



PRODUCT DEVELOPMENT TECHNOLOGIES

A large, 3D graphic of the letters 'CES' in a bold, sans-serif font. The letters are white with a slight shadow, set against a background of colorful, abstract shapes in shades of blue, green, and yellow. The 'C' is on the left, 'E' is in the middle, and 'S' is on the right.

2012 CES Trends

Consumer Electronics Show



The 2012 International Consumer Electronics Show (CES) opened with record numbers including 3100 exhibitors, more than 153,000 attendees utilizing more than 1.8 million square feet of exhibition space. Although there are certainly advantages of having so many tech companies in one place, it made the task of sorting out who and what to see a bit daunting.

PDT's CEO Mark Schwartz and Director of Mechanical Engineering, PDT-TX, Matt McGowan, saw the show as an opportunity to get a pulse on the industry and brought back snapshots detailing some of the standout products at this year's show.

OUR TRIP

Bass Pro Shops Motorcycle



iwave Entertainment



ESPN 3D Promo: Boxing Ring



The Crowd



Hotel's Fishtank



APP-CESSORIES

Definition: A patented term that has become mainstream used to describe a product that, with the assistance of an App, works with an iOS or Android device.

CobraTag G5 Companion Using v4.0 Bluetooth



Low power bluetooth making its way into products.

CobraTag G5 Companion Using v4.0 Bluetooth



Scosche Radiation Detector for iPhone



Cobra iRadar



Using the phone as a mapping and display system for inputs from the detector.

Scosche cellCONTROL Phone Disabler While Driving



i-bike Rugged Case that Links to Sensors on Bike



Ford Evos Concept Interior



Ford Evos Concept Exterior



Ford Evos Concept Interior



Mercedes Gullwing Concept



CONCEPT DESIGN

Polaroid Camera



Polaroid using product design to spice up the Polaroid picture.

Mercedes Gullwing Concept



One door for front and back seats.

Kia Interior Concept



Kia Interior Concept



Even low cost automobile makers like Kia are investing in ground-breaking product design.

Microsoft Kinect Gaming

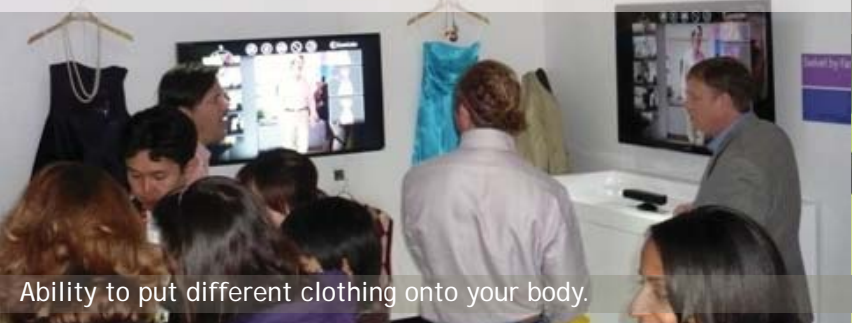


Integrating technology with the gaming environment, Microsoft has developed arcade and fashion games that give the ability to put your face in the experience.

GAMING

Razer's game-changing device is the first tablet in the world designed specifically for portable gaming. Its power and singularity of purpose produce a new hybrid machine poised to become the hardware of choice for PC game enthusiasts. With Project Fiona, Razer has innovated in a space has otherwise become increasingly commoditized.

Microsoft Kinect Fashion Show



Ability to put different clothing onto your body.

Razer: Configurable LED Buttons with Touchscreen Touchpad



Asus Gaming Graphics Card



Cyborg Gaming Mouse



Razer Project Fiona



CONNECTED

The long sought-after notion of home automation is about to become a reality for millions of consumers. That's because new plug-and-play technology such as Belkin's WeMo and Motorola's Connected Home Gateway are so simple they can be set up and operated by just about anyone. They're also affordable, and capable of automating everything from home lighting and appliances to climate control and security... all from a mobile device. These systems are part of a larger trend in user experience that's leading to anytime, anywhere management of our digital lives.

More social networking, more blogging, more RSS feeds, more email, more videos...more content. Content is entering more of our lives from our phones to our home entertainment to our kitchen to our cars. Content delivery and user interface management will be critical as it enters our lives at every step.

