



dentsu *x*
CES 2022 &
The Future of
Tech Report

New technologies change the way consumers interact with the world around them and with each other. Two years into the global pandemic and ideas and products have emerged that reimagine how we do things in our new way of living. 2022 will be an interesting year for the tech industry, as we will see more of proactive product development versus the reactionary pivots that we saw in 2021.

The pandemic continues to place more emphasis on certain industries based on how our society has needed to connect, work, and shop from afar. There is an accelerated attention towards more practical products and applications that fulfill our near-future needs; however, we still have our eye on conceptual tech ideas and a far-future imagined.

CES presents an enormous opportunity for brands to add value to their overall customer experience – it's not about finding the next big thing, but about how that thing is going to change the future of brand marketing.

We've identified some of the latest technologies and how they can be applied to current business challenges, grounding emerging trends with consumer insight and understanding to test the right technologies today - and preparing brands for tomorrow.

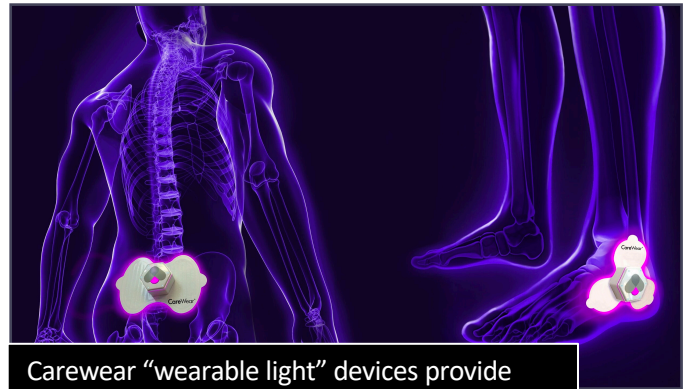
Plus, catch up on this year's hybrid CES event with a virtual show floor tour, two new CES Unscripted podcast episodes, and an exclusive session with The Verge.

Wellness tech

In 2021, we saw growth in the clean tech sector, and this year, we look forward to seeing wellness tech help improve our overall lives, from physical, mental, and emotional wellbeing.

2022 marks two years of the global pandemic, and the latest technology is a mere reflection of our new lives. This is also the first year in CES history that a healthcare company delivered a keynote on the mainstage, showing the recent influence and growth that this sector has had.

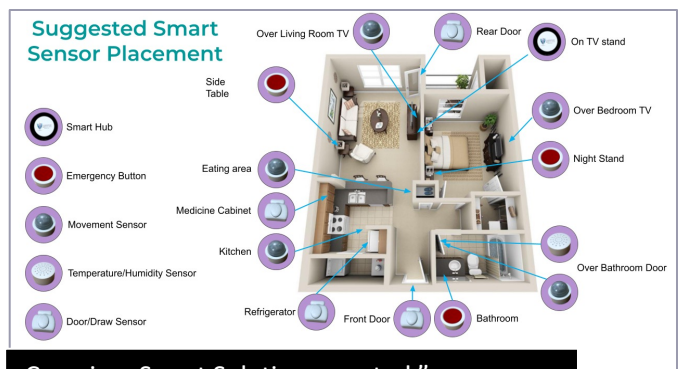
From bio-hacking to more intentional robotics to having a 'digital nutrition' regimen, expect this year to bring more valuable and practical applications of what a quantified life can unlock as we adjust to new social norms, our growing dependence on screens, and a constant sense of uncertainty.



Carewear “wearable light” devices provide light therapy for pain management to soft tissue injury, to even wrinkles and acne.



Sengled Smart Health Monitoring Light monitors sleep, heart rate, and body temperature – and can also change color of the room based on mood and winding down.



Caregiver Smart Solutions created “non-intrusive” sensors to detect any anomalies in movement for elderly living alone

Immersive & intentional audio

Last year, we saw the explosion of new social audio platforms and legacy big tech incorporate similar features. This landscape has evolved tremendously, playing a role in scaling community and sharing information.

With voice assistant penetration expected to surpass 40% of the US population by 2022 and innovations in the audio hardware and software tech space, brands will have more opportunities to reach consumers through an innovative medium and dual feedback.

We expect to see massive growth in spatial audio content that provides a sense of presence to listeners, complementing or even rivaling visual based platforms.

