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Tomorrow's Tech – 2025



Brian Comiskey

Senior Director, Innovation & Trends



Tomorrow's Tech 2025



Shifting Demographics & Purchasing Patterns

Gen Z Demographics Pattern



32%

Largest Global Generation

27%

of OECD Workforce

Gen Z Purchasing Habits



60%

Early adopters of
Tech in U.S.

2.5x

Likely to purchase
goods with
sustainability values

Forecasting the U.S. Tech Market

Total Industry Retail Revenue (\$ Billions)



Future of Shopping

\$7B

AI Retail Market

\$2B

Virtual Try-It-On Market

64%

U.S. consumers used an AI tool for online shopping

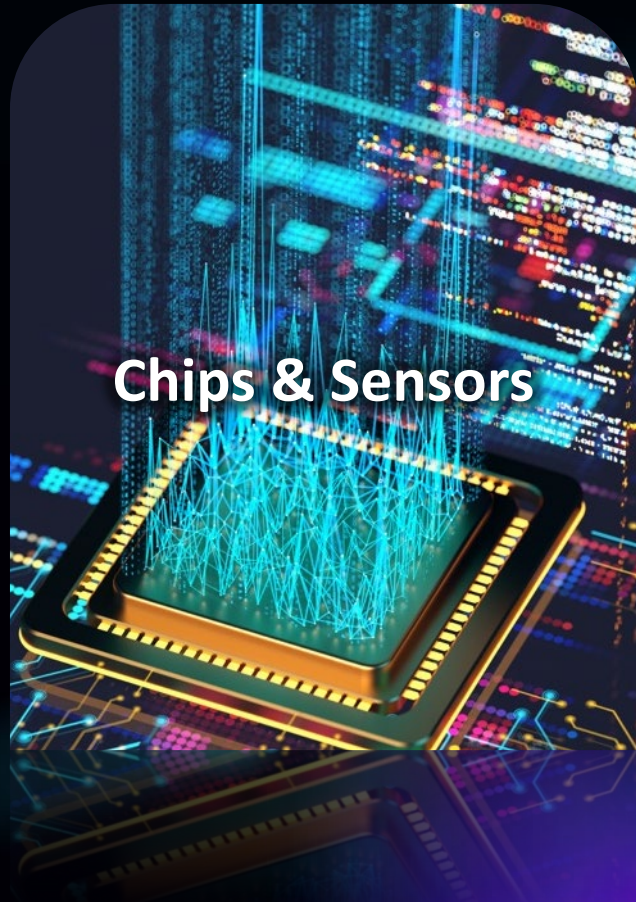
40%

More likely to purchase with AI personalization

The background features a dynamic, abstract graphic of flowing liquid in shades of blue and green. The liquid forms a large, sweeping curve that starts from the top left and moves towards the bottom right. The surface of the liquid is highly reflective, showing highlights and shadows that give it a three-dimensional, glossy appearance. The overall color palette transitions from a deep blue on the left to a bright, almost yellow-green on the right.

Digital Coexistence

The Modern Enterprise



+



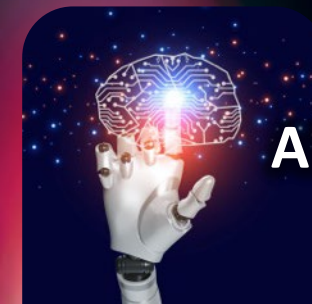
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Cybersecurity



