

Evolution, Not Revolution
Trends & Noteworthy Ideas
Buzzworthy Products
and more

Special Edition:
CES 2024

 memBrain

STORM REPORT



Consumer
Technology
Association

JANUARY 9-12, 2024

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WE CONNECT THE DOTS.

memBrain is an innovation marketing company founded in 1999 in Los Angeles, California, specializing in making meaningful connections. We create, develop, and execute entertainment, marketing, media, and communications programs on behalf of brands, talent, organizations, and retailers.

WE ANTICIPATE WHAT'S NEXT.

Like our world, we are constantly evolving what we do. As a result, we have a robust toolbox of services to serve the changing needs of our clientele. We are problem solvers who love a challenge, and we have forged decades-long relationships with our clients based on our ability to deliver results.

WE LEAD WITH CURIOSITY.

Curiosity is infused into our DNA. It's how we help prepare our clients for the future. Our team is plugged in, always on, and united by a shared passion for music, entertainment, technology, design, and making a better world for the future.

CONNECT WITH US.



Since its inception in 2012, the memBrain STORM Report has revolutionized trend tracking for brand clients like McDonald's, Hasbro, Logitech, and Intel, offering a dynamic lens through which the latest in music, technology, and cultural shifts are not just observed but thoroughly analyzed. Always on and plugged in, we are continually tracking and providing insights into significant developments in consumer behavior, retail innovation, advanced technologies, and market and cultural trends.



The memBrain STORM Report is central to our research rigor, exemplified by our monthly music magazine, which has charted significant industry shifts and breakthrough talents over the past decade. Our primary objective is to furnish our clients with customized insights that keep them well-informed and ahead of industry changes. We are committed to facilitating strategic, informed, and forward-thinking decision-making. For more details on our research and reporting capabilities or to subscribe to our mailing list, please get in touch with us at stormreport@membrainllc.com.



Interactive workshop designed to foster connections, explore new ideas, and create brand alignment..



Brand advisory sprint including an intensive discovery phase, creative ideation, and strategic advisory services to propel brands forward swiftly and effectively.



Custom research and reporting featuring real-time insights into consumer behavior, technology, and culture for informed decision-making and empowered strategic foresight.



Forward-looking event series featuring curated discussions with thought leaders, creators, and innovators.



Immersive conference gathering scientists, entrepreneurs, artists, and innovators exploring the evolution of media, technology, society, and the arts.

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STORM UMBRELLA

The memBrain STORM suite is an expansive array of services designed to foster innovation and strategic growth for brands and creators. Our approach is comprehensive, addressing market challenges with customized solutions across different marketing activities. To learn more about how the memBrain STORM suite can take your brand to the next level, contact us at hello@membrainllc.com.



WELCOME

In this special edition of the memBrain STORM Report, we delve into the groundbreaking innovations and buzzworthy products unveiled at CES® 2024. Renowned as the epicenter of technological evolution, CES stands at the forefront of introducing and shaping the technologies that redefine our present and sculpt our future.

Since its inception in 1967, CES has evolved from a standard electronics showcase to a global phenomenon, highlighting the intersection of various industries and cutting-edge technology. CES has consistently been the launch pad for transformative products, ranging from the debut of the VCR in the '70s to the revelation of OLED TVs and smart home technologies in recent years. In 2024, CES continued this legacy, featuring an expansive array of exhibitors and startups that pushed the boundaries of innovation, from AI-driven solutions to the latest in sustainable tech and beyond.

This report captures the essence of CES 2024, offering a curated glimpse into the 100+ most talked-about products and the emerging trends that are set to redefine industries. Join us as we explore the technological marvels of CES 2024, where industry pioneers converge to showcase what's truly next in the realm of technology.



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CES 2024 OVERVIEW

CES® 2024 set a new standard for global tech events, with attendance surpassing 135,000, a notable increase from the 115,000 attendees in 2023. This resurgence in attendance highlighted the event's ongoing relevance and appeal in the tech world. Many attendees were international, representing over 160 countries, emphasizing CES's global reach and influence.

The event expanded significantly, occupying a larger space and hosting over 4,300 exhibitors. This was a substantial growth compared to 2023's 3,200+ exhibitors, reflecting the ever-increasing scope of the tech industry. Among these exhibitors, over 1,400 startups showcased their innovations at Eureka Park, highlighting the event's role as a launching pad for emerging tech companies.

The presence of major global brands was also notable, with leading companies in various sectors, including home entertainment, digital health, and artificial intelligence, unveiling groundbreaking products and forming strategic partnerships. This further cemented CES's position as a pivotal platform for showcasing cutting-edge technology and driving industry trends.



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TRENDS & NOTEWORTHY IDEAS

EVOLUTION, NOT REVOLUTION

CES 2024's Quiet Leap Forward

By Jennifer Sullivan & Grace Slansky

Every year, memBrain attends CES to support our clients with meaningful onsite activations, and to identify the latest technology trends shaping the future. After over a decade of reporting on the show, our passion for identifying emerging trends remains as vibrant as ever. Our journey through CES 2024 has offered a wealth of insights, presenting a nuanced narrative where the emphasis wasn't on seismic technological revolutions but on the subtle, yet pivotal, evolutions that are quietly transforming our digital ecosystem. Amid the energy and excitement, CES 2024 embarked on a path of refinement and integration, diverging from the bombastic unveilings that typically dominate headlines. From the elegantly invisible technology that blends seamlessly into our living environments to the incremental advancements in automotive tech transforming our vehicles into more than mere conveyances, the show illustrated a future where technology enhances our lives in more intimate and understated ways.

However, while product innovation took a more subdued route, the realm of marketing innovation at CES 2024 was anything but understated. The event was a testament to the power of immersive and experiential marketing, with brands going above and beyond to captivate attendees. The juxtaposition was striking: as technological advancements were marked by careful iteration and integration, marketing strategies burst onto the scene with over-the-top experiences. These vivid, sensory-rich activations provided a stark contrast to the nuanced advancements in tech, showcasing how brands are increasingly leveraging immersive environments and experiential tactics to engage consumers on a deeper level.

This year's trends underscore a broader shift within the tech industry towards refining and enhancing the user experience through thoughtful improvements and integration. Yet, as we delve deeper into the fabric of CES 2024, it becomes evident that the spectacle of marketing innovation was designed to

enchant and engage in ways that product announcements alone might not. The true enchantment of this year's CES lay not just in the incremental innovations that promise to make our interactions with technology more seamless and intuitive, but also in the extravagant marketing experiences that captivated our imaginations. As we explore these developments, let us appreciate how these subtle yet profound shifts in product innovation, paired with the dynamism of marketing creativity, are setting the stage for a future where technology advances quietly but significantly, altering how we live, work, and play, all while capturing our hearts and minds in the most immersive ways possible.

1. INVISIBLE TECH

Following the theme of nuanced evolution rather than revolutionary upheaval at CES 2024, the drive towards rendering technology increasingly invisible within our day-to-day environments was a standout trend. This movement towards invisibility was not about the absence of technology but about its seamless incorporation into our lives, blending utility with aesthetics in ways that are both practical and pleasing to the eye. Innovations such as LG's Signature OLED T and Samsung's micro LED technology exemplified this trend, featuring transparent screens designed to integrate unobtrusively with home décor.

This evolution towards discreet technology was further exemplified by smart home innovations, including AI-powered refrigerators and compact, energy-efficient washer-dryer combos from LG and Samsung. Additionally, Victrola's integration of mid-century furniture fabrics in audio equipment signals a growing consumer demand for devices that serve not only functional purposes but also enhance the aesthetic quality of living spaces. CES 2024 showcased a future where technology supports our lifestyles in subtle yet profound ways, marrying the power of innovation with the elegance of design.

2. SHOWSTOPPING IMMERSION

While it was a dazzling showcase of immersive technologies and experiential innovations, CES 2024 paradoxically left something to be desired regarding groundbreaking news or revolutionary product launches. The event, swarming with over 130,000 attendees, pivoted more towards style than substance. In the shadow of the extraordinary Sphere venue, the show was brimming with immersive displays like LG's massive transparent TV screen waterfalls and SK's 'Wonderland' amusement attractions, the convention delivered an unparalleled sensory experience. Netflix's understated yet intriguing chrome box presentation for the 3 Body Problem stood out as a metaphor for this phenomenon—an allure of mystery and anticipation overshadowing the substance of the content itself.

This dichotomy at CES 2024 indicates a broader trend in the tech world: a growing emphasis on creating immersive experiences, sometimes at the expense of pioneering new technologies or making notable announcements. It prompts introspection within the industry and among consumers alike—are we moving towards a future where the sparkle of technology's style takes precedence over the depth of its substance?

3. A SEA OF SAMENESS

Despite the list of buzz-worthy products in this report, we witnessed a remarkable level of redundancy both on the show floor and during presentations at CES 2024. With a plethora of similar products, we raised a pertinent question: how much do consumers genuinely care about branding, and is there room for lesser-known manufacturers with more affordable versions of the same product to break through?

Rather than pushing the boundaries of technology, some companies opted to replicate existing ideas with minor variations. As a result, the distinction between products blurred, making it increasingly more work to discern which offerings represented a significant leap forward. In this landscape of similarity, the power of branding came to the forefront. Recognizable and trusted brands had an advantage in establishing consumer confidence amid the sea of options. Consumers often gravitated towards familiar names, seeking assurance in a market saturated with choices.

In a sea of sameness and in an era where products often share striking similarities, successful differentiation increasingly relies on the strength of a brand's identity and reputation. CES 2024 captures this changing dynamic, prompting established and emerging players to consider how they can resonate with consumers in an environment where branding competes with affordability.

4. AGETECH FOR THE FUTURE

The development and marketing of AgeTech products, driven by a confluence of demographic shifts, technological advancements, and a growing recognition of the unique needs and preferences of the aging population, was another prominent trend at CES 2024. Notable products included Proto, a holographic communication device aimed at reducing social isolation; Xandar Kardian XK300, an FDA-approved sensor for monitoring vital signs; Zibrio Advantage, a tool focused on balance and fall prevention; The Dawn House Bed, a stylish and high-tech bed with health monitoring features; and NexStride, a mobility-enhancing device for canes and walkers.

AARP's AgeTech Collaborative had a prominent presence, showcasing technological advancements designed for the aging population. AARP's programming included over twenty (20) panel discussions ranging from increasing technology adoption among older adults to innovative design strategies for AgeTech products and the advantages of AI and voice technology in senior living. A highlight of the event, ONSCREEN Inc. emerged as the winner of the AARP AgeTech After Dark Pitch Challenge. Their TV-based telehealth and AI caregiving platform stood out for its user-friendly design and focus on reducing senior isolation and improving accessibility.

This trend reflects a strategic pivot in the technology industry to cater to an expanding demographic that is increasingly tech-savvy and willing to adopt innovations for improved well-being and comfort.

5. AUTOMOTIVE EVOLUTION

The evolution of vehicles into multifunctional living spaces and sophisticated computers on wheels was prominently featured at CES 2024. Innovations such as Mercedes-AMG's MBUX Sound Drive, which transforms cars into musical instruments and recording studios, exemplify this trend. The software-defined vehicle (SDV) concept drives the transformation, making cars akin to sophisticated computers with advanced digital interfaces.

BMW's presentation at CES underscored this trend, highlighting its focus on enhancing digital customer experiences. BMW introduced features like remote driving, augmented reality glasses for passengers, and an AI-powered intelligent personal assistant, further blurring the lines between automotive and digital technologies. Their initiatives in in-car gaming and collaborations for advanced voice assistance and remote-controlled valet parking services exemplify the industry's shift toward making vehicles dynamic, multifunctional spaces equipped with the latest technological advances.

The automotive sector's dedication to safety and comfort was also prominent, with advanced in-cabin monitoring systems emerging to meet new regulatory standards. This focus, combined with exploring new mobility solutions like electric flying cars by companies such as XPeng and Hyundai's Supernal, signals a significant shift towards vehicles that extend beyond traditional road travel, becoming integral parts of their users' digital and physical lives.

6. NEO-RETRO WAVE

Retro-futurism in technology, showcased at CES with products like the Click Creator Keyboard, LG's DukeBox, and

the Rabbit r1 AI Assistant, illustrates a blend of nostalgia and innovation. These products, echoing futuristic visions from *The Jetsons* or *Star Trek*, offer user-friendly interfaces amidst complex technology, symbolizing simplicity in the digital age. The revival of analog formats, such as record players, including Fuse's vertical design, and cassette and CD players, represents a societal shift towards tangible, authentic experiences. This trend, evident in various cultural domains including fashion, signifies a yearning for familiar sensory richness and the harmonious integration of analog character with digital efficiency.

A prime example of this blend in automotive design was the introduction of new dashboard displays and navigation systems. While technologically advanced, these features are being designed with a nod to simpler, more user-friendly interfaces reminiscent of earlier eras.

As the past and future intersect, there is a collective yearning to retain elements of the past, not just for nostalgia's sake but for the tangible, simpler user experiences they offer. Nobody wants to hear, 'They don't make 'em like they used to.'

7. GAMING EVOLVES

We are entering a new gaming industry era driven by a confluence of hardware innovation and software evolution. NVIDIA's introduction of the GeForce RTX 40 SUPER Series graphics cards stands as a testament to this, offering a leap in performance that enhances both gaming and AI tasks, illustrating the industry's ongoing pursuit of graphical fidelity and immersive experiences. Concurrently, gaming laptops like the Alienware m16 R2 and HP's Omen Transcend series have evolved into powerhouses of portability and performance, blending high-end gaming capabilities with the flexibility modern gamers demand. Further enriching the gaming ecosystem, Razer's contributions, including the versatile USB C Dock and the ergonomically revolutionary Iskur V2 Gaming Chair, underscore the industry's focus on enhancing the gaming environment and user comfort.

These innovations highlight a broader trend toward creating more integrated and user-centric gaming setups. Similarly, Lenovo and ASUS have pushed the envelope with their Legion and ROG series, respectively, demonstrating the industry's commitment to providing gamers with a comprehensive suite of options that cater to desktop and mobile gaming needs, from high-performance desktop towers to versatile gaming laptops and accessories.

The emphasis on AI, portability, ergonomic design, and high-performance graphics paints a promising picture of the future, where gaming is not just a pastime but a seamlessly integrated part of the digital lifestyle.

8. ROBOFRIENDS

CES 2024 marked a transformative moment in the evolution of home robotics and AI, blending technology seamlessly into our daily lives. Leading this charge, Samsung's updated Ballie, equipped with advanced spatial lidar sensors and a projector, stands out as a prime example of how robotics are transitioning from functional gadgets to interactive, versatile companions in the home. This marks a significant leap in our interaction with robotic technology, moving beyond essential utility to a more engaging, human-like presence.

Amazon's AI-driven enhancements to Alexa are a testament to the growing trend of embedding generative AI in home appliances and other devices. The spotlight on generative AI at CES 2024 unveils a future where robots are not just programmable machines but adaptive learners, capable of natural language processing and evolving interactions. This trend is crucial in bridging the gap between humans and machines, making for more natural, effective communication. We envision a future where technology and human experience fuse, leading to a more connected, convenient, and enriched living experience.

9. AI-DRIVEN DIAGNOSTICS

Every year at CES, an innovation steals the spotlight, sparking industry buzz and catching the attention of marketing departments worldwide. From the advent of Wearables and the Internet of Things (IoT) to the emergence of the Metaverse and AI, each iteration of CES showcases a leap forward in technology, setting new trends for the industry to follow. This year, the focus has expanded beyond individual devices or concepts to encompass the integration of AI across various sectors, demonstrating its transformative potential in gadgets and enhancing the fabric of our daily lives.

This shift towards AI-driven diagnostics, spanning healthcare, automotive, and home environments, highlights a comprehensive approach to diagnostics that goes beyond traditional healthcare applications. AI's role in diagnostics is revolutionizing how we approach personal health, vehicle maintenance, and home management, underscoring a future where technology anticipates and actively addresses our needs. By emphasizing AI's diagnostic capabilities, companies are not just innovating; they're redefining the consumer experience, promising a more intuitive, efficient, and personalized interaction with technology. This trend

marks a significant turn in how products are marketed. AI's benefits and capabilities are taking center stage, indicating a deeper integration of AI in our lives and hinting at the endless possibilities in diagnostics and beyond.