Without fail, CES showed us more devices that are enabled by voice via integrations and IoT, which help us move away from making requests to telling commands. With speakers in more of our devices, brands should see this as more opportunities to deploy a strategic sonic branding strategy.



Apple's latest AirPods and Apple Music via Dolby Atmos provide scaled spatial audio.



Twitter Spaces is now out of beta and open to all users, scaling the ability for anyone to host live audio conversations.



Amazon became the first company to offer lossless music at its standard price.

Accelerated XR

From glasses to headsets and holograms to heads-up-displays, 2022 will be an exciting year to show us another giant leap in the AR, VR, and MR space, where software and hardware cross growth paths.

Over the past few years, we've been waiting for more mainstream adoption of the hardware to meet a robust developer community and content library. Although 2021 was a great year for VR, with Oculus Quest 2 nearly doubling its sales from the previous year, the content available and scalability still lags compared to AR, which

can be stand-alone devices or just a smartphone.

However, the strategy of open sourcing AR software has attracted a strong development community to help build the space that we're seeing great examples of how brands may behave in the future. With big players (and dollars) like Google, Facebook/Meta, Snap, MSFT, and an expected 2022 launch from Apple, we're anticipating the XR space to see a healthy growth in adoption and usage.



The Oculus app rocketed up to #1 on the Apple App Store charts on Christmas Day with an estimated 7M unit sales for 2021, almost double it's estimated sales in 2020.



InWith announces that they have created the first "soft smart contact lens" that can act as a heads-up display to even fully immersing you into virtual environments.



TCL announced their NXTWEAR Air Glasses – serving as an additional monitor from other devices.



Microsoft and Qualcomm partnered to produce a custom chip for next-gen AR glasses.

Building the metaverse

We've discussed the concept of the "metaverse" for a couple of years now, and even predicted last year that we would see a tipping point of growth in mainstream awareness and the foundational building blocks being formed in 2021.

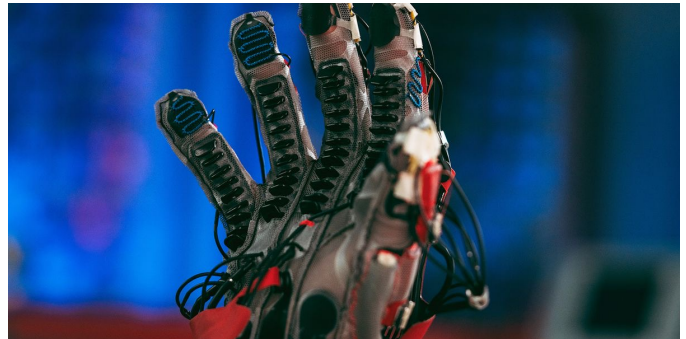
Although we are still 10-15 years away from a fully realized metaverse, there are elements being built/experimented with and content being created that will help bring this vision to life. Much of this development is within the gaming sector – IP, hardware, software, etc.

Investments in building the metaverse surpassed \$10 billion in 2021 alone, with the lion share going to developing games and game engines – the entry point into this new world.

We anticipate increased brand developments in gaming environments and game engine usage to experiment with new ways to connect with consumers. We look forward to seeing the fruits of these investments as well as the collision of gaming tech, big tech, and new upstarts battle it out to attract the most players in their own universe.



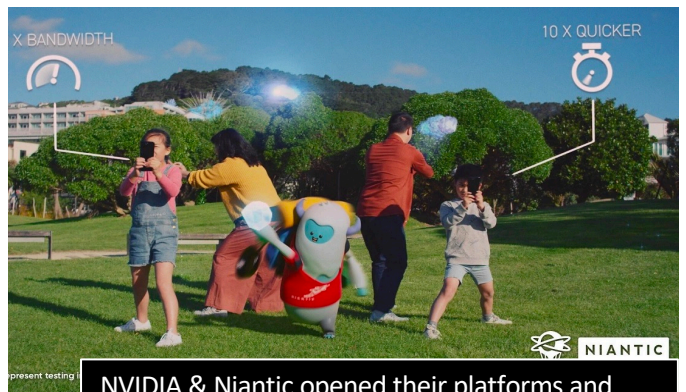
Epic's SuperAwesome is building a child safe and privacy focused metaverse.



Meta's haptic glove is testing the concept of simulated touch in the metaverse.