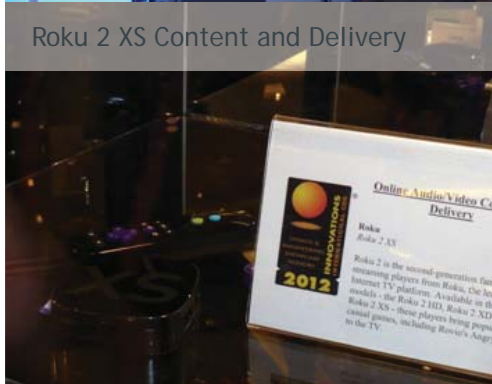
Intel Smart TV



Intel Personal Cloud Home Server



Roku 2 XS Content and Delivery



Belkin Connected Home



Ford Mobile Health Seminar



Intel Chip In Lenovo Phone

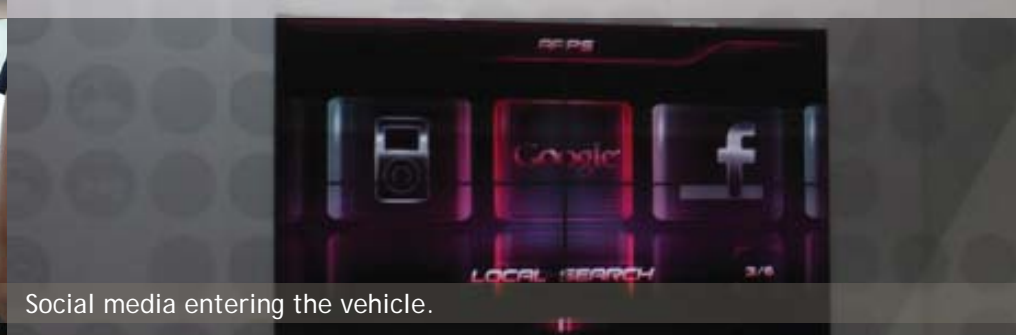


Mercedes Connected Interface



Reads your facebook feeds out loud.

Mercedes Connected Interface



Social media entering the vehicle.

Ford Touch Interior



Peiker Connected BMW



Intel In-Car Technology



Intel In-Car Technology

Intel In-Car Technology



HEALTH MONITORING

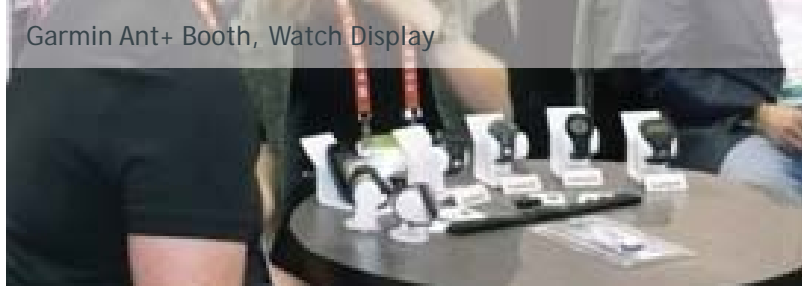
The term “mobile health” (mHealth) refers to healthcare services delivered via mobile devices. Most of the focus is on self monitoring, which has emerged as a new consumer category.

The trend is growing so rapidly that Best Buy has begun selling Aetna health insurance on a trial basis to help support its mHealth device sales. Two of the most notable mHealth devices at CES were the new Aria Wi-Fi Scale from Fitbit, and the new BodyMedia FIT monitoring platform. The scale uploads weight, body fat and body mass index info to a collection of online tools that track progress, while the monitoring platform is touted as the first personalized feedback technology that recommends activity and dietary adjustments based on the user’s calorie burning and food intake.

Motorola Fitness Watch



Garmin Ant+ Booth, Watch Display



Fitbit's Aria WiFi Scale



Bodymedia Booth



Bodymedia Health Tracker



Bodymedia Health Tracker



Bodymedia Body Meter



iCASE

From the super rugged to super goofy, you could not escape the smartphone and tablet case mania this year at CES. It's curious why manufacturers keep making devices thinner and less durable when a majority of customers add a case.

iBallz iPad Protector



in2uit Boomcase



iPhone Stand



Just goofy.

iLuv Booth



iPhone Case Booth



Another business built on ipad/phone/etc stands and cases.



iPhone Case Mania

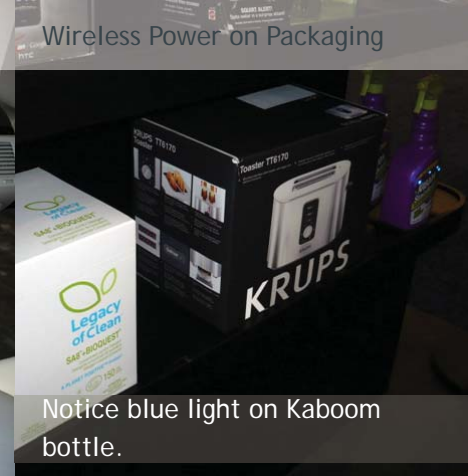


iPhone Case Mania



POWER: WIRELESS

More computing and more content needs more power. The auto industry used to lead the charge in alternative power. Now with just about everything being wireless, the consumer electronics industry is picking up some R&D.