10. YES, CHEF!

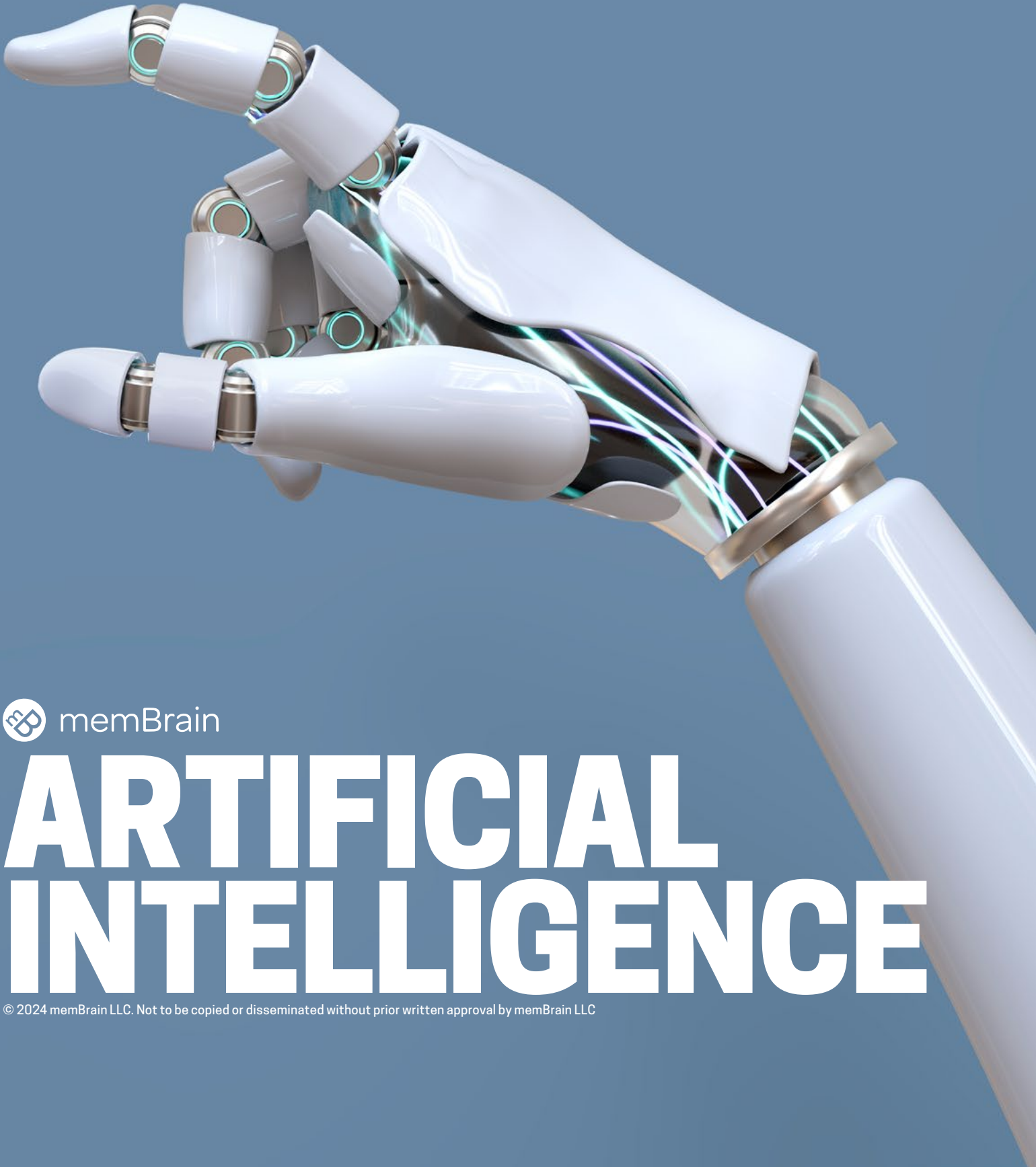
Concluding our top trends from CES 2024, the culinary tech sector unveiled its most transformative innovations yet, blending cutting-edge technology with traditional culinary practices. This year, we saw a remarkable pivot towards sustainability and efficiency in both home and commercial kitchens, highlighted by AI-powered refrigerators attuned to the user's emotions and robotic chefs optimizing food preparation. Noteworthy advancements like Apeel Sciences' edible coatings and vertical farming technologies underscore a shift towards sustainable gastronomy and environmental responsibility.

Moreover, the emergence of devices such as GE Appliances' indoor smoker, ColdSnap's rapid ice cream maker, Chef AI's smart air fryer, SeerGrills' steak toaster, and Bartesian's cocktail machine, signal a move towards personalized and sustainable kitchen experiences. These innovations promise to revolutionize culinary routines, emphasizing a balance between embracing new technologies and preserving the art of cooking. Through these advancements, CES 2024 showcased a future where technology enriches the culinary experience, fostering a new era in food preparation and consumption without compromising the human element.

THE JOURNEY BEGINS

As we transition from the trends of CES 2024, the following pages showcase over 100 buzzworthy product announcements spread across 13 diverse categories. This report is designed to serve as a comprehensive guide to the products and technologies that are set to influence consumer markets and societal trends. From cutting-edge devices to sustainable solutions, we've gathered the highlights that represent the future of technology as envisioned at CES 2024.

Embark with us as we explore these innovations in detail, offering editorial insights into their potential impact and how they might shape our digital and physical worlds. This is not just a recap; it's an invitation to engage with the future, understanding how the developments of today are paving the way for the new norms of tomorrow.



 memBrain

ARTIFICIAL INTELLIGENCE

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AX VISIO SMART BINOCULARS

By Swarovski Optik

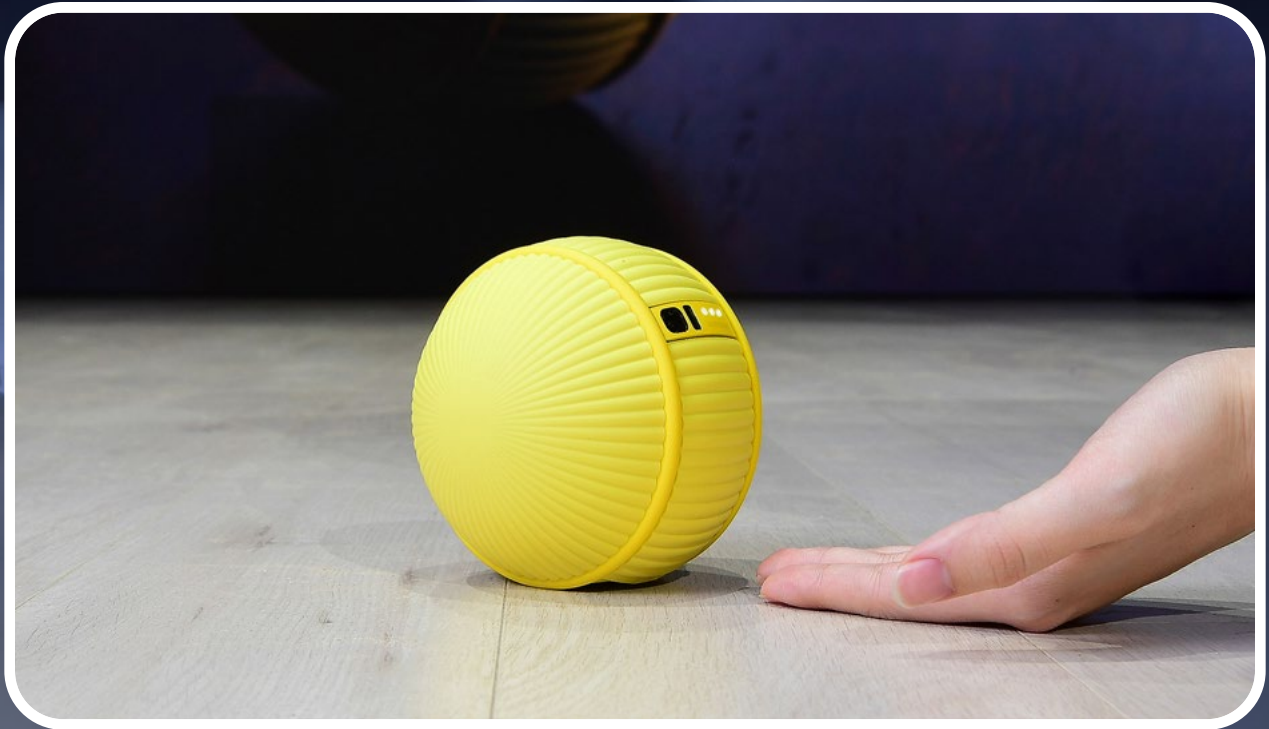
WHAT IT IS

Swarovski Optik introduced a cutting-edge innovation in bird-watching technology with their smart binoculars, the AX Visio. These binoculars are equipped with a Neural Processing Unit (NPU), a standout feature that automatically identifies birds from an extensive database of 9,000 species. In addition to bird-watching, these binoculars are adept at identifying other mammals, making them suitable for various outdoor activities, including safaris. Their substantial battery life of 15 hours, which extends to two hours under intensive use, underscores their reliability for prolonged outdoor excursions.

WHY IT MATTERS

This marks a pivotal shift in the optics industry, elevating innovation and user engagement standards. Beyond their technical prowess, the AX Visio binoculars can potentially increase public interest in wildlife conservation, fostering a more informed and connected community of nature enthusiasts. Integrating technology into nature observation represents a forward-looking step in both environmental awareness and the evolution of outdoor exploration tools.

MSRP: \$4,799.00



BALLIE

By Samsung

WHAT IT IS

Samsung's Ballie, first introduced in 2020, has been updated for 2024 with advanced features. This AI-powered, soccer ball-sized robot operates autonomously in the home, offering voice-based interaction and image projection capabilities (the most noteworthy upgrade since its previous iteration). It connects and manages IoT devices, adapts to user habits, and provides personalized services. The update emphasizes its role as a personal assistant, enhancing home life with functionalities like pet care, reminders, and mood setting.

WHY IT MATTERS

Ballie represents the evolving landscape of AI in home automation. Its ability to integrate with various home devices and adapt to user preferences showcases the potential for AI to enhance daily life. Ballie's development also signifies a shift towards more interactive, personal robotics in the consumer market, blending functionality with a user-friendly design.

MSRP: TBD





CREATIVE REALITY STUDIO

By D-ID

WHAT IT IS

D-ID's Creative Reality Studio dramatically reduces the time, hassle, and costs of video production, allowing for the creation of highly personalized, AI-generated media for marketing, customer experience, corporate training, AI assistants, and more. It has a new subscriber every 3 seconds, and over 150 million videos are generated. Powered by D-ID's industry-leading API, the mobile app features the core functionalities of the Creative Reality studio, allowing millions of new users to create videos for social media content, messaging apps, and email. It allows users to generate videos of digital people based on a single image and either a written script or an audio recording.

WHY IT MATTERS

D-ID's Creative Reality Studio revolutionizes media production by streamlining the creation of personalized, AI-generated videos for diverse applications such as marketing, customer engagement, and educational content. Users can craft lifelike digital personas from a single photo, complemented by text or voice narratives, simplifying video production and democratizing access to high-quality, customized media solutions.

MSRP: \$0-\$108/Month
(varying levels of subscription)



FOCUSAI

By FocusAI

WHAT IT IS

FocusAI has developed an easy-to-use, scalable, and affordable end-to-end AI platform for security, safety, and operational intelligence. Video camera usage has exploded; however, the infrastructure has not kept pace. Existing AI-enabled video analytics architectures are a kludge of various technologies, resulting in costly solutions to install and maintain. In addition, most of the video generated is never consumed; however, the organizations carry the cost of communication and computing.

WHY IT MATTERS

FocusAI is building solutions that run sophisticated analytics primarily on the camera, eliminating middle-layer components of on-site recorders or servers or powering existing cameras with artificial intelligence at minimum cost while providing a sophisticated end-to-end solution. FocusAI enhances security, safety, and operational intelligence, providing an accessible, all-in-one solution for modern surveillance needs.

MSRP: N/A



GUIDi

By AI Guided Limited

WHAT IT IS

GUIDi represents a groundbreaking leap in navigation technology for the visually impaired. This innovative AI smart belt combines advanced hardware features such as dual wide-angle cameras and haptic navigation with a user-friendly mobile app, providing a personalized and intelligent navigation solution that doesn't rely on the internet or GPS. With GUIDi, the visually impaired can experience newfound freedom and empowerment, breaking free from limitations in navigating various environments.

WHY IT MATTERS

GUIDi empowers the visually impaired with a cutting-edge, independent navigation system, offering newfound freedom and accessibility in a wide range of environments.

MSRP: ~\$1,300



GUN DETECTION SYSTEM

By Bosch

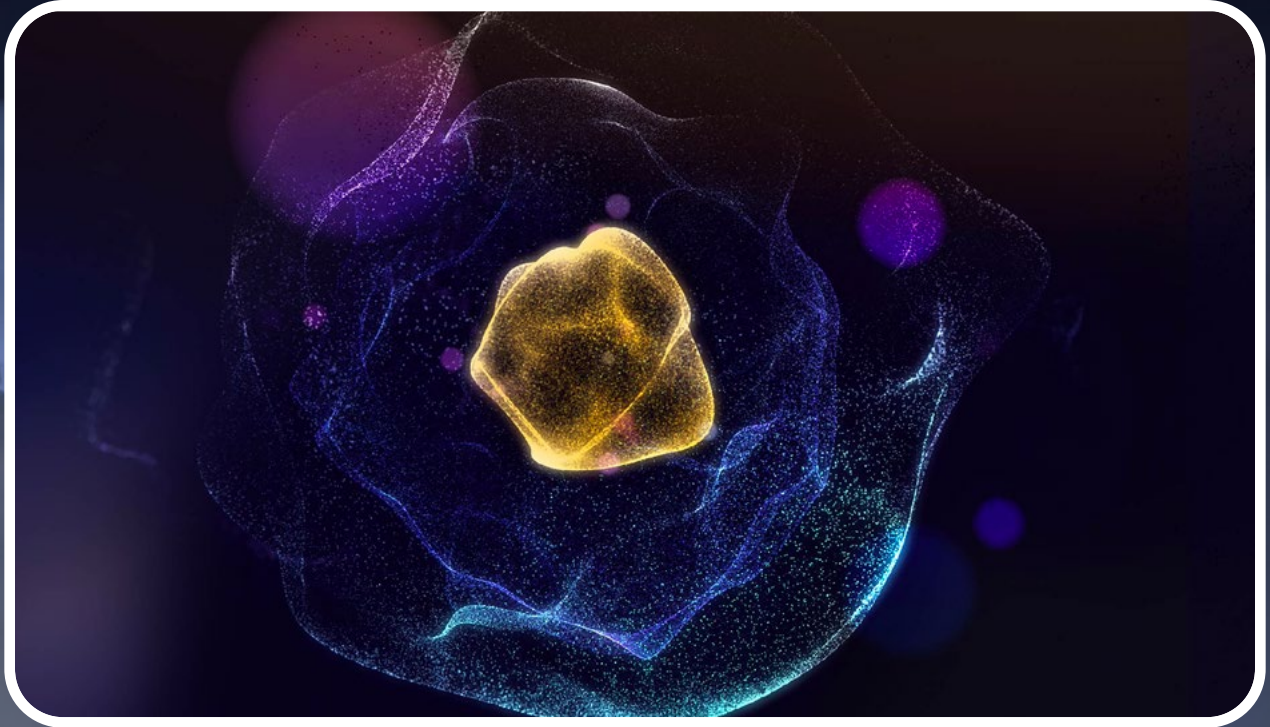
WHAT IT IS

The Bosch Gun Detection System, unveiled at CES 2024, is an innovative safety solution for schools, blending video and audio AI for proactive gun detection. This system, a first in its field, uses a dual-layer approach: visual detection through Intelligent Video Analytics Pro (IVA Pro) enabled cameras and audio AI for gunshot detection and localization. Acknowledged with CES® 2024 Innovation Awards in AI and Human Security for All categories, the system integrates with other security systems to enable a comprehensive response including door locking, automated announcements, and evacuation protocols. Its discreet design allows installation at strategic campus locations, enhancing safety without impeding the educational environment. This pioneering technology highlights Bosch's commitment to employing advanced technology for improving security in academic settings.

WHY IT MATTERS

The Bosch Gun Detection System addresses the urgent global need for enhanced school safety by combining video and audio AI for proactive gun detection. In a time where incidents of gun violence in educational settings are increasingly prevalent, this innovative solution stands out with its dual-layer approach: visual detection through Intelligent Video Analytics Pro (IVA Pro) enabled cameras and audio AI for gunshot localization. Its discreet design ensures it can be strategically placed to bolster security without disrupting the educational atmosphere. By leveraging cutting-edge technology, Bosch's system embodies a crucial step forward in protecting academic environments against the rising tide of gun-related threats.

MSRP: TBD



METIS AI PLATFORM

By Axelera AI

WHAT IT IS

The Metis AI Platform is a one-of-a-kind holistic hardware and software solution establishing best-in-class performance, efficiency, and ease of use for AI inferencing of computer vision workloads at the Edge. It encompasses the recently taped-out high-performance Metis AI Processing Unit (AIPU) chip, designed in 12nm CMOS, and the comprehensive Voyager Software Development Kit (SDK).

WHY IT MATTERS

This integrated solution promises top-tier performance, efficiency, and user-friendliness, setting a new standard for Edge AI. It empowers developers to leverage AI capabilities seamlessly, making it easier to implement and optimize computer vision workloads in various applications.