Cloud

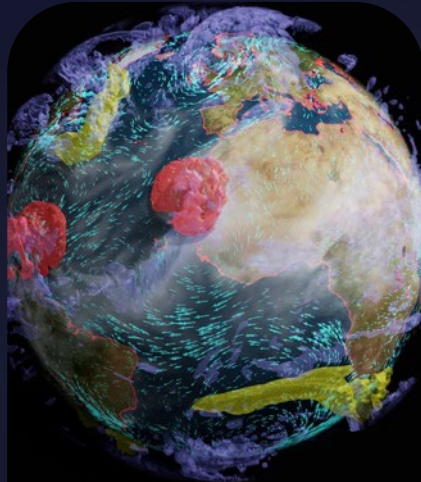


AI + Robotics

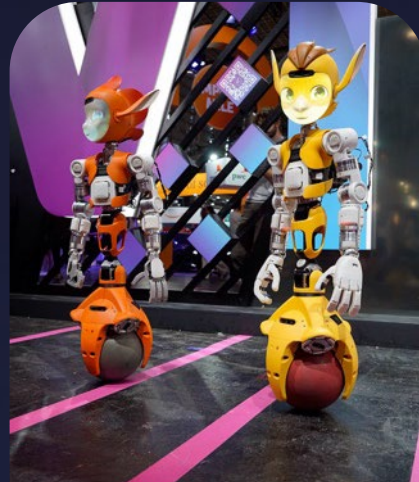
Frontiers of AI Innovation



AI Agents
Chatbase



Digital Twins
NVIDIA



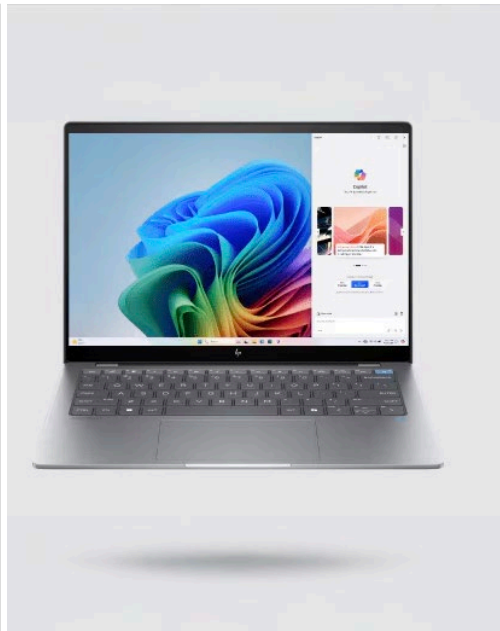
Humanoid Robots
**Enchanted
Tools**



The Consumer AI Upgrade Cycle



Smartphones



Laptops



TVs



Smart Glasses



Vehicles

Perceptions of AI

93%

U.S. adults familiar with Generative AI.

61%

U.S. adults have used an AI tool at work.

Human Security

What is the Energy Transition?

Advancing The Energy Transition



Infrastructure



Grid Resiliency



Experimentation

Sustainability Sentiment

65%

Of U.S. consumers state sustainability is important to their tech purchasing decisions.

47%

Of U.S. consumers have made a tech purchase based on sustainability this year.