Snoop Dogg has built his own world/ digital twin in Sandbox – a case study for brands in finding interesting ways to explore in these worlds.



NVIDIA & Niantic opened their platforms and tools for developers to explore with and build their own 'metaverse' projects.

Web3: a new layer of the internet

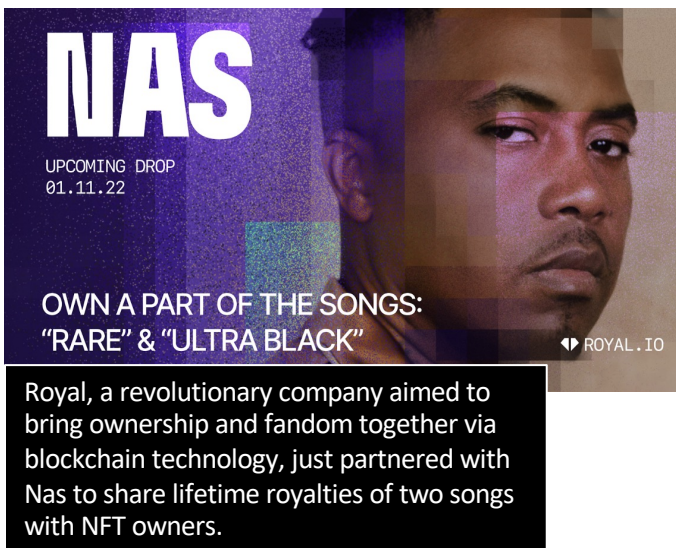
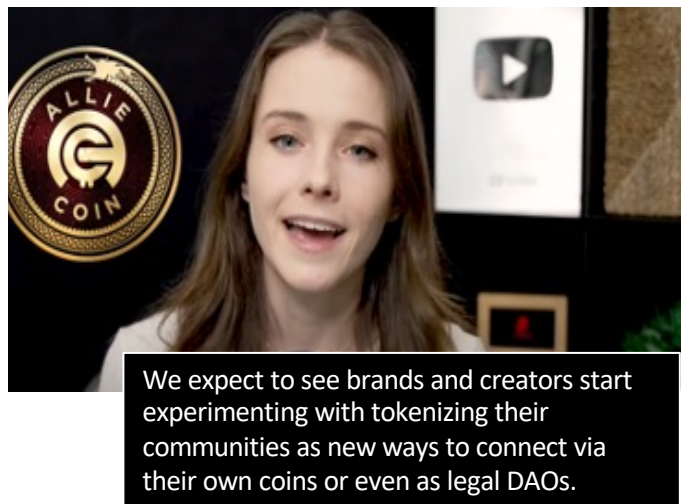
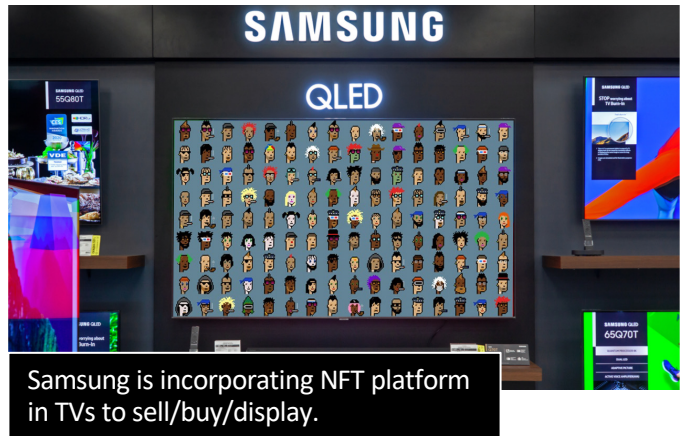
Often mentioned in the same breath as the metaverse; however, we view Web 3.0 as the precursor and the foundational rails that need to be built before the metaverse can ever exist.

While there is little consensus of how Web3 is actually defined, the overall concept is adding the element of 'digital ownership' to the web through decentralization and blockchain technologies.

The growth of Web3 will look to change the old guard by bringing equity, ownership, and access to the masses, and shape a new way we do things as internet natives. So far, we've witnessed amazing potential with experiments in decentralized technologies via blockchains and decentralized apps (dapps) that seek to fix the inadequacies of our current internet (Web2).

We will see 2022 further push the core principles of Web3 by rethinking incentive structures, new business models, new value creation, and creating a permissionless and more equitable digital society.