MSRP: TBD



MIROKA

By Enchanted Tools

WHAT IT IS

Miroka and Miroki, the innovative character robots developed by Enchanted Tools, are designed to revolutionize various customer-centric industries by seamlessly adapting to their surroundings, offering advanced navigation and manipulation capabilities, and boasting a remarkable 97% grasping success rate, addressing the challenges of modern robotics with a blend of engineering excellence and captivating storytelling.

WHY IT MATTERS

Miroka and Miroki's ability to efficiently address real-world challenges and repetitive tasks in customer-centric industries, coupled with their high success rate in grasping objects, signifies a significant advancement in robotics, enhancing productivity and customer service in various sectors.

MSRP: TBD



MOONWALKERS X

By Shift Robotics

WHAT IT IS

These innovative mobility devices enable users to walk at speeds comparable to running, thanks to an adaptive AI drivetrain. Moonwalkers are designed to enhance walking speed by up to 250%, allowing users to cover more distance efficiently. The product features an intuitive control system that moves in sync with the user, ensuring safety and ease of use. The Moonwalkers are also equipped with a patented 8-wheel drivetrain, making them capable of navigating various terrains while providing stability and performance. Moonwalkers X is expected to be lighter, quicker, and brighter, enhancing the already innovative features of the original.

WHY IT MATTERS

Moonwalkers revolutionize personal mobility by boosting walking speeds by up to 250% through an adaptive AI drivetrain, offering a greener, efficient commuting alternative. Their intuitive control and patented 8-wheel drivetrain cater to diverse users and terrains, enhancing accessibility and outdoor activity potential. The upcoming Moonwalkers X, lighter and faster, underscores ongoing innovation in sustainable mobility, addressing transportation challenges with adaptable, forward-thinking solutions.”

MSRP: \$1,399 for base model



ORO

By Ogmen Robotics

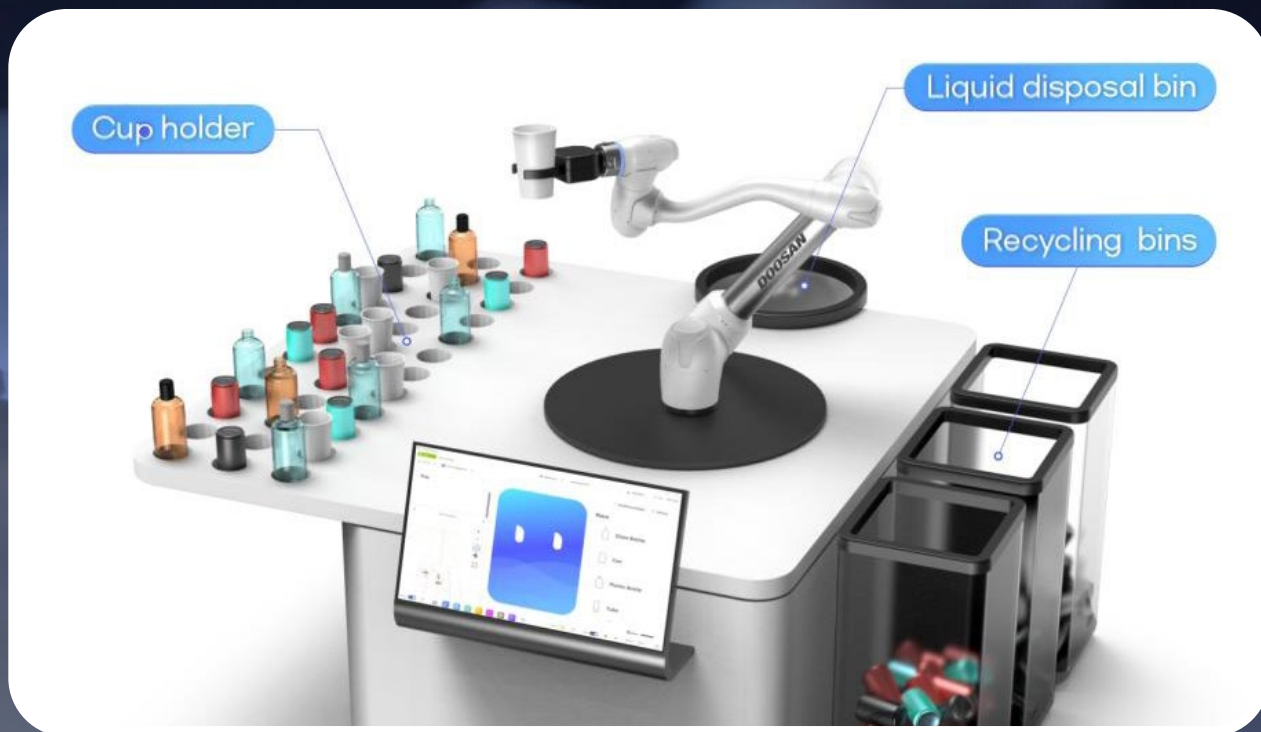
WHAT IT IS

ORo integrates autonomous mobility, adaptable AI, and a pet-friendly design to offer mental stimulation and safety for pets. ORo allows scheduling of play and training sessions, remote pet health monitoring, and even facilitates play sessions. Additionally, it can create engaging video stories for easy social media sharing. It also provides access to a pet supply marketplace, representing a step forward in the future of pet care.

WHY IT MATTERS

ORo is designed to assist pet owners in taking care of their pets, especially when they are busy. Recognizing that pet ownership comes with numerous responsibilities, ORo offers a solution for those who may not have the time to constantly monitor their pets.

MSRP: \$799



OSCAR THE SORTER

By Doosan Robotics / TDK Qeexo

WHAT IT IS

Oscar the Sorter is a collaborative innovation by Doosan Robotics and TDK Qeexo. A groundbreaking AI-powered collaborative robot (cobot) that revolutionizes recycling and order-picking processes through its advanced AI and machine learning capabilities that measure current values to classify objects, it bypasses the need for traditional vision technology. This not only reduces costs but also enables unlimited learning and classification. Utilizing Doosan's Dart-Suite, Oscar allows users to program the robot easily for specific tasks, thereby overcoming common classification errors and facilitating real-time updates and streamlined programming. This intelligent cobot autonomously learns and sorts various items, including crushed objects, without human intervention, setting a new standard in efficiency and precision for the industry.

WHY IT MATTERS

Oscar revolutionizes the field with its AI and machine learning capabilities, moving beyond traditional vision technology to classify objects with groundbreaking precision. It's about embracing cost-effective solutions while fostering an environment of unlimited learning. Utilizing Doosan's Dart-Suite, Oscar simplifies programming for specific tasks, easily addressing common errors and enabling real-time updates. This smart cobot autonomously navigates through sorting diverse items, including those traditionally challenging due to damage, setting new standards for industry efficiency and accuracy. Oscar's innovation isn't just about advancing technology; it represents a pivotal shift towards integrating sustainability with innovation, challenging us to rethink how we use technology to address our time's press.

MSRP: TBD



R1

By Rabbit

WHAT IT IS

The Rabbit r1 is a novel AI device combining the capabilities of a large language model voice assistant with a breakthrough Large Action Model (LAM). It's designed as a smart agent to understand and execute complex tasks from natural language requests, functioning like a personal assistant. Featuring an LCD display, 4G LTE and WiFi connectivity, a push-to-talk button, and a rotating camera, the r1 streamlines task execution without needing individual apps. It stands out for its ease of use and intuitive operation, reflecting a shift towards more integrated and efficient personal AI devices.

WHY IT MATTERS

The Rabbit r1 marks a significant leap in personal AI, blending a sophisticated large language model with an innovative Large Action Model (LAM) to create a device that's more than just a voice assistant; it's a game-changer in executing complex tasks with ease. Its integration of an LCD display, 4G LTE and WiFi connectivity, a push-to-talk feature, and a rotating camera eliminates the clutter of multiple apps, offering a seamless, intuitive user experience. The r1's debut is timely, as it meets the growing demand for smarter, more autonomous AI solutions that enhance productivity and personal organization without compromising on simplicity or accessibility.

MSRP: \$199



ROWOK

By SJW Robotics

WHAT IT IS

SJW Robotics' RoWok, an innovative fully autonomous robotic restaurant system, represents a significant leap forward in integrating robotics and AI within the food service industry. RoWok is designed to operate without on-site employees, utilizing a sophisticated wok-centered kitchen and consumer-facing kiosk to cook made-to-order meals. This system combines high-speed mechanisms, state-of-the-art sensors, and automation protocols to ensure meals are prepared with consistent quality and high food safety standards.

WHY IT MATTERS

Its compact design allows for versatile placement in locations ranging from airports to universities, offering a 24-hour accessible, plug-and-play solution to revolutionize the quick-service restaurant model. By addressing labor challenges and operational stress and emphasizing sustainability and efficiency, SJW Robotics is pioneering the future of the food service industry, merging the art of cooking with the science of automation to deliver great-tasting food through a scalable robotic system.

MSRP: \$250000 (as of debut in 2021)



SELLER CANVAS

By *STUDIO LAB*

WHAT IT IS

Studio Lab's Seller Canvas is an innovative platform that significantly enhances the landscape of e-commerce marketing by integrating advanced artificial intelligence with an automated photo robot. This AI-driven tool is designed to assist companies, sellers, and marketing agencies in optimizing their content creation processes. By employing vision AI along with a robotic arm and a self-driving body, Seller Canvas can meticulously analyze products, models, and surroundings to capture the perfect photographic opportunity. Beyond mere photography, it streamlines the entire content generation cycle, from image editing and commerce copywriting to the creation of diverse promotional materials such as landing pages, advertisements, and short videos.

WHY IT MATTERS

This platform's integration of artificial intelligence and automated photography not only streamlines content production but also elevates the standard of e-commerce marketing. The potential for enhanced efficiency, creativity, and scalability makes Seller Canvas an essential tool for marketers, offering a smarter, more dynamic approach to meeting the ever-evolving demands of online consumers. By automating these processes, Seller Canvas not only simplifies content production but also ensures a high level of precision and creativity, making it a transformative solution for the e-commerce industry.

MSRP: N/A



SMART HOME AI AGENT

By LG

WHAT IT IS

Equipped with a camera, speaker, and sensors, LG's Smart Home AI Agent monitors the home's environment, including temperature, humidity, and air quality. Its unique two-legged wheeled design allows it to move around the home, responding to specific needs like open windows or lights left on, and it can send alerts to a smartphone. The robot can express emotions through jointed limbs and greets users, assessing their mood through vocal and facial expressions to provide mood-appropriate music.

WHY IT MATTERS

This technology aims to reduce the burden of housework and enhance home efficiency by managing energy use. With Wi-Fi capabilities, it connects to smart appliances and learns routines to enhance daily life, aiming to alleviate the burden of housework by automating home processes and adapting to the user's lifestyle. This innovation by LG could pave the way for more sophisticated and interactive smart home systems in the future.

MSRP: TBD



VINU

By ALUX

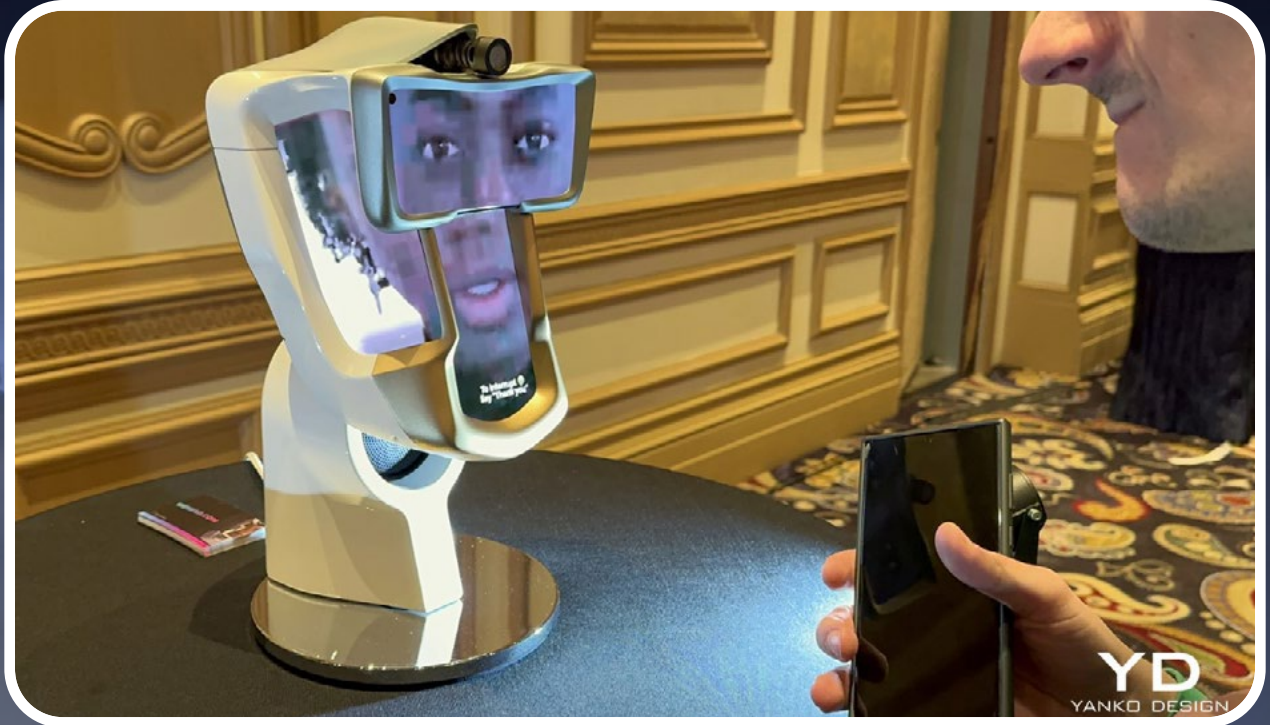
WHAT IT IS

ALUX's stand-alone, coding education device, VINU, simplifies youth learning with its built-in content application, free of outside devices and internet connection. The VINU's Touchpad alone has more than 400 independent applications saved and 7 implemented sensors, all of which allow for variety in coding education. For those inevitably looking for 'more,' additional content is available through added modules (e.g., 'Wearable Module' adds body movement detection, and 'AI Module' allows transformation into a self-driving car), with the VINU's adaptability extending its function and usability.

WHY IT MATTERS

ALUX's VINU revolutionizes coding education for the young, offering a stand-alone device that integrates learning with play, independent of external devices or internet. With its Touchpad housing over 400 applications and seven sensors, VINU introduces a diverse coding curriculum that's both engaging and comprehensive. Its modular design, including enhancements for body movement detection and transformation into a self-driving car, speaks to its versatility and future-proofing, ensuring it grows with the user's curiosity and skill level. This innovation is pivotal, making coding accessible and fun, laying a solid foundation for future technologists in a world increasingly reliant on digital literacy and technological proficiency.

MSRP: TBD



WEHEAD

By Dragon Tree Partners LLC

WHAT IT IS

WeHead is a display that allows you to feel the presence of a virtual human or a digital clone of a person in the physical world. An AI agent can „Äusee,Ä¸ a user and hold a meaningful, spontaneous conversation. WeHead enhances this experience by allowing an AI agent to control a 3D device, turn a robotic head around, and mimic human nonverbal communication.

WHY IT MATTERS

As humans enter the virtual worlds of the metaverse via their digital avatars, WeHead offers digital human developers the possibility to bring their AI agents to the real world via a physical device. It bridges the gap between the virtual and physical worlds, enabling meaningful interactions with AI agents and digital humans in the physical realm and revolutionizing the way we engage with AI-driven technology.

MSRP: \$5,000



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AUDIO

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CP13 CASSETTE PLAYER

By FiiO

WHAT IT IS

The FiiO CP13 cassette player represents a modern reimagining of the classic portable tape player, blending nostalgic design with contemporary functionality. As a product, it caters to both audiophiles and enthusiasts of retro technology by providing a means to enjoy cassette tapes' warmth and distinct sound quality, combined with modern conveniences. It includes Bluetooth connectivity, allowing users to pair it with wireless headphones or speakers for a more convenient listening experience. Additionally, it incorporates a USB-C port for charging, indicating FiiO's commitment to updating the classic cassette player for today's technological standards.

WHY IT MATTERS

The CP13 is compact and durable, making it portable and suitable for on-the-go listening. This device appeals to a niche market, including those with a passion for vintage audio gear and collectors of music memorabilia, offering them a bridge between the analog charm of cassettes and the digital ease of current audio devices.

MSRP: \$100



JBL AUTHENTICS 500

By Harman International

WHAT IT IS

The JBL Authentics 500 is a centerpiece smart speaker from Harman, boasting a retro design with cutting-edge technology like Dolby Atmos for immersive sound. It features three tweeters and midrange woofers, plus a 6.5" down-firing subwoofer, delivering 270 Watts of 3.1 channel sound. Unique to the Authentics series, it offers simultaneous access to Google Assistant and Alexa, allowing seamless interaction with either voice assistant. Designed with a nod to JBL's heritage, it blends premium materials and modern features, making it a statement piece that promises superior sound performance.

