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CES all digital 2021

29.01.21

Looking into the future is not possible without reflecting on the past

- Pandemic
- Black Lifes Matter
- Fake News
- Climate change

You could argue that Technology has been a stabiliser in all this

- When we can’t meet in real life
- Purchasing online
- Money transfer
- Robots for delivering
- Smarter Society
- Digital Health

Experiences the last year have made us more aware of what's important

- Friends and family
- Working balance
- Commute
- Purpose

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Meaningful Experiences

From selling to engaging

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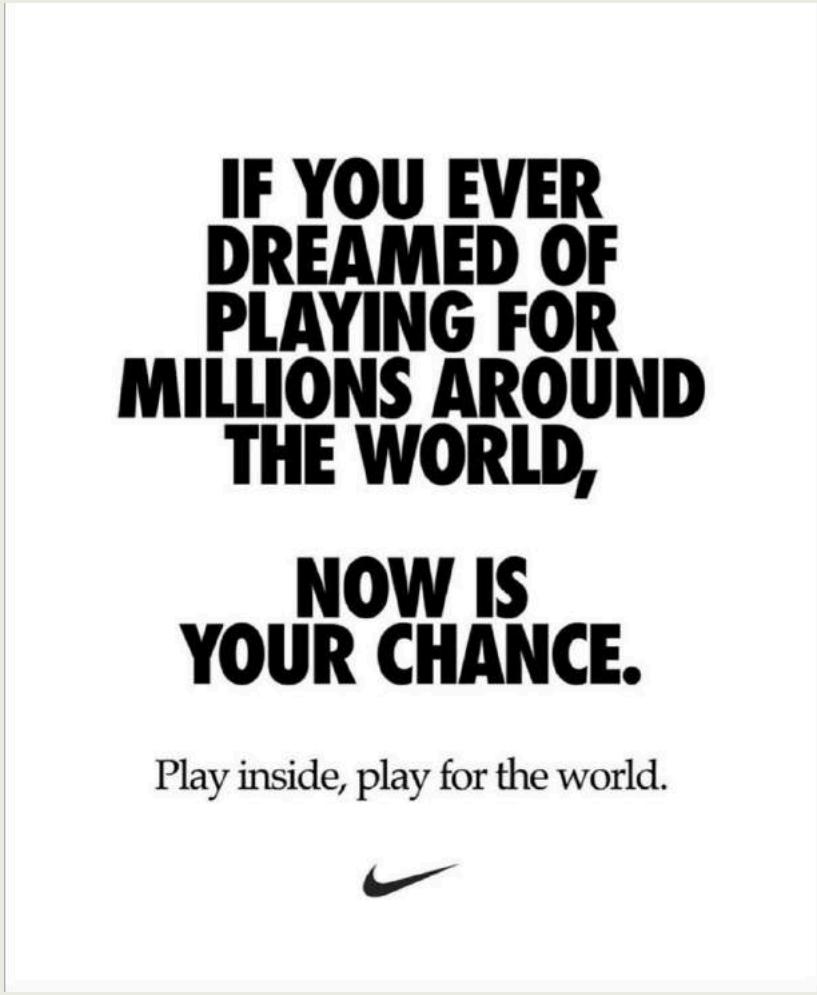
- Engage your audience
- Sport is bigger than sport
- Social engagement



A giant step

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- 1000 horse powers
- 0-60 mph in 3 sec
- All-electric supertruck
- All electrical vision

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Health

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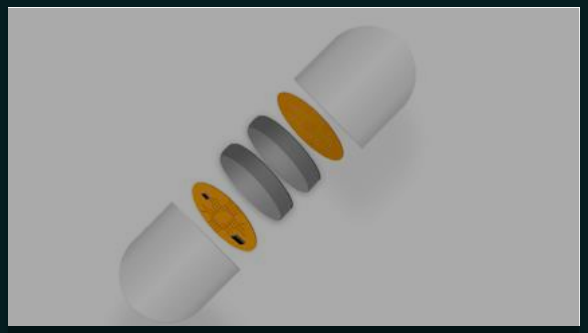