It will be imperative to hold both mindsets of having optimism and excitement towards this new future while also having reservations and skepticism of what the "next big thing" promises.



Future of mobility

It wouldn't be CES without groundbreaking technology and updates within the auto sector, and 2022 was no different.

Electrification continues to be a main theme with the major auto manufacturers, and we saw several announcements that showed us an exciting future ahead with EVs and what the technology unlocks.

Most notably, Chevrolet's Equinox EV, being priced at \$30,000, aims to bring the masses to the EV market, which is a

current critique of current models on the market. For EVs to scale, the average consumer will need to be able to afford one, and this is a fantastic step by GM to put more pressure on the entire market.

We expect to see that with a steady growth in EV adoption, the car will become more of a smart device than a traditional vehicle, filled with smart connected capabilities that will seamlessly blend in our experience from home to road.



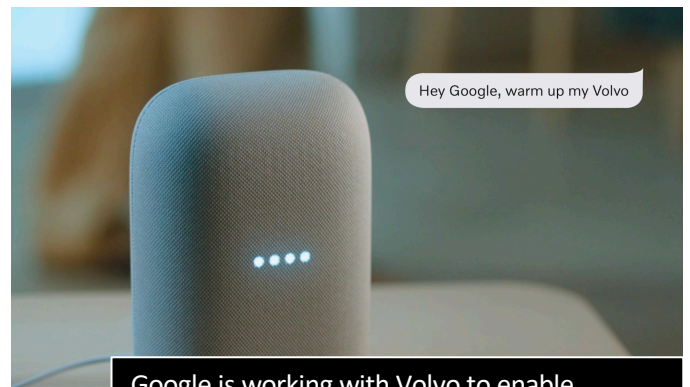
Chevrolet's Equinox EV is a mid-size crossover priced at a more accessible cost of \$30,000.



BMW's color-changing exterior stole the show with a lot of excitement around this 007-eque concept feature.



Mercedes-Benz's Vision EQXX solar-powered concept car is capable of driving 648 miles on a single charge, bringing more real-world usability.



Google is working with Volvo to enable commands from inside the home to turn car on/off, start heater, and more – an early glimpse of remote control for our vehicles.

Virtual CES 2022 Recap

The CES 2022 hybrid event took place in Las Vegas and virtually on January 5th – 7th, with close to 2,000 exhibitors showing off innovations from smart TVs to self-driving vehicles to NFTs. Catch up on a virtual show floor tour, exclusive podcast episodes and thought leadership sessions below.

Show floor tour

Straight from the CES show floor in Las Vegas, Yahoo and MediaLink bring you an exclusive look at the technology driving the future of marketing and media. From autonomy and digital wellness to AI and immersive entertainment.

[Watch here](#)

CES Unscripted podcast episodes

In an exclusive two-episode takeover of The Human Element Podcast, we explore ways to inject humanity and insight into modern marketing, with a focus on CES. Tune in anywhere you get your podcasts: [Spotify](#), [SoundCloud](#), [iHeartRadio](#), [Apple](#), [TuneIn](#), [Stitcher](#), and [Google Podcasts](#).

Part 1: In this episode Brian Cooley, Editor at Large at CNET, and Brad Alperin, SVP Integrated Strategy Lead at dentsu, join us to discuss what we are beginning to see on the CES show floor (virtually) and hedging some bets on the future of tech.

[Listen here](#)

Part 2: In this episode Val Vacante, Director of Strategy- Product Experience & Innovation at Merkle, Sarah Stringer, EVP Head of US Media Partnerships at dentsu, and Michael Liu, SVP, Head of Innovation at Carat US, join us to wrap up the virtual CES week and discuss the future of tech and innovation in media.

[Listen here](#)

Dentsu x The Verge | CES 2022

Join The Verge's Editor-in-Chief Nilay Patel and VP Helen Havlak for a first look at the biggest trends and stories from CES in this exclusive session for dentsu leaders and clients.

[Watch here](#)

Contact us

If you have any questions about the CES 2022 virtual content, reach out to the Marketing & Communications team, usmediamarcomms@globalloc.com

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To discuss how you can leverage our partnerships in the tech space, reach out to Sarah Stringer, Head of US Media Partnerships, Sarah.Stringer@dentsu.com