WHY IT MATTERS

The JBL Authentics 500 symbolizes a harmonious blend of vintage design and modern audio technology, encapsulating the essence of high-quality sound through features like Dolby Atmos and dual voice assistant capabilities. By incorporating both Google Assistant and Alexa, it breaks new ground in smart home interactivity, offering users unparalleled convenience in voice-controlled assistance. This speaker not only serves as a testament to JBL's commitment to acoustic excellence but also as a bridge between nostalgic design and future-forward technology, making it a crucial development for audiophiles and tech enthusiasts alike, seeking to enhance their living spaces with superior sound quality and smart functionality.

MSRP: \$699.99



MUSIC FRAME

By Samsung

WHAT IT IS

Samsung's Music Frame merges the aesthetic appeal of art with advanced audio technology, inspired by the company's popular Frame TV series. This innovative product, designed to be both a decorative piece and a multimedia device, houses a speaker within a frame that can display personal art or photographs, enhancing any living space's visual and auditory ambiance. It features a comprehensive array of audio components, including two woofers, two tweeters, and two mid-range drivers, supporting Dolby Atmos for a superior sound experience. Integrated with Samsung's SmartThings, the Music Frame also serves as an IoT hub, offering versatility as a standalone Bluetooth or Wi-Fi speaker or part of a surround sound setup when connected with Samsung's Q-Symphony feature.

WHY IT MATTERS

Samsung's Music Frame redefines home aesthetics, merging art with sound in a stroke of genius. More than a speaker, it's a canvas for personal expression, displaying art or photos with the clarity of sound only Dolby Atmos can deliver. With its array of audio tech, it transforms any room into a concert hall, seamlessly integrating into your smart home ecosystem via Samsung's SmartThings. Whether standing alone or part of a surround setup, the Music Frame innovates how we experience sound and sight, making every living space a gallery of sight and sound.

MSRP: TBD



NAD M66

By NAD Electronics

WHAT IT IS

The Masters M66 BluOS Streaming DAC-Preamplifier is a revolutionary hi-fi component that combines an audiophile-grade DAC with a high-resolution multi-room music streamer. Featuring Dirac Live Room Correction and Dirac Live Bass Control, its elegant design and vibrant 7.6" touchscreen exude quality and class. Pair it with NAD's M23 power amplifier for a stunning system that excels technologically, sonically, and visually.

WHY IT MATTERS

The NAD M66 is more than a device; it's a statement in quality and technological advancement, redefining what's possible in personal audio systems and setting a new standard for audiophiles seeking the best of both sound and convenience.

MSRP: \$5,499



PARTYBOX LINEUP

By JBL

WHAT IT IS

The JBL PartyBox 110 and 310 elevate the portable speaker game with their water-resistant builds and Bluetooth capability, ideal for any outdoor adventure. The 310, with its impressive 18-hour battery life, mobility features, and versatile inputs, caters to larger events, while the more compact 110 is perfect for enhancing smaller gatherings with up to 12 hours of music. Both models support Partyboost, allowing for an interconnected sound experience across multiple speakers, making them a top choice for audiophiles seeking both power and portability.

WHY IT MATTERS

These devices blend portability with robust sound quality, offering versatile, weather-resistant audio solutions for both intimate and large-scale outdoor events. Both models ensure a dynamic sound experience, enhancing any event with deep bass and clear audio.

MSRP: \$399-\$549



QC ULTRA HEADPHONES

By Bose

WHAT IT IS

Bose's latest QuietComfort Ultra headphones feature Bose Immersive Audio and are designed to create a more expansive and multi-dimensional soundstage, a departure from conventional headphones where sound is typically confined between the ears. Additionally, they incorporate industry-leading noise cancellation and CustomTune audio calibration, optimizing the listening experience for individual users. Functionalities include up to 24 hours of battery life (reduced to 18 hours with Immersive Audio active), Snapdragon Sound™ Technology Suite support, Bluetooth 5.3 compatibility, and intuitive controls for ease of use. This release from Bose showcases their ongoing commitment to innovative audio solutions.

WHY IT MATTERS

Merging sleek aesthetics with practicality, these headphones offer a contemporary design that's both visually appealing and functional. With the capability to fold flat for easy storage, they not only meet the current trend of combining style with long battery life and superior connectivity but also cater to the evolving demands for both form and function in consumer electronics.

MSRP: \$429



STREAM SAPPHIRE

By Victrola

WHAT IT IS

Building on the DNA of Victrola's Stream Carbon flagship, this works with the Sonos turntable and offers connectivity options with the ability to stream vinyl, stunning clarity to Sonos, UPnP, and Roon integrated systems. This means it can work alongside the Works with Sonos standard and a massive collection of other Bluetooth speakers, iOS and Android devices, Windows gear, and sound bars. It is capable of higher-resolution audio than previous releases in the Stream wireless vinyl turntable line as well, 24-bit/48kHz lossless FLAC audio, alongside a 2-speed brushless motor with an audiophile-grade Ortofon 2M Blue cartridge attached for improved frequency, range and tracking.

WHY IT MATTERS

While the new high-end Sapphire model isn't Victrola's first Works with Sonos device, it does bring some interesting new tech to its upper-echelon vinyl player lineup with the ability to stream to just about any device you might have in your setup.

MSRP: \$1,499



VERT VERTICAL TURNTABLE

By Fuse

WHAT IT IS

The Fuse Vert is a vertical vinyl audio system that incorporates a mid-century modern design with the functionality of a modern music player. It plays vinyl records at three speeds, supports Bluetooth 4.1, and includes an FM radio and USB connectivity. The product features a balanced tone arm for stable playback and is crafted with genuine ashtree wood for a stylish finish.

WHY IT MATTERS

The Fuse Vert is significant for its unique vertical design. With this deviation from the standard turntable, it appeals to a market that values both aesthetic and functional innovation in audio technology. Now, not only can you listen to your vinyl, you can display it at the same time.

MSRP: \$189.99



VOICE-CAPTURING MASK

By Skyted

WHAT IT IS

Skyted's voice-capturing mask is an innovative device designed to create a personal 'sound bubble,' enhancing privacy and communication. It's beneficial in public spaces like airplanes, where discretion is crucial. The mask makes the wearer's voice clear through headphones, while it becomes indistinct at a distance of about 3 feet, blending into background noise.

WHY IT MATTERS

The mask's ability to create a personal sound bubble is particularly relevant in our increasingly crowded and connected world. For industries like gaming and business, where confidential communication is vital, this technology offers a practical solution. It also enhances personal privacy without isolating the user from their environment. This innovation reflects a broader trend toward technology that enhances personal space and security in a hyper-connected world.

MSRP: \$299+



X1 INTERPRETER HUB

By Timekettle

WHAT IT IS

The Timekettle X1 Interpreter Hub is a groundbreaking device for cross-language communication. It comes with earbuds for quick and easy conversation initiation without needing additional apps or complex setups. The X1 facilitates hands-free conversation with its ability to detect speech start and stop. It introduces the one-dial feature for real-time cross-language calls and supports multi-language simultaneous interpretation for large meetings.

WHY IT MATTERS

By simplifying and enhancing the process of multi-language communication, the X1 eliminates the need for multiple interpreters and complex setups, making it a practical solution for diverse users. Its innovative approach to language translation technology showcases a future where language barriers are significantly reduced, fostering more inclusive and compelling global communication.

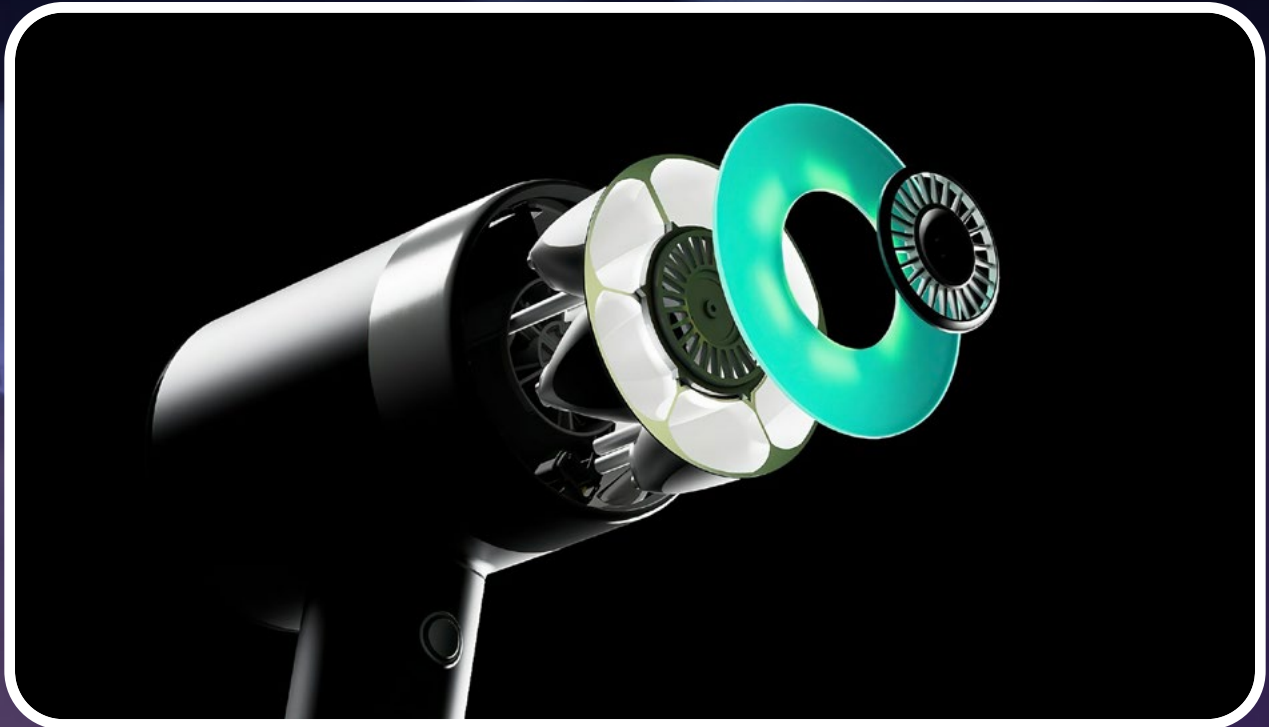
MSRP: \$699



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BEAUTY

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AIRLIGHT PRO

By L'Oréal and Zuvi

WHAT IT IS

The Airlight Pro, a collaboration between L'Oréal and Zuvi, is a groundbreaking hair dryer that introduces a new way of hair drying using infrared light and high-speed wind. This technology not only improves hair smoothness and hydration but also reduces energy consumption by up to 31%. Recognized for its innovative design, the Airlight Pro stands out for delivering faster drying times, up to 59% smoother hair, and offering an enhanced user experience.

WHY IT MATTERS

The Airlight Pro represents an eco-friendly innovation in hair styling, significantly reducing energy consumption while delivering smoother hair and faster drying times.

MSRP: Under \$400



LIPCURE BEAM

By Amorepacific

WHAT IT IS

The Lipcure Beam by Amorepacific merges lip care and beauty into one innovative device. It diagnoses lip conditions using a precision sensor and treats them with a light-emitting cosmetic applicator, which utilizes light-responsive materials to improve collagen fibers and moisture. Designed for simplicity, it supports one-handed use and suits all users with its universal color system, emphasizing its unique approach to lip care.

WHY IT MATTERS

The Lipcure Beam mirrors a consumer shift towards beauty products that offer both aesthetic enhancements and health benefits. This trend is part of a broader movement within the beauty industry towards leveraging technology for personalized and effective solutions, showcasing Amorepacific's pioneering role in beauty tech innovation.

MSRP: TBD



LITE BEAUTY FRIDGE

By Beautigloo

WHAT IT IS

With established partners like LVMH, Dior, and Shiseido, Beautigloo's LITE beauty fridge is designed to extend the shelf life of cosmetics and enhance their performance using their patented and silent cooling system, maintaining an optimal temperature without introducing humidity. The company's devices are also engineered with energy-efficient technology, ensuring a minimal environmental footprint while delivering exceptional performance.

WHY IT MATTERS

This innovation addresses the growing consumer demand for sustainable and efficient beauty solutions. The patented, silent cooling system that maintains optimal temperature without adding humidity is crucial for enhancing the performance and longevity of cosmetics, potentially reducing waste and encouraging more mindful consumption patterns.

MSRP: ~\$272



SMART HOME NAIL SALON

By Nimble Beauty

WHAT IT IS

Nimble is a groundbreaking smart nail salon designed for at-home use. It utilizes advanced robotics and AI to scan, paint, and dry nails efficiently. The device features a robotic arm that replicates human motion for precise nail painting, complemented by a drying system. Its ergonomic design ensures user comfort. The nail polish used is vegan, cruelty-free, and free from 13 harmful chemicals, available in 33 colors. Nimble is consumer-friendly, both in price and ease of use, operated via a connected app and requiring no maintenance. This innovative device combines aesthetics, practicality, and technology, making professional-quality manicures accessible at home.

WHY IT MATTERS

Nimble ensures precise, salon-quality manicures without users having to lift a finger. Its efficiency, convenience, and quality assurance make it a game-changer for consumers, offering a cost-effective and time-saving alternative to traditional nail salons. It is also an environmentally conscious and user-friendly approach, ensuring that high-quality nail care is accessible to a broad audience.

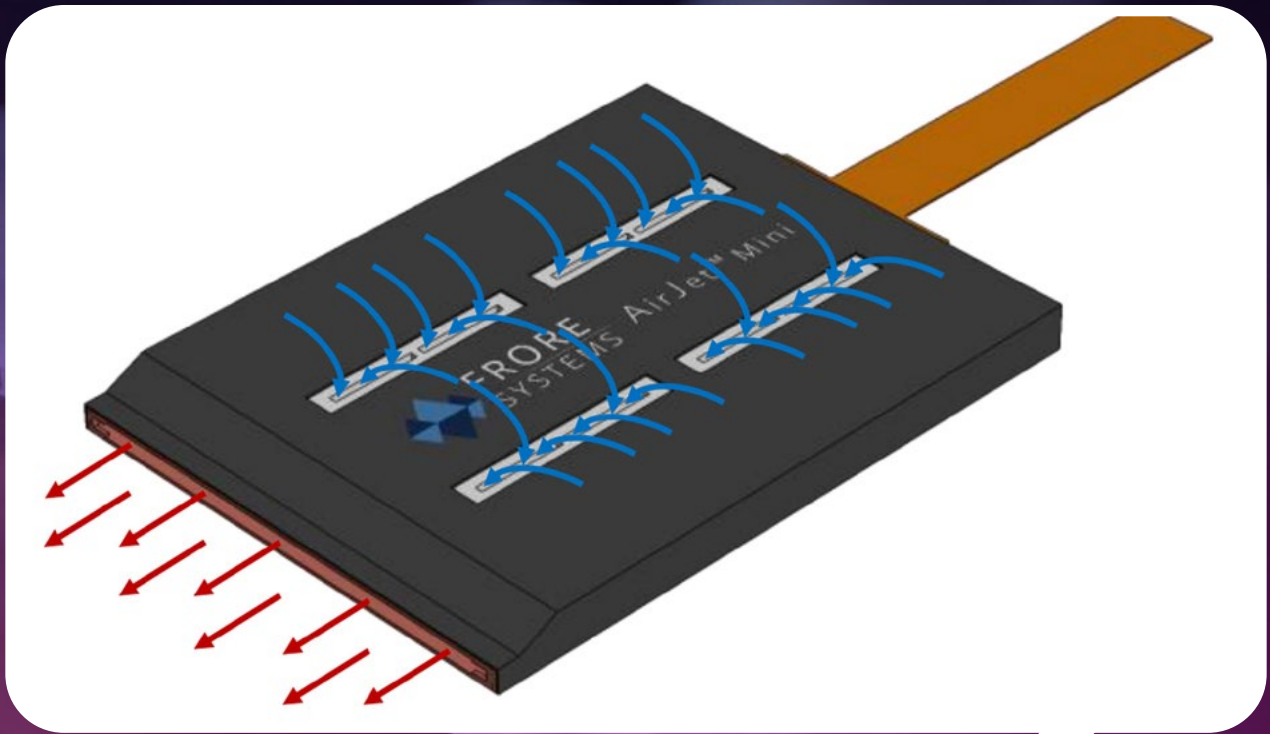
MSRP: \$599



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COMPUTERS & GAMING

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AIRJET MINI

By Frore Systems

WHAT IT IS

The AirJet Mini by Frore Systems is a pioneering active cooling chip designed to enhance device performance by efficiently removing heat. It operates silently at 21 dBA while consuming a maximum of 1 watt of power, drawing 5.25 Watts of heat. This solid-state solution is thin and light and offers a significant performance improvement over traditional fans, making it ideal for integration into various electronic devices for better thermal management.