Sustainable Innovation at CES



Hydrific



Haus.me



Panasonic

Bolstering the Food Supply Chain



Automation



Yield



Conservation





Community

Driving Innovation in Mobility



- **Electrification**
- **Connectivity**
- **Autonomy**
- **Industrials**

Electrified Ecosystem at CES



Vehicle
Scout Motors



Battery Tech
BYD Battery



Infrastructure
Blink Charging



Micromobility
AIMA E-Bike

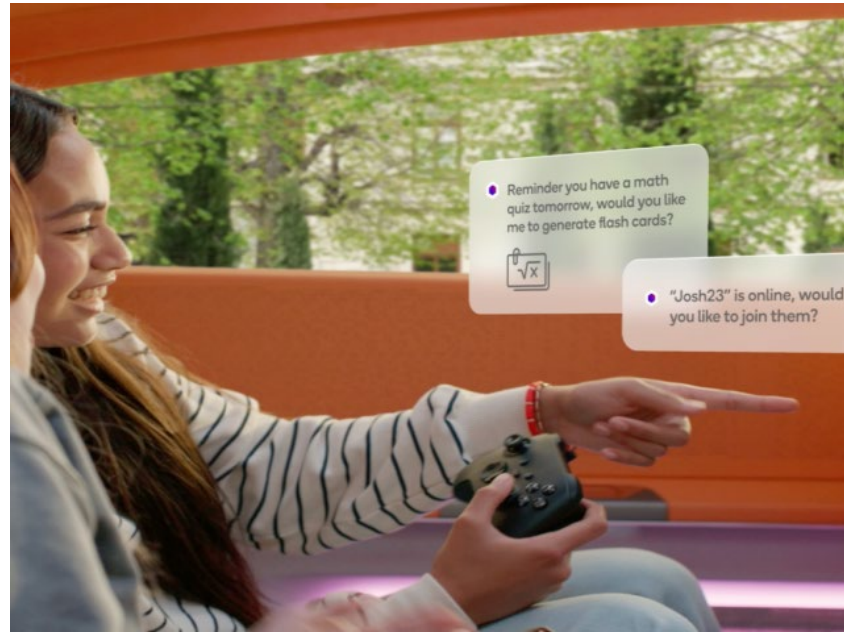
Connectivity at CES



BlackBerry

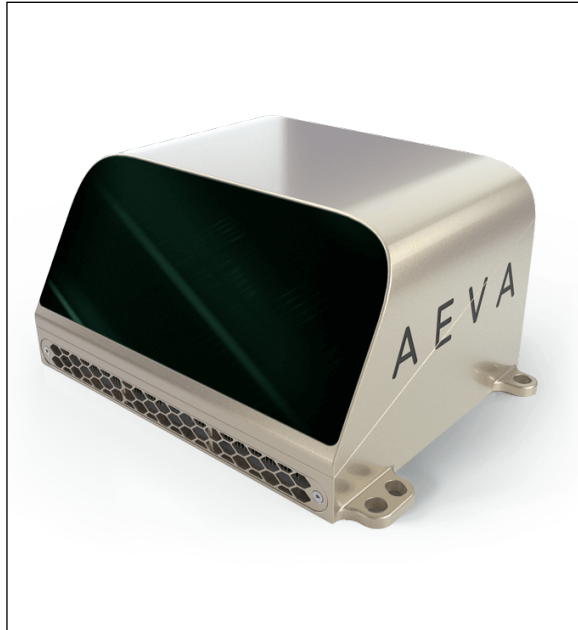


Continental



Qualcomm

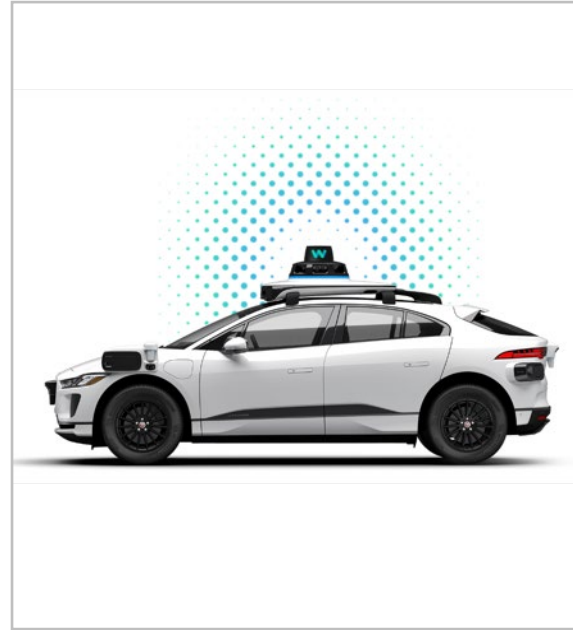
Advancing Autonomy at CES



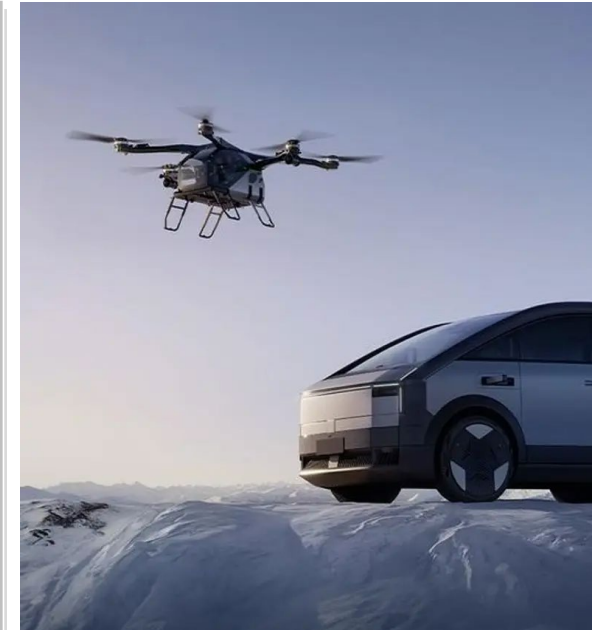
Aeva



Mobileye



Waymo



Xpeng AeroHT

Mobility Scales at CES



Agricultural
Komatsu



Construction
Caterpillar



Industrials
Volvo Group



Smart Home Comfort

- TV Command Centers
- Health Integration
- Energy Management
- AI Personalization

Smart Home at CES



Samsung



Narwal



Tuya



Pawport

Content Meets Culture



Video



Audio



Gaming

C Space @ CES

Deloitte.

