Hi, I’m John Curran with Accenture, here at the Consumer Electronics Show.

Accenture just completed our annual survey of 28,000 digital consumers from around the world, allowing us to identify the most exciting stories to watch here at CES this year.

The first big story in high tech this year? Say goodbye to glitzy and hello to practical. This year we’re seeing a greater emphasis than ever before on services and digital analytics – and less on the shiny new object and device.

We’re seeing companies focus on solving real-world consumer problems in the areas of safety, health and entertainment.

The second big story we’re watching here at CES is the significant decline in consumer purchase intent over the next 12 months is only 13 percent for 2016. This is down from 16 percent last year (2015) and 33 percent from 2014.

But there is some good news as companies start to pivot towards compelling new services that help consumers enjoy their digital lifestyle.

The third story we’re watching here at CES is around solving the barriers to the adoption of Internet of Things (IoT): security and digital trust. Forty-two percent of consumers who either own or are planning to buy a connected device are postponing or terminating their services until they get better assurances on the protection of their personal data.

Expect to see new innovations and announcements at CES around security improvements that allow IoT to achieve its full potential.

For more information about Accenture’s research and insights on these trends, please visit us at www.accenture.com/ignite.