Wireless Power in Print Material



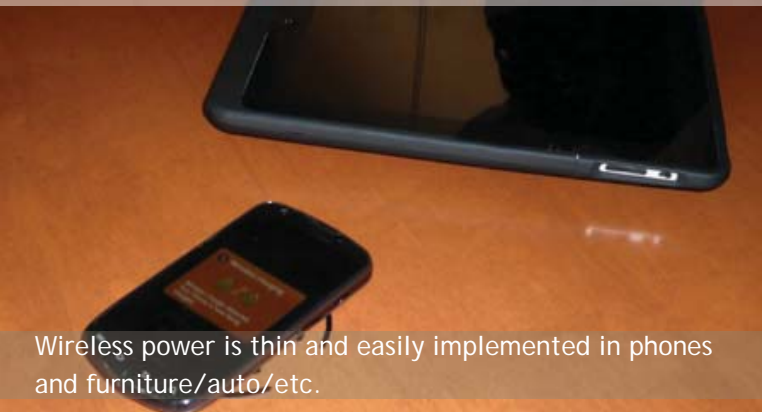
The combination of wireless power enabled retail shelving and electrically charged film makes for eye popping advertising.

Wireless Power in Print Material



Notice the left mag vs. the right mag.

Wireless Power Tabletop Demo



Wireless power is thin and easily implemented in phones and furniture/auto/etc.

Wireless Power Tabletop Demo



BACKUP BATTERY

Staying connected was a big theme at the show this year as evident by the slew of companies touting their backup battery solutions.

Goal Zero Rugged Backup Battery



Duracell wireless charging station (backup battery + Phone)



Duracell Booth



Switch 75 LED Bulb



Hyperjuice Backup Batteries



Intel Booth



Samsung Booth, Cinema 3D



SMALL / THIN

Thinner and lighter has been around for years but CES will be the launching platform for many Ultrabooks, thin and light fully functional laptops to offset some of the craze seen from less functional tablets. PDT worked with Dell several years ago to develop Adamo 13 and Adamo XPS using the thinnest technology and manufacturing techniques in the industry.

Intel/Dell XPS Ultrabook



LG 55" OLED 3D TV, Super Thin

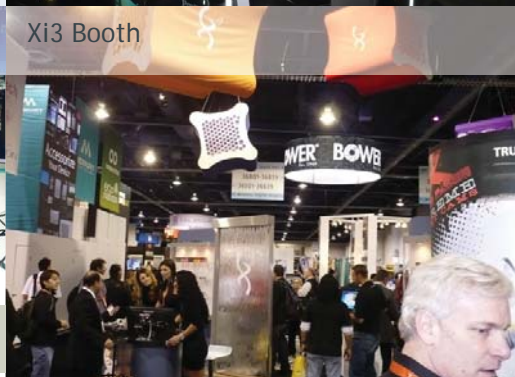


Intel/Dell XPS Ultrabook

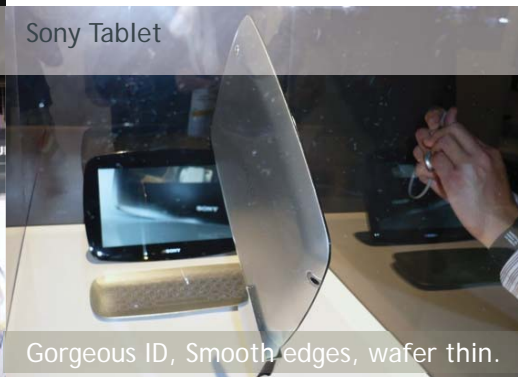


Real carbon fiber skin on bottom, super thin.

Xi3 Booth



Sony Tablet



Gorgeous ID, Smooth edges, wafer thin.

VISION

Glasses Free 3D HD
4K FULL HD
3840 x 2160

Intel Retail 3D Intelligence

Midland XTC Helmet Cam

Doesn't work that well.

Hold retail box up to the camera, identifies item, on screen shows 3D image of toy.

Midland XTC Helmet Cam

Polaroid 3D Tablet

Head's Up Display

Is 3D really that cool?

Sony Steadyshot

Onstar For-My-Vehicle Mirror

Liquid Image Camera Integrated in Goggles

Balanced Optical SteadyShot

Impressive display of steadyshot vs not.



Mark Schwartz,
CEO

“I anticipate two major hurdles approaching the consumer electronics industry quickly. Demand placed on batteries will necessitate major innovation in battery power or processor energy demands. And, the cross pollination of segmented activities (I’m in my car/on my phone/on my laptop) creates infinite possibilities for wireless products, thus driving demand for wireless standards.”

Matt McGowan,
Director ME, PDT-TX

“CES 2012 was yet another year where companies focused on eco system products surrounding the smartphone. Whether we get content in the car, home or on the move, staying connected and powered is essential. ”

CONTRIBUTORS

