CES2018 report
What you really need to know

CES — Consumer Technology Association

Even before the advent of the iPhone, consumer technologies have been leading and impacting the corporate technology landscape.

This convergence could be observed best the second week of January, when 1.800.000+ visitors attended the **CES® 2018 in Las Vegas** to learn from more than 3.900 exhibitors about consumer and business tech and its use cases as well as impact on society.
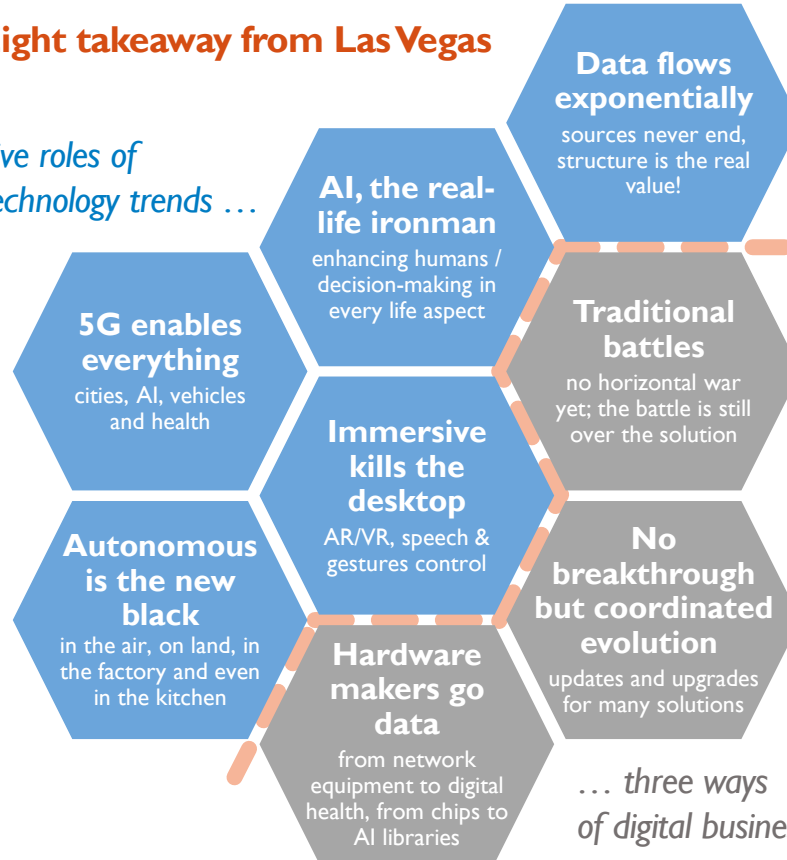
Our **tech scouts from ADL** made their way through CES® (and the darkness of a power outage) to identify the trends that should be on your personal (and corporate) radar in 2018 – and what things you should know for the future.

As to key technological takeaways, we see past hypes, that have, by evolutionary advancements, been put on a solid basement (e.g. VR/AR, AI) – but **disruption is not everywhere** and we do all still cook with the same water!

For digital business, *the ecosystem* (e.g. around the car, for your gadgets) is still eagerly anticipated– but **solutions remain vertical** and traditional battles remains (e.g. Alexa vs. Google Home).

Eight takeaway from Las Vegas

Five roles of technology trends …

Data flows exponentially
sources never end, structure is the real value!

AI, the real-life ironman
enhancing humans / decision-making in every life aspect

5G enables everything
cities, AI, vehicles and health

Traditional battles
no horizontal war yet; the battle is still over the solution

Immersive kills the desktop
AR/VR, speech & gestures control

Autonomous is the new black
in the air, on land, in the factory and even in the kitchen

No breakthrough but coordinated evolution
updates and upgrades for many solutions

Hardware makers go data
from network equipment to digital health, from chips to AI libraries

… three ways of digital business

Executives should not be overly optimistic, nor, on the other extreme, intimidated by trends and new technologies, but strategically monitor the situation with their **company-specific technology radar**.

By this means, CIOs and CTOs will be ready to quickly deploy autonomous driving (i.e. level 5 by 2021), 5G (i.e. widespread by 2022) or human level AI (i.e. by 2024).

The **impact on corporate processes is immediate**; eventually traditional **products will be disrupted** and singular solutions move aside for ecosystems.

… three more things you should know for the day-after-tomorrow

Voxel are 3 dimensional pixel

Neuromorphic computing simulates the human brain for computing

Ethical engineering will ingrain human values in digital tech