BioMetric sensors

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Nobi Lamp

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Flô

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Safety monitoring system

Smart Mirrors

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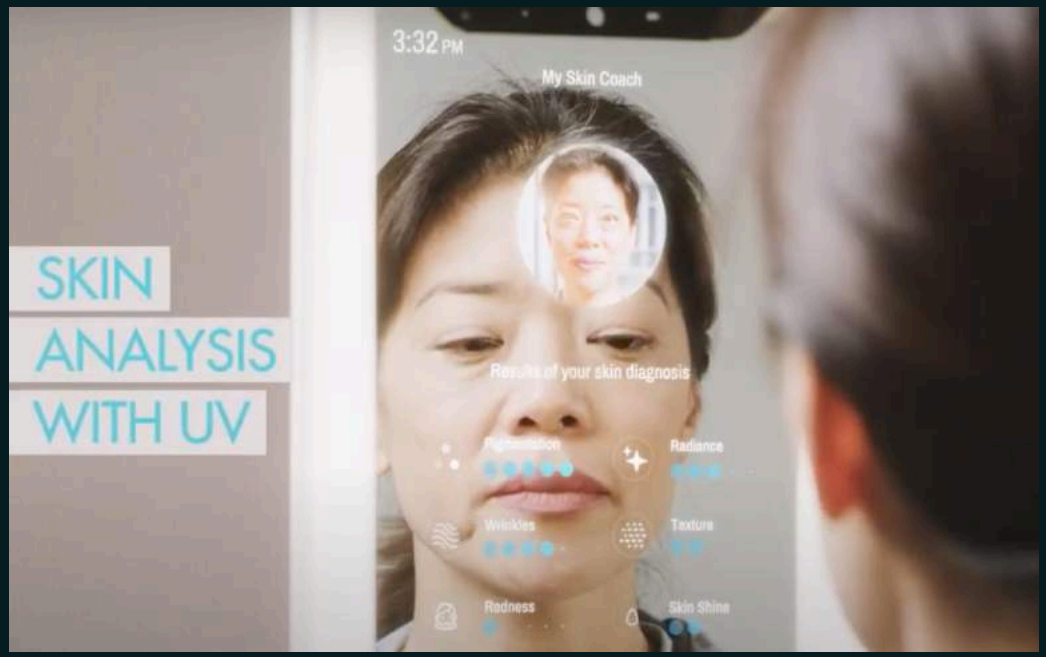
- Connected mirror
- Skin analysis
- Yoga exercise
- Schedule for today
- Etc.



Trust

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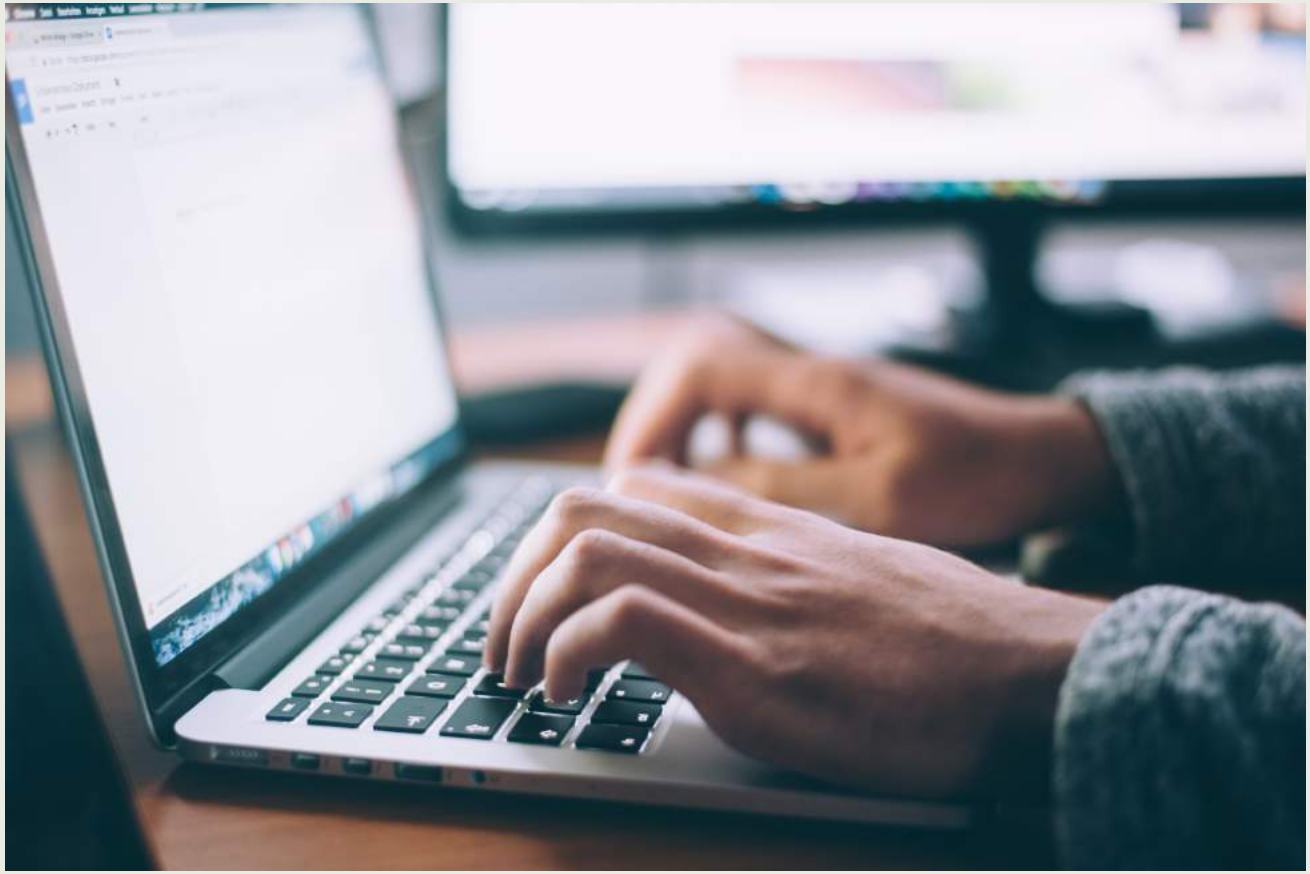
- Digital Health development faster than ever
- 38% did not want to use the services
- 50% did not trust technology companies to use my data in the way they said
- Trust as a differentiator