WHY IT MATTERS

The AirJet Mini's silent, efficient heat removal mechanism is vital for enhancing the performance and durability of modern, slim, and powerful gadgets, aligning with the current trend towards more portable and high-performing electronics.

MSRP: N/A



GEFORCE RTX 40 SUPER SERIES

By Nvidia

WHAT IT IS

Nvidia's GeForce RTX is a professional visual computing GPU created by Nvidia, primarily used in workstations for designing complex large-scale models in architecture and product design, scientific visualization, energy exploration, and film and video production, as well as being used in mainstream PCs for gaming. The RTX 40 SUPER series utilizes AI and energy efficient technology to create faster and more advanced processing technologies.

WHY IT MATTERS

GeForce RTX SUPER series seamlessly blends AI processing and the latest graphics technology. This brings a new frontier of GPUs that will use less energy and will have much better picture quality and rendering capabilities. Modeling, rendering, gaming, and many more jobs will be positively impacted by these processing advancements.

MSRP: \$599-\$999



MSI CLAW

By MSI

WHAT IT IS

The MSI Claw, unveiled as the world's first gaming handheld powered by Intel's Core Ultra Processor represents a significant leap in portable gaming technology. It features Intel's ARC graphics with up to 8 Xe cores and XeSS technology, ensuring smooth gameplay for various AAA titles. The device has a robust HyperFlow cooling system and a large 53Wh battery, enhancing its gaming capabilities. Additionally, the Claw is designed with Thunderbolt 4 connectivity, making it a standout choice for gamers seeking advanced handheld gaming devices. Its ergonomic design and a 7-inch Full HD touchscreen display with a 120 Hz refresh rate further enhance the user experience, combining high-end performance with convenience and portability.

WHY IT MATTERS

The MSI Claw is a pivotal advancement in portable gaming, showcasing the power of PC gaming in a handheld format. With its launch, MSI not only enters the competitive handheld gaming market but also sets new standards by integrating cutting-edge technology. The device's significance lies in its ability to deliver a high-performance gaming experience powered by Intel's latest processors and graphics. This move by MSI addresses the growing demand for versatile, high-quality gaming options that cater to the lifestyle of modern gamers who desire the freedom to play anywhere without compromising on graphical fidelity or gameplay fluidity.

MSRP: \$699-\$799



OMEN TRANSCEND 14

By HP

WHAT IT IS

The OMEN Transcend 14 by HP is a lightweight, high-performance gaming laptop. It features the latest NVIDIA GeForce RTX 40 Series GPUs, offering advanced graphics capabilities and AI-enhanced ray tracing. The laptop also boasts a 2.8K 120Hz HDR OLED display, delivering vivid and sharp visuals. Its portable design includes a long battery life, fast charging via a 140W USB-C power adapter, and Wi-Fi 7 with Bluetooth 5.4 connectivity.

WHY IT MATTERS

Its compact design doesn't compromise on power, boasting long battery life, fast charging, and advanced Wi-Fi 7 connectivity. This laptop meets the evolving needs of gamers, providing high-fidelity gaming on the go and ensuring it remains at the technological forefront. It's a testament to the future of gaming mobility and performance.

MSRP: Starting at \$1500



ROG ALLY

By ASUS

WHAT IT IS

The ASUS ROG Ally offers the versatility and power that gamers crave. Since its software isn't limited to a specific platform, you can play all your games from Steam, Epic, Xbox Game Pass, and other stores. You can connect it to your TV for multiplayer sessions or the ROG XG Mobile external GPU for a full-throttle gaming experience with even more graphics power.

WHY IT MATTERS

The ROG Ally is designed to meet the needs of gamers who desire a portable yet powerful gaming experience, bridging the gap between console-like portability and the extensive game library of a PC. Look for the release of the ROG Ally 2 later this year!

MSRP: \$699.99



SPACETOP

By Sightful

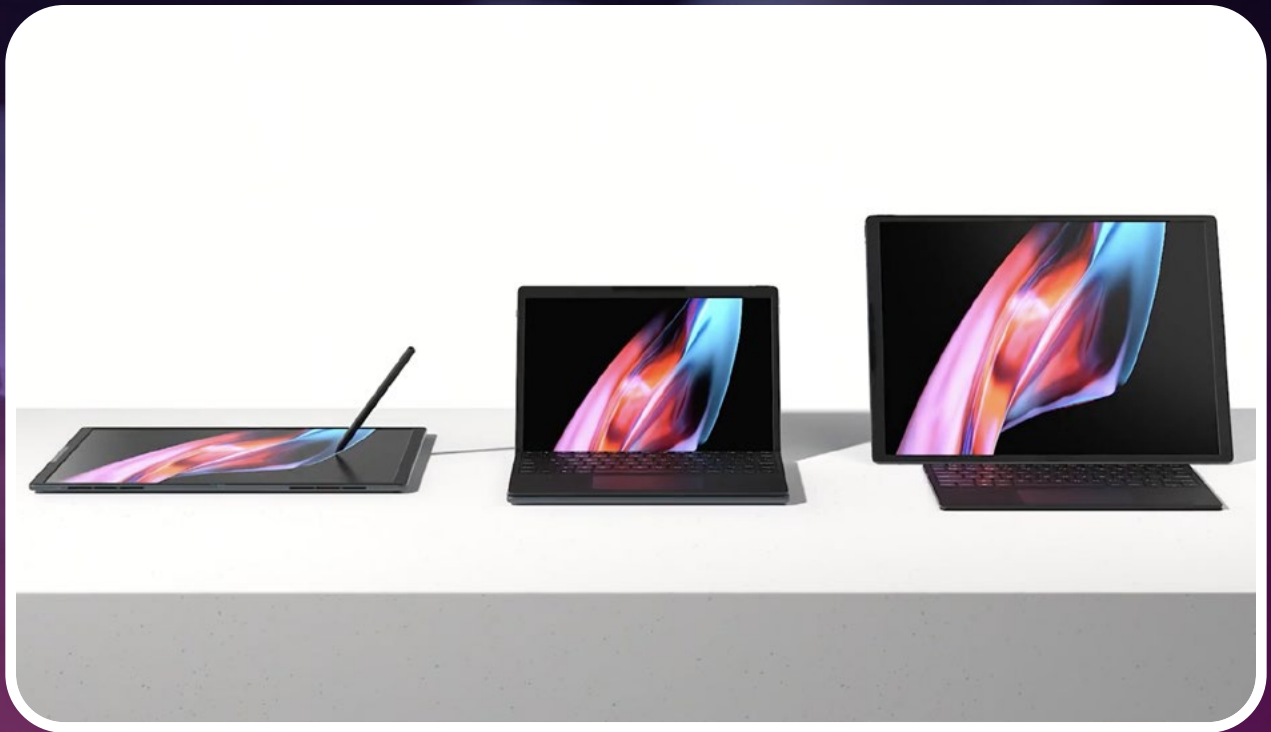
WHAT IT IS

Spacetop represents the next generation in personal computing, and serves as a bridge between the legacy of personal computing and the promise of mixed reality by merging the laptop's daily utility with the world-expanding capabilities of Augmented Reality. Laptops today look and behave much as they have since the early 2000s. Meanwhile, Augmented Reality has been stuck as an interesting but impractical experiment, trapped in big, bulky headsets with very little use to the average person. Spacetop establishes a daily utility for AR, and a huge leap forward for personal computing and productivity.

WHY IT MATTERS

While laptops have largely remained unchanged since the early 2000s, and AR has struggled to find practical applications beyond bulky headsets, Spacetop bridges this gap. It brings AR into daily use, significantly enhancing personal computing and productivity, and represents a major stride in making AR a practical, helpful technology for the average user.

MSRP: \$2150 (early access)



SPECTRE FOLD

By HP

WHAT IT IS

HP Spectre Fold is an ultrathin tablet, laptop, and desktop in one computer. It's a 17" tablet with a folding display that converts it into a laptop, with a magnetically attached keyboard. The keyboard can attach at the fold, or attach covering just half the screen below the fold, for a dual-screen laptop experience. When you need more workspace, it can be a 17" widescreen desktop resting on its built-in easel stand, using the keyboard wirelessly in front of it.

WHY IT MATTERS

By consolidating the functionality of multiple devices into one, the HP Spectre Fold not only saves space and reduces the need for multiple devices but also enhances productivity and flexibility, making it a compelling choice for professionals, creatives, and anyone looking for a powerful, versatile computing experience.

MSRP: \$5,000



THUNDERBLADE X8

By Other World Computing (OWC)

WHAT IT IS

The ThunderBlade X8 is a second-generation high-performance storage system designed for creative professionals. It features enhanced capabilities over its predecessor, offering a 17% increase in capacity and faster data transfer speeds, particularly when connected to Macs with Apple's M-series processors. With its rugged design and enhanced LED lighting for reduced set distractions, it caters to the demanding needs of professional video editors and VFX houses, providing a powerful, versatile, and durable storage solution.

WHY IT MATTERS

The ThunderBlade X8's design improvements, like the repositioned LED lights and rugged power connector, address the practical needs of intense production environments. Its versatility and ease of use, supported by SoftRAID XT software, make it a top choice for professionals seeking efficient and reliable high-capacity storage solutions.

MSRP: \$1,749.99—TBD (highest end model)



WI-FI 7

By The Wi-Fi Alliance

WHAT IT IS

Wi-Fi CERTIFIED 7, based on IEEE 802.11be technology, is a new advancement in Wi-Fi performance. It operates across the 2.4 GHz, 5 GHz, and 6 GHz bands, significantly enhancing capabilities in various environments, including home, enterprise, and industrial settings. This technology is tailored for applications demanding high throughput, low latency, and reliability, such as augmented/virtual/extended reality, immersive 3D training, and ultra-high-definition video streaming. It promises worldwide interoperability and a robust device ecosystem, bringing advanced Wi-Fi performance to the next generation of connected devices.

WHY IT MATTERS

Its enhanced performance across multiple frequency bands is crucial for applications requiring high data throughput, low latency, and reliability, like AR/VR/XR and ultra-high-definition video streaming. This advancement promises to revolutionize connectivity in various sectors, ensuring seamless and robust wireless communication. It will play a pivotal role in supporting the growing ecosystem of connected devices, making it a cornerstone technology in the digital era.

MSRP: N/A



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DISPLAY

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LOOKING GLASS GO

By Looking Glass

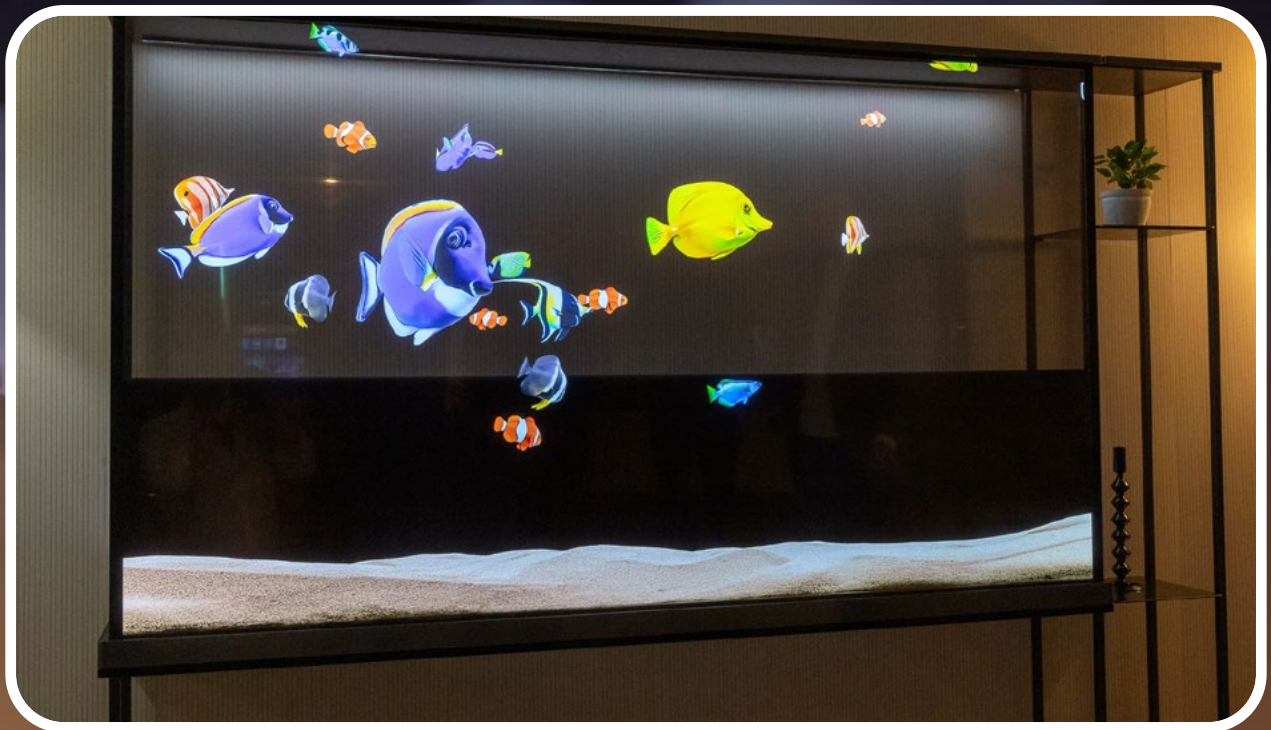
WHAT IT IS

The Looking Glass Go is a compact digital frame that brings holographic technology to a personal scale. It transforms any standard 2D photo into a 3D hologram using AI algorithms. This device offers a new way to experience photos by adding depth and making them appear holographic. The Go is user-friendly, with simple setup processes and compatibility with various 3D modeling apps. It also integrates with generative AI apps for creating unique holographic art and can be paired with AI assistants for enhanced interactivity.

WHY IT MATTERS

This innovation in display technology allows for a more immersive experience of images and art without needing specialized equipment. This advancement could have implications for personal entertainment and professional fields like design, education, and art, offering a new medium for expression and interaction.

MSRP: TBD



SIGNATURE OLED T

By LG

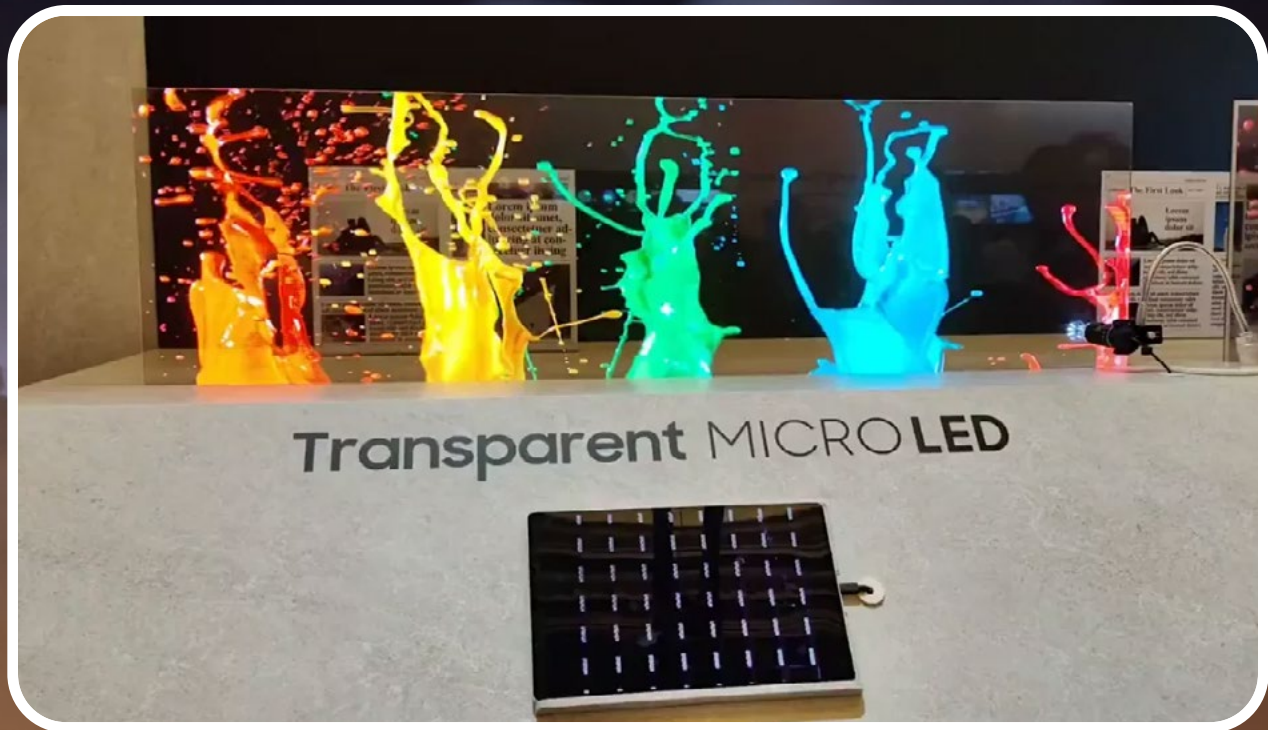
WHAT IT IS

Included in our report in 2023 as a concept only, LG unveiled the world's first wireless transparent OLED TV, the LG SIGNATURE OLED T, at CES 2024—and it's ready to go to market! This innovative device features a transparent 4K OLED screen and wireless technology, allowing it to seamlessly blend into any living space. When not in use, the screen virtually disappears, solving the issue of the traditional intrusive black TV screen. It offers dual display modes—transparent for displaying art or information and opaque for watching content with enhanced picture quality, powered by the CE± (Alpha) 11 AI processor.

