CES 2016: Stories to Watch

Video Transcript

In today’s world of high tech, no event is more influential than the annual Consumer Electronics Show.

With CES right around the corner, Accenture has done extensive research to identify the biggest stories to watch at the show.

The first big story in high tech? Say goodbye to glitzy features and hello to digital doing the heavy lifting, like delivering real consumer security, safety and health solutions and less focus on devices with dazzling screens and processors.

Another story to watch is that hardware innovation requires constant improvement, creating a huge opportunity in the market.

The third new storyline is solving the biggest barrier to the Internet of Things (IoT): fixing security and digital trust.

With the password becoming passé, technologies like biometrics will create more secure environments – finally allowing the Internet of Things to begin delivering on its promise.

Hot topic No. 4, is that wearables will go beyond fashion to focus more on services and applications. Expect the wearables crowd at CES to be the biggest ever.

Trend five is that virtual reality has become reality. Virtual reality and augmented reality will have a real coming out party at CES this year.

The next big topic is automotive, CES is the new car show.

Expect cool automotive infotainment technologies to take a backseat to advances in collision-avoidance, self-driving and advanced driver assistance systems.

The last big story is about drones and more drones, with the most prominent year-on-year growth in show presence of any device at the show. Even with new FAA registration requirements, drones will deliver at CES 2016.

So what do most of these hot trends have in common? The importance of value added services in providing the next wave of growth in high tech.

The future will be determined by the agile leaders who make the smartest investments in providing services that complement their hardware.

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