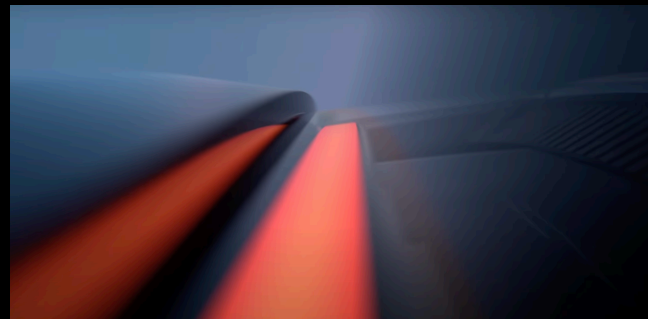


CES 2024

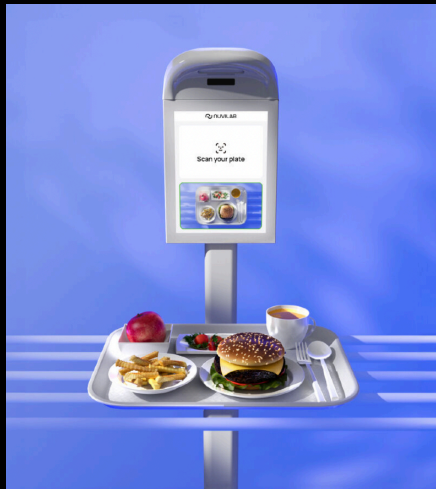


“Change is the law of life. And those who look only to the past or present are certain to miss the future”

John F. Kennedy

Humans & Technology

... for a better life



Nuvil food scanning



Evie the smart ring



O Clean X Ultra



Barracuda Wellness mirror



Ergo Sportive



ProX exoskeleton



Health plus.ai



Air Farm

... for everyone



Nuance Audio



Lumen



Hapta L'Oréal



Moonwalkers from Shift Robotics

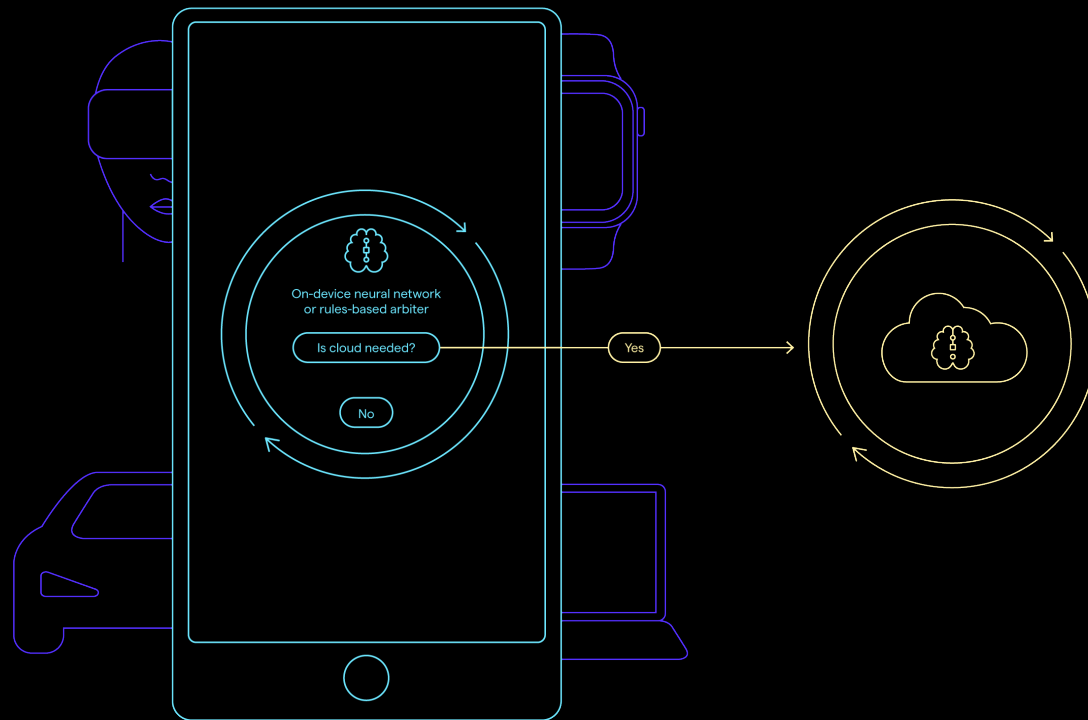
... with transparent screens



... in metaverse (industrial)