WHY IT MATTERS

This innovation represents a shift towards more versatile, design-centric home appliances, indicating a future where technology seamlessly integrates with personal living spaces.

MSRP: \$35,000 (estimated)



TRANSPARENT MICROLED SCREEN

By Samsung


WHAT IT IS

Samsung's transparent MicroLED display stands out with its brightness, frameless design, and enhanced transparency compared to OLED and LCD models. This cutting-edge display creates an almost holographic effect, with content appearing to float in mid-air. The display's thin, freestanding design, approximately a centimeter thick, adds to this illusion. Its high pixel density ensures sharp images. Samsung's MicroLED technology is modular, allowing shape, size, and ratio customization.

WHY IT MATTERS

It is currently a prototype, but it signifies a leap in display technology with its clear, glass-like screen, offering a revolutionary viewing experience. This innovation showcases the potential future of displays in various settings, from home entertainment to advertising, enhancing aesthetic appeal and functionality.

MSRP: TBD



I can't hear what you're saying,
but I can read what you're saying.



XANDERGLASSES

By Xander

WHAT IT IS

XanderGlasses is an innovative assistive technology product, developed by Xander, an MIT spinoff. These smart glasses are designed to aid individuals with hearing loss by displaying real-time captions of in-person conversations. The glasses utilize Vuzix smart glasses technology, functioning independently of smartphones or cloud connectivity to ensure reliability and privacy. Captions are seamlessly integrated into the wearer's field of view, allowing for a natural and uninterrupted conversation experience. XanderGlasses are expected to be available from Spring 2023, addressing a crucial need in assistive technology for hearing-impaired individuals.

WHY IT MATTERS

This represents a significant advancement in assistive technology, particularly for the approximately 48 million people in the U.S. who struggle with hearing loss. By providing real-time captioning in the user's field of vision, XanderGlasses enhances communication and understanding, enabling people with hearing challenges to participate more fully in conversations.

MSRP: TBD



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FAMILY TECH

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DRONE SOCCERX

By Federation of International Drone Soccer Association (FIDA)

WHAT IT IS

Drone Soccer, originating from South Korea, is a futuristic sport where two teams, each with five drones in protective globes, compete to score through a suspended hoop. It combines precision flying and strategic gameplay with defenders and a striker and requires maintenance breaks between fast-paced rounds. Governed by rules like a maximum drone weight, it's a blend of technology and team sport, growing in popularity globally.

WHY IT MATTERS

Drone Soccer represents the convergence of sports, technology, and education. It encourages STEM learning through hands-on drone operation and maintenance, fosters teamwork and strategy, and offers a new, inclusive sporting experience. The first Drone Soccer World Cup is scheduled for October 2025, reflecting the sport's increasing global appeal and ambition for further expansion, including potential inclusion in the Olympics.

MSRP: N/A



EBO X FAMILY ROBOT COMPANION

By Enabot

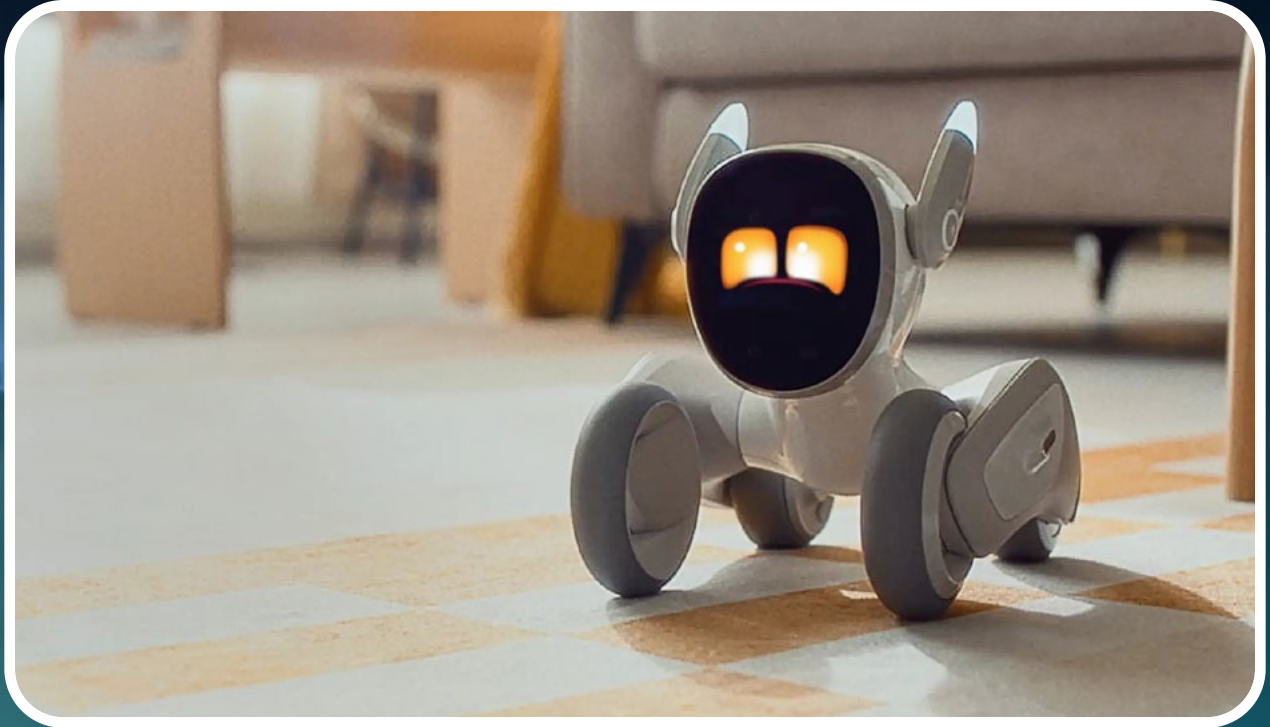
WHAT IT IS

The Enabot EBO X redefines family robotics by blending security and connectivity. With a 4K camera, V-SLAM technology for precise navigation, and facial recognition, it acts as a vigilant protector, monitoring for emergencies like falls. It offers two-way communication via an app, integrates with Alexa for varied home control, and ensures privacy with a dedicated button and optional local storage. This makes EBO X a versatile companion, ensuring safety and facilitating interaction within the home.

WHY IT MATTERS

EBO X reflects the increasing integration of smart technology in daily home life. It combines the roles of a security system, a communication device, and a digital assistant, all within a family-friendly design. This multifunctionality addresses the growing demand for interconnected, versatile home devices that enhance both security and convenience.

MSRP: \$1,099



LOONA SMART ROBOT

By KEYi Technology Co. Ltd.

WHAT IT IS

The Loona companion robot is an evolution of KEYi's second-generation product, ClicBot. Moving away from fully anthropomorphizing traditional robotic pets, Loona blends technology with pet-like behaviors in its design. Offering cost-effective, continuously updated features, Loona is not just a smart toy for interactive games but also a movable home monitor and a platform for learning programming. It is the world's first consumer robot equipped with the latest AI technology, ChatGPT, enabling it to engage in natural human conversations and offering unlimited possibilities for companionship.

WHY IT MATTERS

Loona represents a forward-thinking approach to companion robots—while traditional robotic pets often aim to mimic real animals, Loona takes a different path by blending advanced technology with pet-like behaviors, creating a unique, engaging experience that goes beyond mere imitation.

MSRP: \$449



ROSA SMART STROLLER

By Glüxkind Technologies

WHAT IT IS

The Glüxkind Rosa is the latest innovative AI-powered stroller designed by Glüxkind Technologies. It's a cutting-edge parenting tool that integrates robotics and intelligent technology for stress-free mobility and adaptive safety features. The stroller includes features like automatic braking, power assist, and a white noise machine, aiming to make parenting more effortless and enjoyable.

WHY IT MATTERS

Glüxkind Rosa represents a significant leap in the world of parenting technology, offering what is essentially a Fractional Nanny. Its advanced features provide modern parents with an affordable, AI-powered support system. This stroller's lightweight design and premium materials make it an essential tool for family adventures, offering a glimpse into the future of parenting with its unique combination of safety, convenience, and technological innovation.

MSRP: \$2,400



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HEALTH & WELLNESS

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AMPERA

By LifeSpan

WHAT IT IS

LifeSpan's Ampera desk bike reimagines the modern workspace by blending physical wellness with work. This innovative bike not only supports fitness during work hours but also generates electricity to power devices, featuring a 65W USB-C port for charging, ergonomic design, and construction from recycled materials. Its adaptability to various user heights and compatibility with standing desks make it a practical choice for enhancing productivity and health in any work setting.

WHY IT MATTERS

Catering to the modern professional's dual pursuit of health and eco-consciousness, it ingeniously combines physical activity with the practicality of powering devices, thanks to its electricity-generating feature. Crafted from recycled materials and designed for ergonomic comfort and adaptability across various heights, the Ampera redefines productivity, making it synonymous with sustainability and physical well-being. It's not just a piece of office equipment; it's a statement on the future of work, embodying the ethos of a generation that refuses to compromise on values or vitality.

MSRP: \$799



AVEIR PACEMAKER

By Abbott

WHAT IT IS

The AVEIR™ dual chamber (DR) leadless pacemaker system is the world's first dual chamber leadless pacemaker to treat people with slow heart rhythms. The atrial and ventricular components of AVEIR DR leadless pacemakers can communicate with each other through first-of-its-kind i2i™ (implant to implant) technology to establish continuous, synchronized pacing between the right atrium and the right ventricle. AVEIR leadless pacemakers are also engineered to be retrieved should a person's therapy needs change, or they need a replacement device in the future.

WHY IT MATTERS

Abbott's AVEIR pacemaker system not only eliminates lead risks but also ensures their pacemakers are designed to be retrievable. There is a need for replacement or upgrades as medical technology advances or the patient's condition changes. This feature ensures patients are not left with outdated or unnecessary devices implanted, reducing future risks and interventions.

MSRP: TBD



BEAMO

By Withings

WHAT IT IS

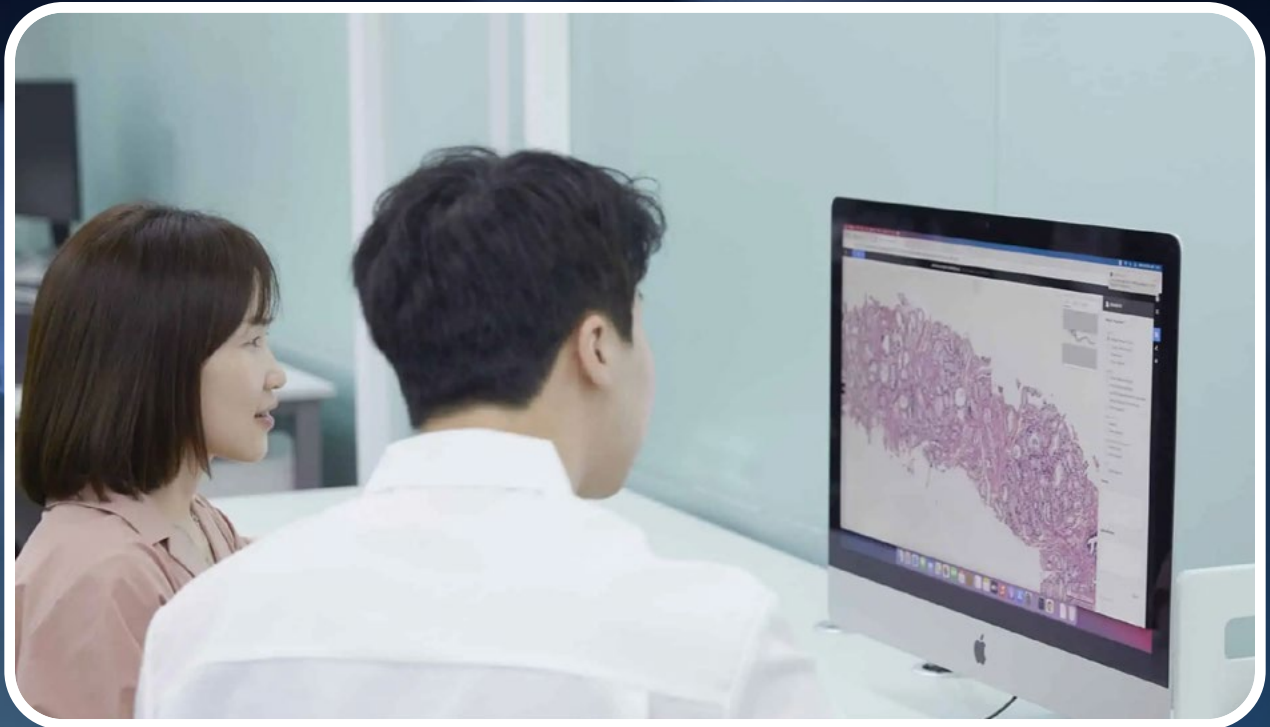
BeamO is a 4-in-1 health checkup device that utilizes a digital stethoscope to provide insights into your heart and lung sounds, a medical-grade 1-lead ECG to detect AFib, an oximeter that measures your blood oxygen levels, and a contactless thermometer to measure body temperature.

WHY IT MATTERS

BeamO allows for convenient tracking of critical health metrics, enhancing home-based health management and possibly aiding in the early detection of health issues.

MSRP: \$249.95.





DEEPDX PROSTATE

By Deep Bio Inc.

WHAT IT IS

DeepDx Prostate is an AI-based system designed to assist pathologists. Its core functionality involves the detection of prostate cancer lesions within whole-slide images derived from H&E-stained prostate needle biopsy slides. It further provides automated histological grading based on the Gleason system and quantifies tumor involvement. Notably, the system generates comprehensive pathology reports for each biopsy case, offering clear and clinically relevant information, and supporting informed treatment decisions in a professional context.

WHY IT MATTERS

DeepDx Prostate is an integral support system for pathologists, enhancing the precision and efficiency of prostate cancer diagnosis and grading. By doing so, it supports informed treatment decisions, ultimately contributing to better patient outcomes in prostate cancer care.

MSRP: N/A



DOSERX1 MEDICINE 3D PRINTER

By Doser

WHAT IT IS

The Doser DoseRX1 is an innovative 3D printer for pharmaceuticals, allowing pharmacies to quickly produce a wide range of medications on-demand. With its stainless steel cartridge system and touchscreen interface, it can produce up to 100 tablets per hour, complying with Good Manufacturing Practice standards. This device, crucial for supplying rare medications and reducing healthcare costs, facilitates global pharmacist collaboration and formulation innovation through the Doser Ecosystem.

WHY IT MATTERS

This technology reduces dependence on traditional supply chains, potentially lowering healthcare costs and improving patient care by ensuring quicker access to essential medications, including rare drugs. Its global collaboration network fosters pharmaceutical innovation, further enhancing its importance in modern healthcare.

MSRP: TBD



ESPER HAND

By Esper Bionics

WHAT IT IS

The Esper Hand by Esper Bionics, an FDA-registered bionic hand prosthesis, integrates self-learning technology with machine learning to tailor its functionality to the user's lifestyle. Recognized by TIME as a top invention, it features 30 sensors for precise movement control, combining practicality with custom aesthetics inspired by human anatomy and aviation. This innovation enhances life quality for those with upper-limb differences, marking a pivotal advancement in prosthetic technology.

WHY IT MATTERS

The Esper Hand matters because it revolutionizes prosthetic technology with its adaptive learning capabilities, offering individuals with upper-limb differences a new level of autonomy and functionality in their daily lives.

MSRP: >\$20,000



EYECANE

By Cellico

WHAT IT IS

AMD, a leading cause of vision loss, severely blurs vision in the central area of sight, making it difficult to see faces, read, or even perform basic, everyday tasks. Without a cure, the only option is to prevent it from getting worse. Cellico's EyeCane is the world's first solution that empowers those suffering from AMD to rediscover their lost vision. Revolutionary smart glasses use a 4K camera and mobile app to capture video, process it, and display it back to the user in real time. Clear, live images are moved from their impaired area to their viewable peripheral area, enabling sight.