Disney

FOX

WESTERN GROWERS

groupm

SiriusXM



pwc

LG Ad Solutions

Microsoft Advertising

NBCUniversal

ROKU

TikTok

yahoo!

OMG Omnicom MediaGroup

SAMSUNG Ads

reddit

Uber Advertising

SAG-AFTRA

iHeart MEDIA

AdsWizz

Google TV

instacart

KATZ DIGITAL

Kroger PRECISION MARKETING | POWERED BY Z151

Kubota

Madhivē

MARS

Roundel™

sam's club map



Scope3

WARNER BROS. DISCOVERY

Meta

XPERI

As of 12/23/24

Longevity

Longer Living



GLP-1s



**Precision
Medicine**



Remote Care

Aging In Place

80%

U.S. consumers consider smart home tech as age tech.

52%

U.S. consumers own at least one of the top ten perceived age tech products.

Healthier Living



onMed – CareStations



Withings – BPM Pro 2



Whoop – Whoop Wearable

Better Living



Mental Health
Nutrix



Accessibility
Glidance



Beauty
Browmagic – L'Oreal

The background features a vibrant, abstract composition of liquid splashes. The colors transition from a deep magenta on the left to a bright cyan on the right. The splashes are dynamic and fluid, with some droplets captured in mid-air, creating a sense of movement and energy.

Tomorrow



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Thank You

Brian Comiskey

Senior Director,
Innovation & Trends



Presentation

NVIDIA Earth 2 <https://blogs.nvidia.com/wp-content/uploads/2021/11/earth-2.jpg> (slide 11)

Enchanted Tools Mirokai https://images.prismic.io/enchanted-tools/ef652a63-2089-433e-81e5-9fc1db1b7d9c_Mirokai%CC%88+robots.jpg?auto=compress%2Cformat&rect=0%2C0%2C853%2C1183&w=1200&q=80 (slide 11)

Smartphones [https://images.samsung.com/is/image/samsung/assets/us/2407/galaxy-ai/galaxyai_f05_ft02_interpreter_mo_v2.0.jpg?\\$720_N_JPG\\$](https://images.samsung.com/is/image/samsung/assets/us/2407/galaxy-ai/galaxyai_f05_ft02_interpreter_mo_v2.0.jpg?720_N_JPG) (slide 12)

Laptops https://www.hp.com/content/dam/exclusive/omnibook-x-ai-pc-assets/Group_12324@2x.png (slide 12)

TVs [https://images.samsung.com/is/image/samsung/assets/us/2407/galaxy-ai/galaxyai_f05_ft02_interpreter_mo_v2.0.jpg?\\$720_N_JPG\\$](https://images.samsung.com/is/image/samsung/assets/us/2407/galaxy-ai/galaxyai_f05_ft02_interpreter_mo_v2.0.jpg?720_N_JPG) (slide 12)

Smart Glasses https://about.fb.com/wp-content/uploads/2024/04/01_Skyler-frames_Carousel-1.jpg?fit=1920%2C1672 (slide 12)

Vehicles <https://www.bmwusa.com/more-bmw/neue-klasse.html> (slide 12)

Hydrific <https://shop.hydrificwater.com/products/droplet-preorder> (slide 18)

Haus.me <https://haus.me/wp-content/uploads/2019/10/mTwo.jpg> (slide 18)

Panasonic <https://assets.newatlas.com/dims4/default/f646565/2147483647/strip/true/crop/1294x728+0+0/resize/1920x1080!/quality/90/?url=http%3A%2F%2Fnewatlas-brightspot.s3.amazonaws.com%2Fa7%2Fff%2F02ad0c0a4efdbbbc51af1e148ed5%2F-en240909-7-1.jpg> (slide 18)

Automation https://electrek.co/wp-content/uploads/sites/3/2024/11/Kubota_KATR_2-1.jpg?quality=82&strip=all&w=1024 (slide 19)

Yield https://www.deere.com/assets/images/region-4/products/technology-products/precision-ag-technology/data-management/connect-mobile/connect_mobile_r4E005086_large_f73db5ebccd13263b34da525efd9c617e6c972fe.jpg (slide 19)