Smartness

Enabled by 5G and AI

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- Connected society
- Autonomous vehicles
- Smart Energy
- Industry 4.0.
- Public Security
- Etc.

Diversity in technology

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- Diversity among developers translates into better business outcomes
- We create tomorrow's society, way of acting, experiences and solutions (!)

The art of un-framing

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- Metropolitan museum
- Virtual art experience
- Art on loan

Smart tags

- Location
- In shop experience

Stadium experiences

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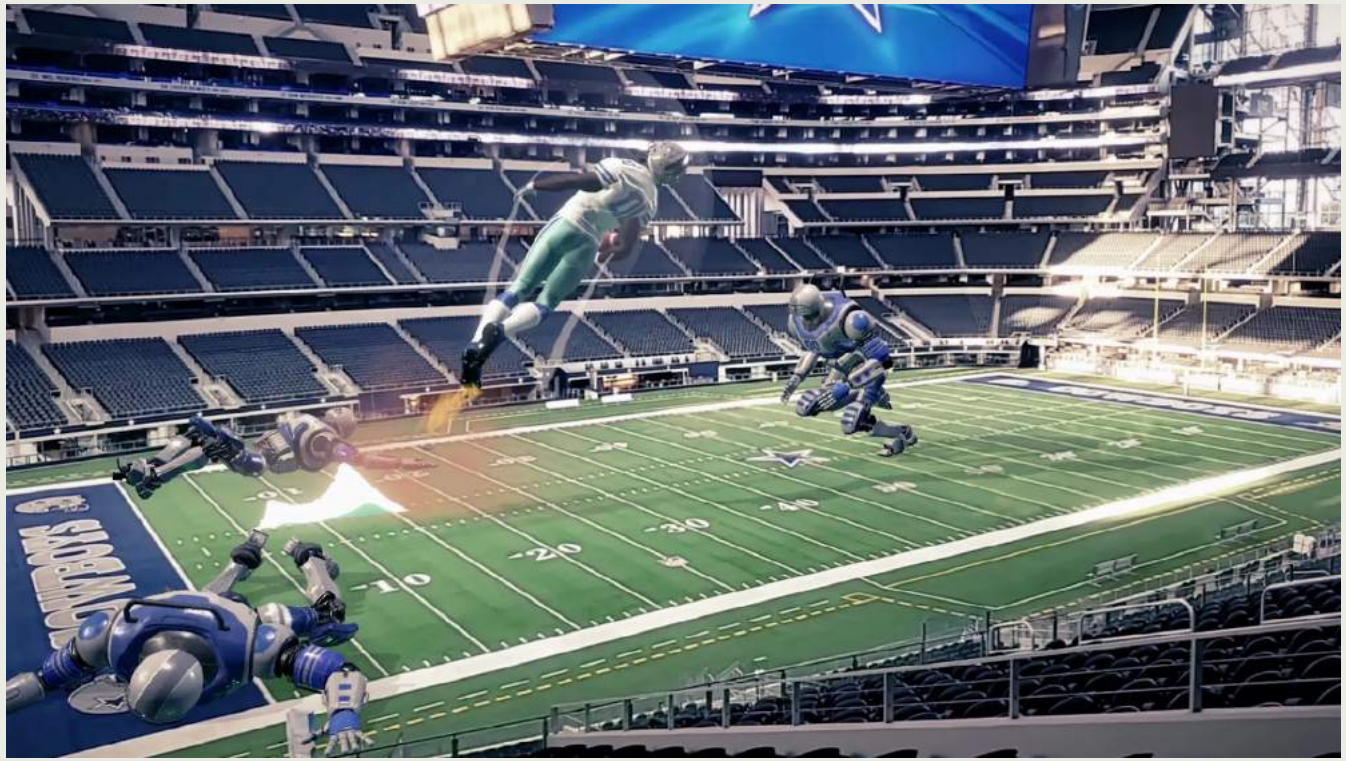
- 28 stadiums by 2021
- Combine sport viewing with interactive layer with sport betting and gaming.
- Multiplayer Experience