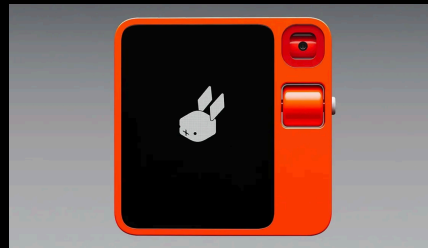
... using your data



... as your assistant



Mercedes MBUX Personal Assistant



Rabitt R1 // Teenage Engineering



Family Hub from Samsung



Ballie ny version från Samsung



BREGGZ in-ear computer



Eye tracking and VR training. E.g. firefighting

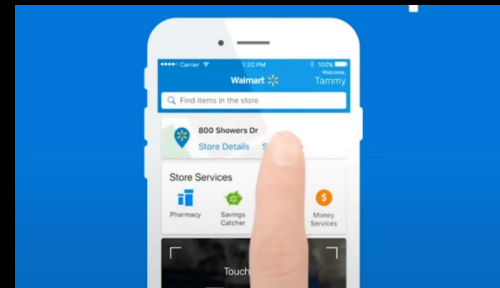
... hightening "new" retail interactions



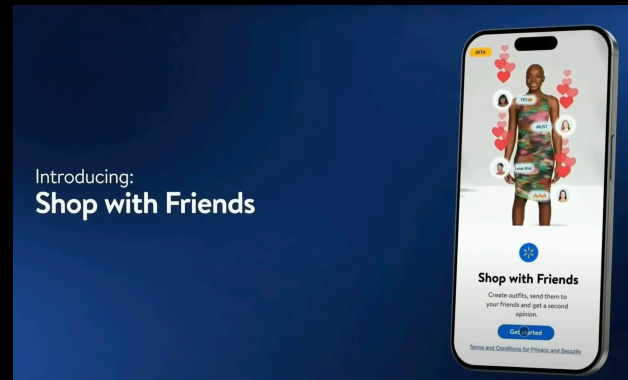
Walmart Replenishment



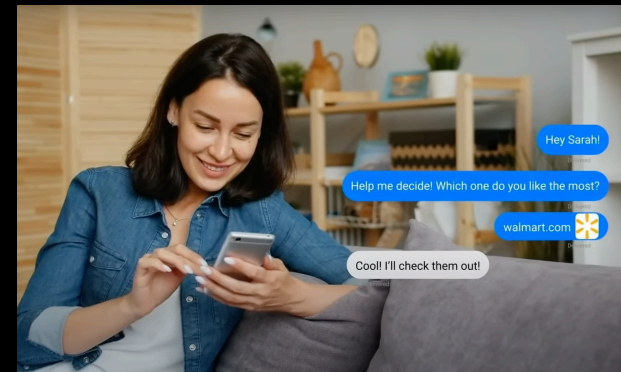
Scan & Go



Search Engine




Shop with friends



What does this mean to us?

A lot at stake


A large vertical rectangle with a gradient from bright pink at the top to deep purple at the bottom, set against a black background.

“Everything is possible” but are we willing to pay?

A vertical decorative bar on the left side of the slide, featuring a gradient from purple at the top to bright green at the bottom.

Similarity & shorter product cycles

Transparency

A large vertical rectangle on the left side of the slide, filled with a gradient from bright pink at the top to deep purple at the bottom.

“The hipster coffee shops are all look the same”

The Guardian, Kyle Chayka



Thank you.

2024

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