Conservation <https://www.nuvilab.com/images/main/scanner1.webp> (slide 19)

Scout Motors <https://www.scoutmotors.com/newsroom> (slide 22)

BYD Battery <https://en.byd.com/news/byds-new-blade-battery-set-to-redefine-ev-safety-standards/> (slide 22)

Blink Charging <https://assets.isu.pub/document-structure/230331231349-145de387100a8334ccfce81e77cef136/v1/2ebbf1b96c42ce9ac6286d2f56b05703.jpeg> (slide 22)

AIMA E-Bike https://chinamotorworld.com/wp-content/uploads/2021/06/AIMA-Electric-Lightweight-Motorcycle-A500-Released_Chinese-motorcycle-news_MEGA-CHINAMOTOR_03-1024x876.jpg (slide 22)

Blackberry <https://www.blackberry.com/content/dam/blackberry-com/media-gallery/videos/auto-industry-leader.mp4> (slide 23)

Continental https://cdn.continental.com/fileadmin/_processed_/f/d/csm_continental_pp_driver-identification-display_385x217mm_hires_rgb_5679548894.jpg (slide 23)

Qualcomm [https://www.qualcomm.com/content/dam/qcomm-martech/dm-assets/images/products/automotive/investor-day/auto-connectivity/AutoConnectivity_Portfolio_Solutions_.png?\\$QC_Response\\$&fmt=png-alpha](https://www.qualcomm.com/content/dam/qcomm-martech/dm-assets/images/products/automotive/investor-day/auto-connectivity/AutoConnectivity_Portfolio_Solutions_.png?$QC_Response$&fmt=png-alpha) (slide 23)

AEVA <https://www.aeva.com/aeries-ii/> 6 (slide 24)

Mobileye <https://www.mobileye.com/technology/eyeq-chip/> 6 (slide 24)

Waymo <https://waymo.com/> 6 (slide 24)

Xpeng Aero HT <https://www.aeroht.com/> (slide 24)

Komatsu <https://www.komatsu.com/en/products/wheel-loaders/> 6 (slide 26)

Caterpillar https://s7d2.scene7.com/is/image/Caterpillar/CM20230217-70b7e-16124?_gl=1*1ozk40f*_ga*MTg5MzMwMzUxNi4xNzM0MTE4NDE0*_ga_HV64Y8JPBF*MTczNDExODQxMy4xLjEuMTczNDExODQxMS4yLjAuMA.. (slide 26)

Volvo Group <https://www.volvogroup.com/en/about-us/organization/our-global-presence.html> (slide 26)

Samsung https://substackcdn.com/image/fetch/w_1456,c_limit,f_webp,q_auto:good,fl_progressive:steep/https%3A%2F%2Fsubstack-post-media.s3.amazonaws.com%2Fpublic%2Fimages%2F2f28a066de-1887-4b8f-b83a-65487a8f3814_1084x558.png (slide 28)

Narwal https://us.narwal.com/cdn/shop/files/FM_-_PC.jpg?v=1709204652&width=2000 (slide 28)

Tuya <https://www.dusuniot.com/wp-content/uploads/2023/09/tuya-smart-home-solution-1-1024x683.jpg> (slide 28)

Pawport <https://www.twice.com/wp-content/uploads/2024/01/unnamed-60-726x492.png> (slide 28)

onMed – CareStations https://cdn.prod.website-files.com/66d0cd7afdd5da1b06e6b351/674f327201a643afe4bc9878_CES%20CS%20social%20image.avif (slide 35)

Withings <https://www.withings.com/us/en/> (slide 35)

Whoop – Whoop Wearable https://images.ctfassets.net/rbzqg6pelgqa/7qqetYXHYiAwZxcWNpZAJI/b2c461922cb7191099a960dc83004d5e/3-4_honnold-PS.jpg?fm=webp&q=75&w=2048 (slide 35)

Nutrix https://www.nutrix.tech/_next/image?url=%2Fimages%2Fnutrix-tech%2Fgsense%2Fuserempowerment.png&w=828&q=75 (slide 36)

Glidance <https://glidance.io/> (slide 36)

L'Oréal – Browmagic <https://static.designboom.com/wp-content/uploads/2023/01/loreal-brow-magic-designboom-01.jpg> (slide 36)

