together was not at the CES.

## Speakers and Headphones

There were a tremendous number of speakers and headphones. Because of the discounts and participation gifts, we understood that the speakers and headphones companies exhibited at the CES for a pressionselling purpose.

## 3D Printing

We did not see much 3D printing,, mainly the products that were present at other exhibitions in the past years. However, products were available at much more competitive prices,. Thus, they were not more efficient. This is why we argue that 3D Printing is pretty dead...

## Coming Soon

### Robotics - Peanut

This little guy can be useful for shopping malls or even a personal assistant for the family. With his integrated screen, he can provide different recipes or help people find their way to a specific place. He is therefore a very useful compagnon.

### UPS Drones

What about the use of drones from our delivery companies? The UPS drone made by Ohio-based Workhorse Group Inc. is launched from the top of a delivery van, deliver the package and then returned to the van. During this period, the van had the time to moved down the road to his next location.

### NEVS - In Motion Car

What most captivated and impressed us at the CES was definitely the new 100% electric car prototype called the InMotion concept made by the National Electric Vehicle Sweden (NEVS). Its mobility solutions will allow the consumers to go anywhere at any time without owning a car and ideally, in the future, without even driving it. It will lead its consumers to have more free time spent as they wish. The NEVS values are to give its consumers freedom, flexibility and convenience.



Here are the websites of the cited products :

UPS : <http://bit.ly/1SkB0NP>

NEVS : <https://www.nevs.com/en/>

Insight 4K Laser :<http://www.digitalprojection.com/dp-projectors/insight-4k-laser/>

Tempow :<https://tempow.com>

Hisense :<https://www.hisense-usa.com>

Keynote :<https://developer.microsoft.com/en-us/windows/projects/events/build/2017/keynote>

Keenon Robot :<http://www.robotshop.com/en/keenon-robot.html>

ipalrobot :<http://www.ipalrobot.com>

To conclude, here are the links to the Linkedin profiles of the authors :

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