WHY IT MATTERS

These smart glasses feature a 4K camera and a mobile app that captures video, processes it, and instantly displays clear, live images in the user's peripheral vision. This innovation effectively shifts visual information from the impaired central area to the peripheral, offering renewed sight and empowering those with AMD to regain their lost vision for improved quality of life.

MSRP: TBD



GENHOME

By Attoplex Inc.

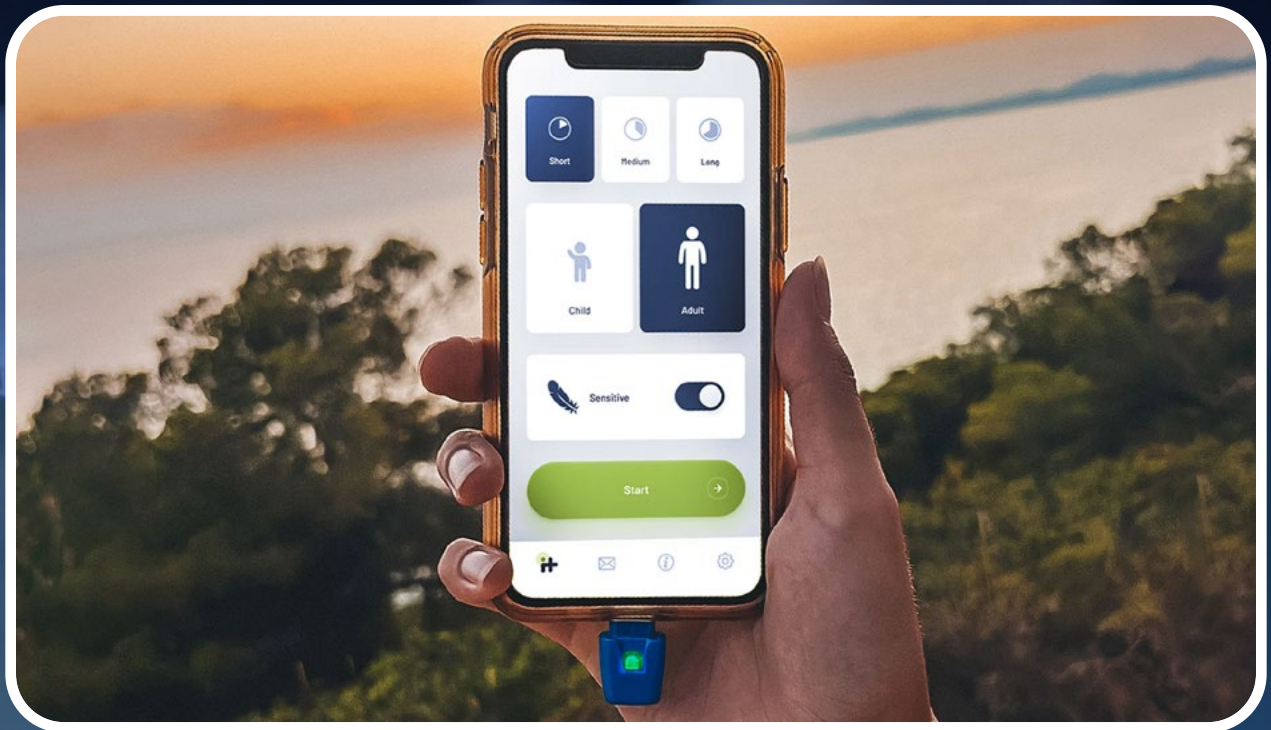
WHAT IT IS

Introducing GenHome: the future of at-home diagnostics. Imagine rapid, precise results in the palm of your hand, merging the best of molecular and immunodiagnostic tech. Whether you're a pro or just concerned, pinpoint pathogens like COVID-19 in under 30 minutes. With isothermal amplification, we're not just talking accuracy; we're talking 100 times the precision of conventional rapid tests. As the world changes, GenHome is not just a tool; it's a revolution for everyday wellness and pandemic preparedness, ushering in the next generation of affordable health assurance.

WHY IT MATTERS

GenHome helps increase the accuracy of pathogen detection. This reduces the number of false negative and positive results to help track and tackle the spread of sicknesses. It sets up a future that is more well-equipped to handle infectious diseases and outbreaks

MSRP: N/A



INSECT BITE HEALER

By Heat It

WHAT IT IS

A compact, smartphone-compatible device providing instant relief from insect bites. This dime-sized tool heats up when connected to a smartphone, using heat therapy to alleviate itching and discomfort from bites by mosquitoes, bees, wasps, and horseflies.

WHY IT MATTERS

It is not just an innovative approach to a common problem, but also in its potential impact on everyday life. It offers a chemical-free, portable solution for bug bite relief, making it an essential item for outdoor activities and a valuable addition to any first aid kit.

MSRP: \$39.95



MAND.RO MARK 7D

By Mand.ro Co. Ltd.

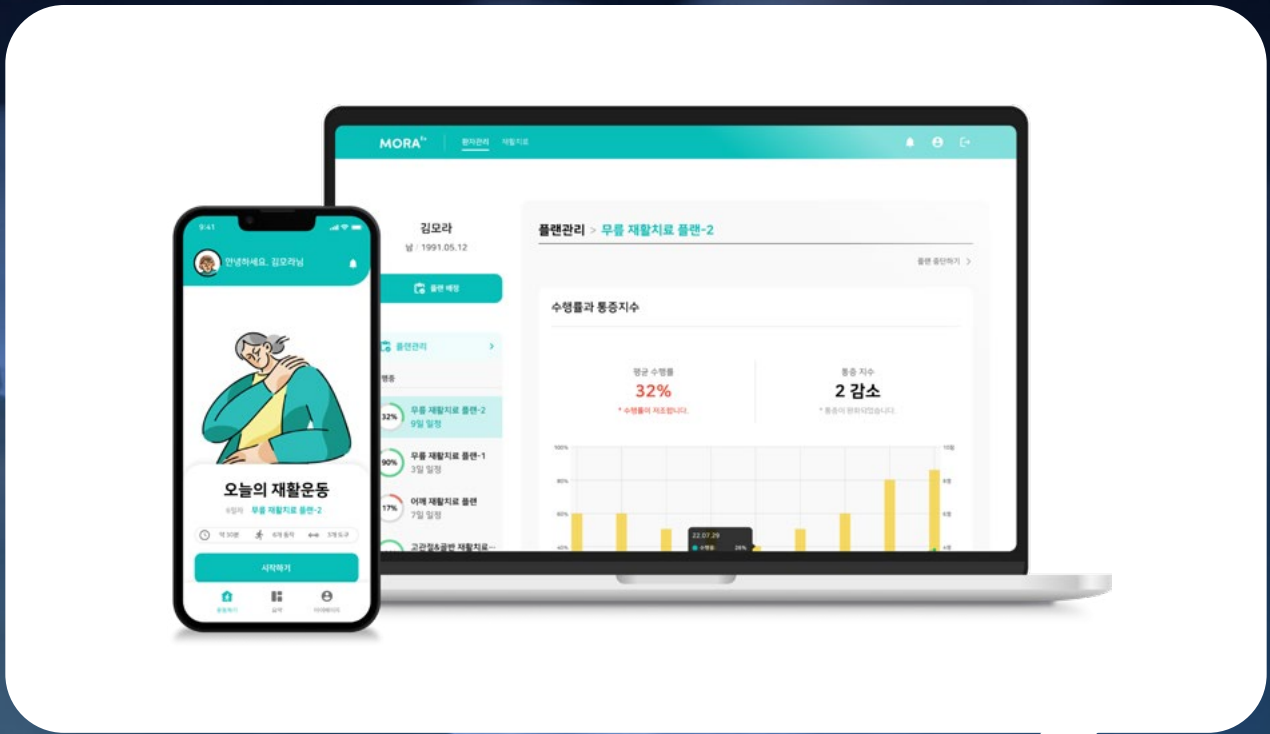
WHAT IT IS

The Mand.ro Mark 7D revolutionizes prosthetic technology by offering an adaptable, affordable solution for those with upper-limb disabilities. Its modular nature allows for personalization across different limb differences, significantly enhancing user independence and daily functionality. As a beacon of inclusive technology, the Mark 7D's acclaim highlights the shift towards assistive devices that marry innovation with user-centric design, marking a significant stride in enhancing the life quality for individuals with limb differences.

WHY IT MATTERS

It has the potential to transform lives by providing customizable, accessible prosthetic solutions that enhance independence for individuals with upper-limb disabilities.

MSRP: TBD



MORA

By EverEx

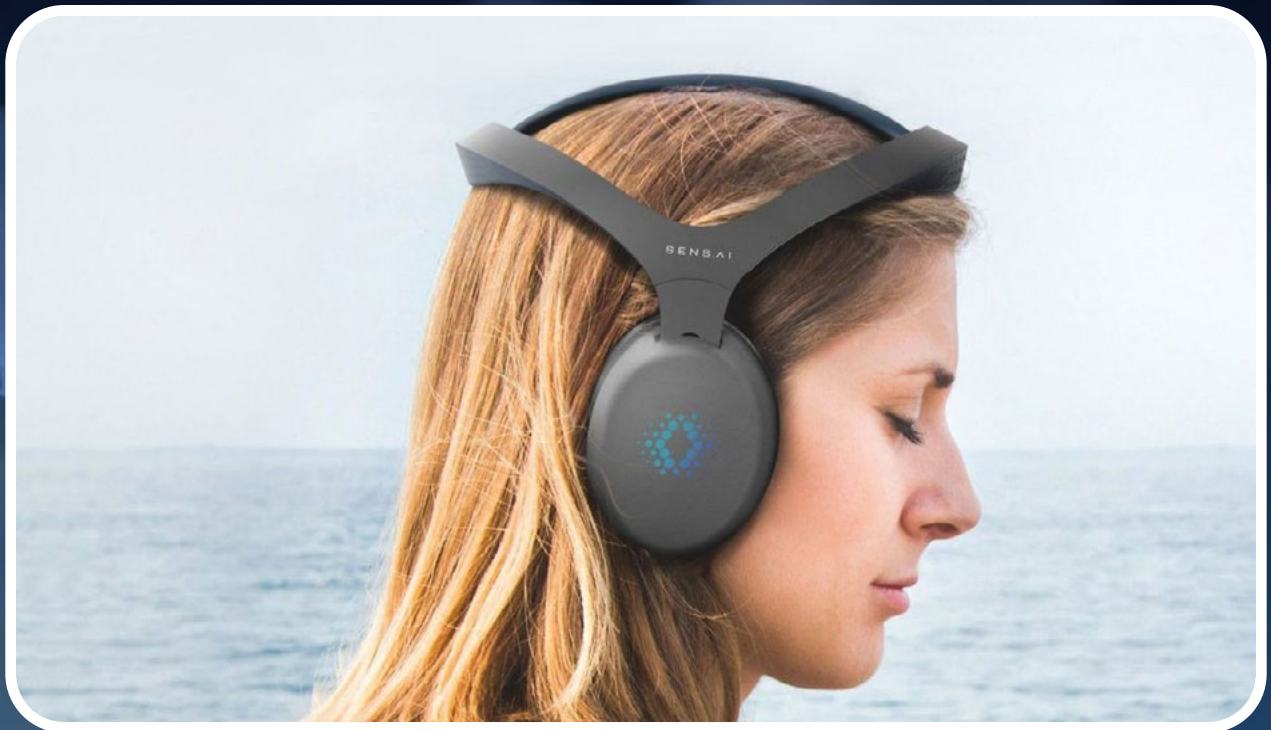
WHAT IT IS

MORA is an AI-powered app for musculoskeletal assessment and personalized rehab, using mobile cameras for movement analysis and providing custom exercises with real-time feedback via AI. It integrates cognitive behavioral therapy for mental support, aiming for professional therapist-level care.

WHY IT MATTERS

MORA tackles the challenge of making rehabilitation healthcare for musculoskeletal issues more accessible and efficient. By utilizing AI and mobile tech, it offers patients accurate care and personalized rehabilitation exercises conveniently through their mobile devices, bypassing the need for costly and time-consuming in-person sessions.

MSRP: N/A



SENS.AI HEADSET

By Sens.ai

WHAT IT IS

Sens.ai introduces a personalized at-home brain training system, combining neurofeedback with heart coherence training, light stimulation, and meditation. This system, designed to enhance cognitive performance and wellness, adapts in real-time to users' biosignals, offering a sophisticated, personalized experience. By harnessing electrical signals from the brain, Sens.ai aims to optimize brain performance, impacting various life aspects from academic to personal growth.

WHY IT MATTERS

It offers a groundbreaking approach to enhancing cognitive performance and well-being from home, making advanced brain training accessible to everyone.

MSRP: \$1,500



SMARTHAT

By Proxgy

WHAT IT IS

The SmartHat redefines industrial safety by integrating comprehensive monitoring, communication, and connectivity features into a single smart helmet. It offers real-time tracking, environmental sensing, condition monitoring, and advanced communication capabilities through various connectivity options like 4G/5G and Bluetooth. By syncing with Proxgy's AI and SaaS platforms, SmartHat aims to enhance workplace safety and efficiency for over a billion workers globally, proving its potential as a transformative tool in critical industries.

WHY IT MATTERS

It innovatively enhances industrial safety and operational efficiency, promising to significantly improve workplace conditions for over a billion workers worldwide.

MSRP: \$99-\$999



ULTRA X TOOTHBRUSH

By Oclean

WHAT IT IS

The Oclean X Ultra elevates oral care with its Wi-Fi-enabled smart technology, featuring a quiet Maglev motor for up to 84,000 brush movements per minute and customizable brushing modes. Its standout AI voice guide, employing bone-conduction technology, offers real-time feedback to refine brushing habits. With wireless charging and extended battery life, it seamlessly integrates advanced tech with everyday dental hygiene.

WHY IT MATTERS

The Ultra X Toothbrush marries cutting-edge technology with oral hygiene, offering a smart, efficient way to enhance dental care routines through interactive feedback and personalized settings.

MSRP: \$130



ULTRAHUMAN HOME

By Ultrahuman

WHAT IT IS

Ultrahuman Home is a pioneering device that enhances personal and environmental health by providing insights into factors like artificial light, air quality, humidity, and noise levels within living spaces. This device stands out by monitoring a range of environmental markers with advanced features, including sunlight and UV levels for Vitamin D, particulate matter for respiratory health, and noise levels affecting sleep quality.

WHY IT MATTERS

Unlike conventional monitors, it offers a comprehensive view of how these elements affect health over time and delivers personalized recommendations for improvement. Ultrahuman bridges the gap between personal well-being and environmental health, offering advanced insights and recommendations to significantly improve living conditions and overall health.

MSRP: \$349



VENU 3

By Garmin

WHAT IT IS

The Garmin Venu 3 enhances wellness with personalized health insights and fitness tracking, featuring an AMOLED display, 30+ sports apps, and a 14-day battery life. It allows users to make calls or respond to texts via a built-in speaker and microphone, ensuring connectivity anywhere.

WHY IT MATTERS

Its combination of fitness tracking, long battery life, and communication capabilities directly from the wrist addresses the needs of active individuals seeking convenience and efficiency in managing their health and staying connected..

MSRP: \$449.99

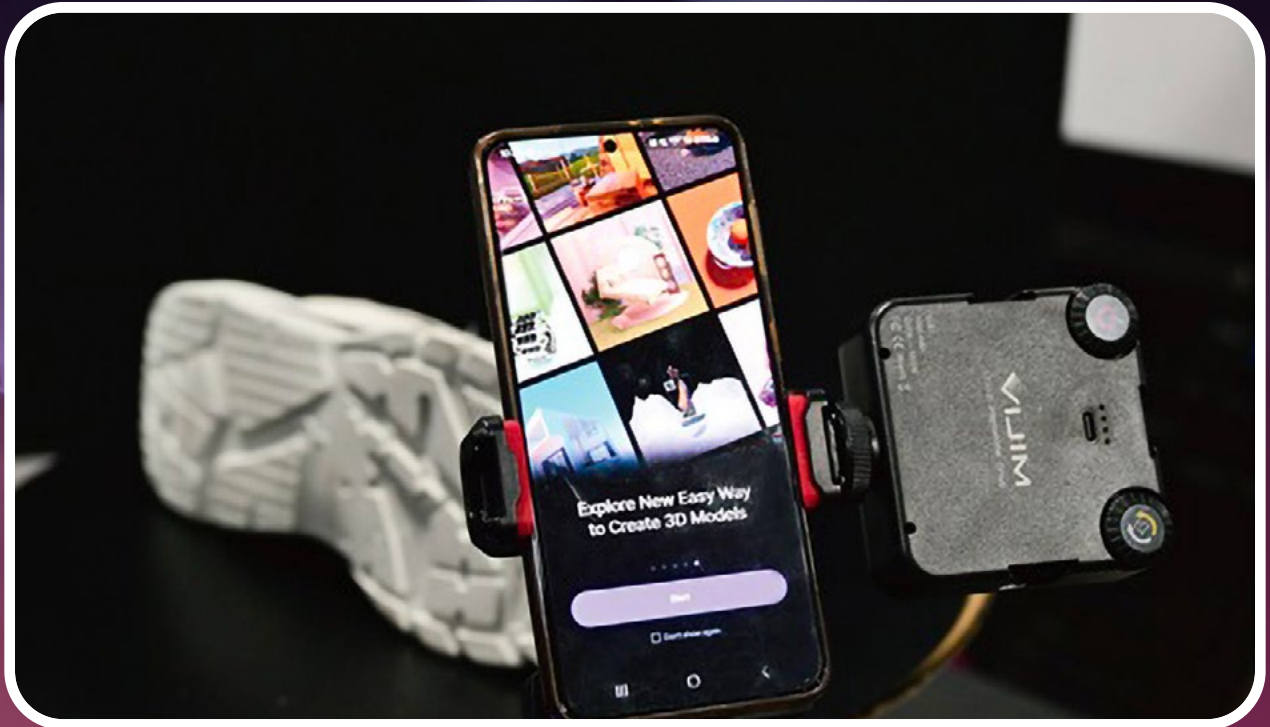




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MOBILE TECH

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VRIN 3D

By RebuilderAI

WHAT IT IS

VRIN 3D transforms business capabilities by offering a superior 3D scanning app, enabling the creation of lifelike 3D models with a mobile device. It leverages cutting-edge technologies for capturing real-world textures and details, making 3D modeling more intuitive and detailed. This innovation not only enhances content creation but also propels mixed reality experiences forward.

