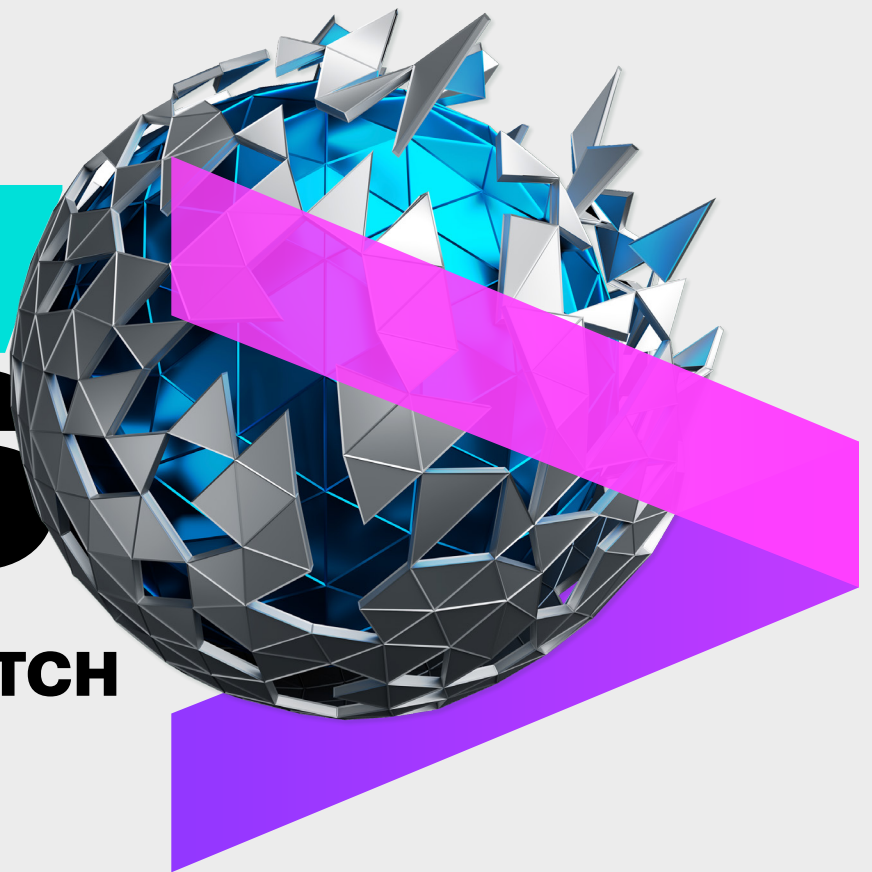


2017
CES
STORIES TO WATCH



Soon the world of high tech will descend on Las Vegas for the 2017 Consumer Electronics Show. Accenture's extensive research uncovers the five most important stories to watch:

1. Artificial intelligence is going to be bigger than at any previous CES

Expect to see new capabilities and smartphones health automotive and more... Expanded capabilities intelligent assistance Intelligent assistance like Amazon, Alexa Google home and Apple's Siri are making everyday tasks easier. Be on the lookout for impressive new capabilities at CES and home monitoring entertainment shopping and more....

2. The insecurity of things is still a very big thing

Widespread adoption of the Internet of Things remains hampered by consumer concerns about the security of personal information. At CES, expect to hear about new ways to address security concerns and accelerated adoption of the IOT.

3. Virtual reality and augmented reality

Virtual reality and augmented reality applications will get more creative and immersive than ever at this year's CES.

4. Service connection

The big shift by consumer technology companies toward providing platforms and services will be a pivotal story to watch this year at CES.

The common thread among our five stories to watch?

The technology companies that thrive in 2017, will be those that successfully connect digital, strategy, operations and technology to transform their businesses and deliver compelling consumer experiences.