Verizon Media and Entain

Smart Homes

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- Check weather
- Shop
- Check what’s in your fridge where ever you are
- Manage your calendar
- Play music
- And more

Demand for delivery robots growing

26% of consumers now view autonomous delivery technology more favourable

Rollable phone

- LG
- Flexibility

MyQ - convenient life

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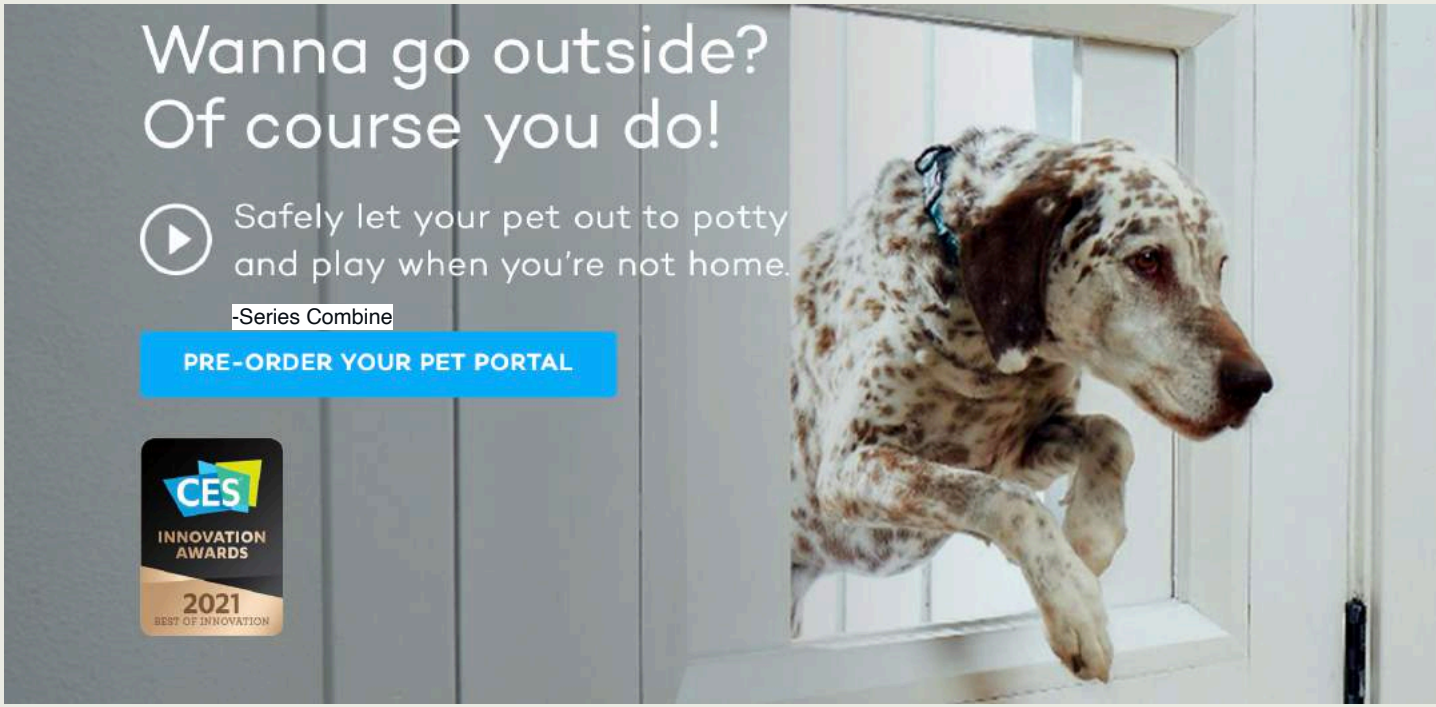
- Control from away
- Monitor and follow statistics



Thank you

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