WHY IT MATTERS

Traditional 3D scanning is either low quality or often requires expensive, specialized equipment and software, presenting a barrier for many businesses. VRIN 3D addresses this by enabling high-quality 3D scanning using just a mobile device.

MSRP: Free



CREATOR KEYBOARD

By Clicks Technology Ltd.

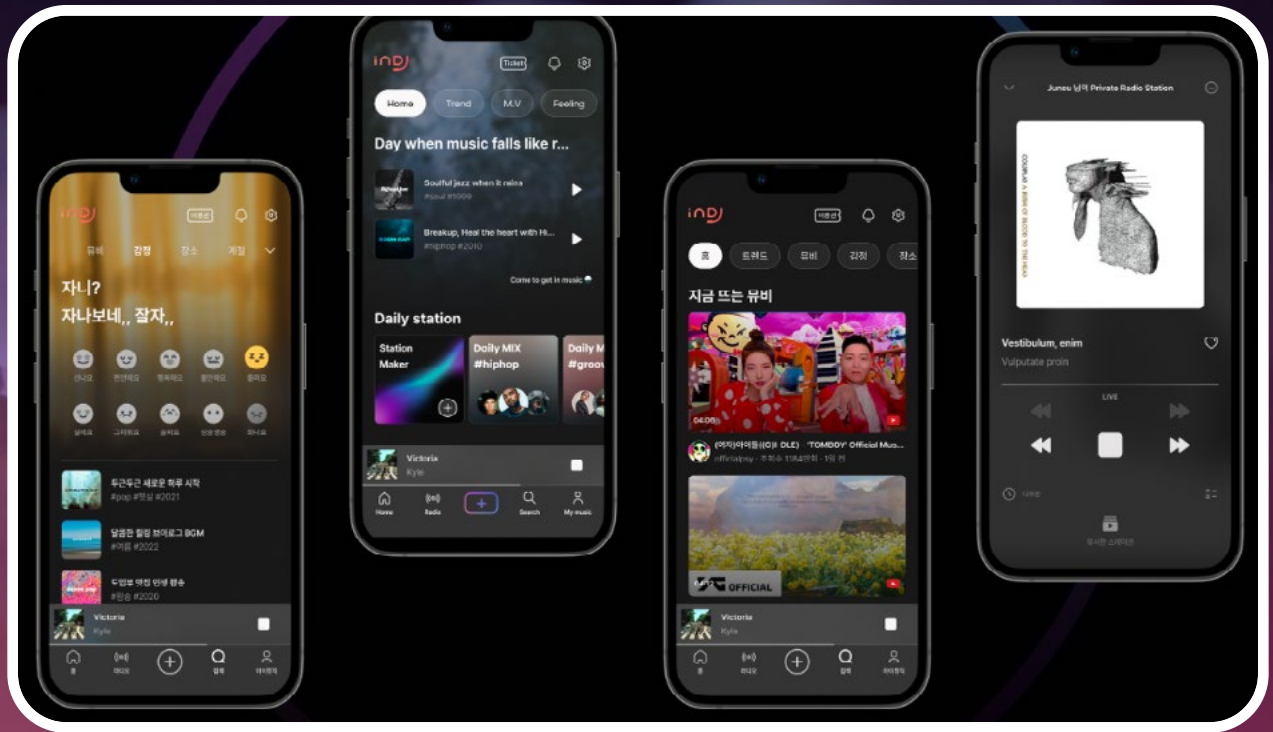
WHAT IT IS

This phone case integrates a physical keyboard with the iPhone, reminiscent of BlackBerry devices but tailored for iPhone functionalities. It attaches to the iPhone through a port connection, either Lightning or USB-C, thereby eliminating the need for Bluetooth pairing or additional charging. Notably, the Clicks Creator Keyboard includes iPhone-specific keys like the command key and an audio key, enhancing functionality and efficiency in navigating the phone and accessing features like Siri or dictation.

WHY IT MATTERS

This case addresses the needs of iPhone users who prefer the tactile feel of a physical keyboard over a digital touchscreen. It significantly expands the available screen real estate by replacing the on-screen keyboard, a crucial advantage for content creators who require more screen space for editing and drafting.

MSRP: \$139-\$159



INDJ APP

By inDJ

WHAT IT IS

The inDJ app offers a multi-modal approach to monitoring mental health. It uses data from smartphone sensors like the camera, microphone, and GPS to create a real-time hexagonal report of the user's emotional well-being. This app is designed to help users assess and track their emotional state, observe daily changes, and understand emotional patterns over time, using music as a therapeutic tool.

WHY IT MATTERS

This innovation is significant in the broader context of mental health awareness and self-care, offering a tech-driven solution for emotional well-being.

MSRP: N/A



KITBETTER PLATFORM

By MUZLIVE, Inc.

WHAT IT IS

The Muzlive KiTbetter platform is a transformative force in the music industry, adeptly bridging the gap between the tangible allure of physical media and the convenience of digital streaming. The KiT Album, embodying the “Keep In Touch” philosophy, not only facilitates a deeper emotional connection between artists and fans through music, videos, and photos but also pioneers a novel approach to fan community engagement. It presents a compelling alternative in the market, effectively capturing the essence of physical tangibility and digital convenience, thus heralding a new era of music distribution and fan interaction.

WHY IT MATTERS

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MSRP: \$17.99—\$34.99





WHSP RING

By Vtouch, Inc

WHAT IT IS

The WHSP RING redefines interaction with AI through a wearable ring, enabling voice commands without a wake word thanks to its proximity-based speech recognition. It smartly filters command voices from regular conversations, excelling in noisy environments and even understanding whispers, thus ensuring privacy and accuracy in AI communication.

WHY IT MATTERS

Traditional voice recognition devices often require clear, loud commands and wake words to function, which isn't always practical or discreet in everyday settings. WHSP RING introduces a solution by offering a wearable device that allows for private, accurate interactions with AI, even in challenging environments.

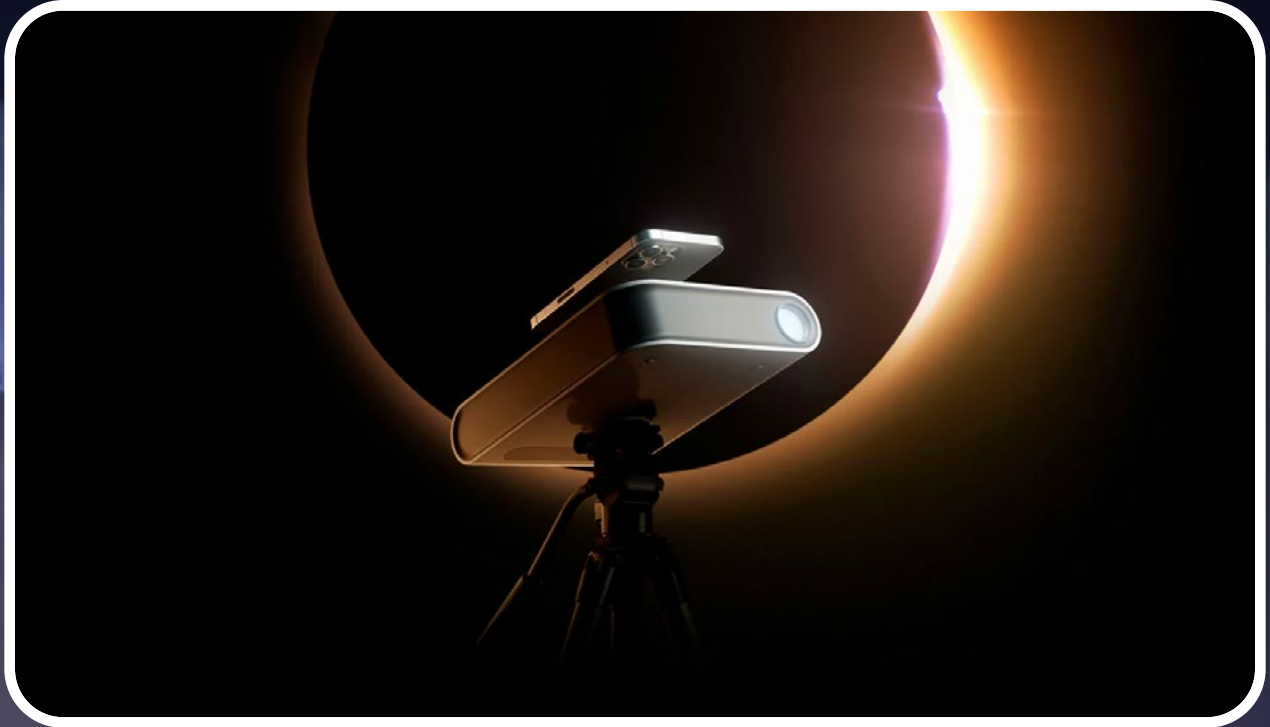
MSRP: TBD



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PHOTOGRAPHY & VIDEO

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HESTIA

By VAONIS

WHAT IT IS

The Hestia telescope by Vaonis represents an innovative integration of smartphone technology with astronomical exploration. Designed to simplify the process of stargazing, this device connects with a smartphone app called Gravity, enabling users to observe celestial phenomena easily. Hestia offers a novel solution for enthusiasts looking to delve into the cosmos without the complexity of traditional telescopes.

WHY IT MATTERS

This innovation significantly benefits the architecture, construction, and design sectors by simplifying 3D model creation, enhancing project efficiency, and increasing demand for accurate, real-time spatial data. With its handheld laser scanning technology, it represents a major step forward in making spatial analysis and digital twin creation more accessible and user-friendly.

MSRP: \$149-\$299



LEICA BLK2GO PULSE

By Hexagon

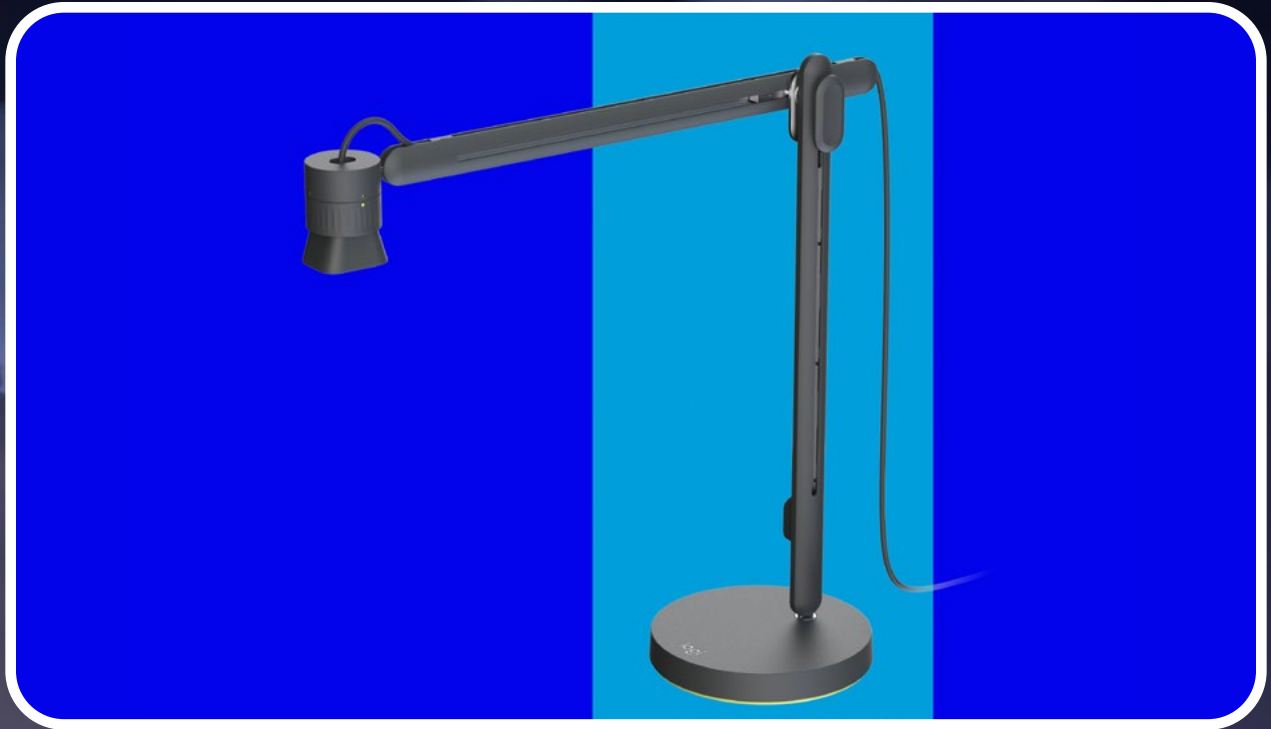
WHAT IT IS

The Leica BLK2GO PULSE revolutionizes reality capture with its handheld laser scanning technology, enabling first-person perspective captures through seamless integration with smartphones. This device, powered by Hexagon's advanced PULSE and GrandSLAM technologies alongside Sony's dual Time-of-Flight LiDAR sensors, offers unprecedented ease and efficiency in generating colored point clouds instantly, marking a significant leap in field scanning capabilities.

WHY IT MATTERS

It simplifies reality capture and offers professionals in various fields a powerful tool for on-the-go 3D scanning and data collection.

MSRP: Starting At \$38,400



REACH

By Logitech

WHAT IT IS

The Logitech Reach revolutionizes content creation with its integration of the StreamCam, offering 360° movement and precise adjustments for dynamic shooting angles. Its user-centric design ensures seamless operation, high-definition video quality, and exceptional focus, making it ideal for educators, presenters, and digital creators seeking to elevate their interactive presentations and creative projects.

WHY IT MATTERS

Integrating the Logitech StreamCam, it offers 360° movement and precise adjustments, enabling dynamic shooting angles and fostering an interactive engagement with viewers. Its design prioritizes user-centric operation, high-definition video quality, and exceptional focus, catering to the evolving needs of digital content creation.

MSRP: \$399.00



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SMART HOME

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CORDLESS TRANSPARENT COOKER

By Graphene Square

WHAT IT IS

The Cordless Transparent Graphene Cooker by Graphene Square marks a groundbreaking shift in cooking technology with its energy-efficient design and use of graphene for mid-IR radiation heating. This innovation promises to usher in a new era of ecofriendly heating technology, moving away from traditional coil heaters to a more sustainable solution.

WHY IT MATTERS

In a time when the call for sustainability rings louder than ever, the debut of the Cordless Transparent Graphene Cooker is a beacon of innovation. As the inaugural appliance to harness graphene for cooking, it sets a precedent for the future of eco-conscious technology in home appliances. This marks a significant stride towards melding sustainability with contemporary living, heralding a new chapter in kitchen technology.

MSRP: TBD



HOME BREWER

By ExoBrew

WHAT IT IS

ExoBrew's Home Brewer revolutionizes home brewing by consolidating the entire brewing process into a single, efficient vessel—from boiling to serving. Offering access to over 12,000 recipes, it caters to a wide array of tastes, including classic ales and innovative brews. Its temperature-controlled keg and smartphone app integration ensure optimal brewing conditions and convenience, redefining the home brewing experience with space efficiency and technological sophistication.

WHY IT MATTERS

The significance of the ExoBrew Home Brewer lies in its potential to democratize the art of brewing, making it accessible to novices and seasoned brewers alike. Its comprehensive, user-friendly design encourages more individuals to explore home brewing, fostering a deeper appreciation for craft beer culture. As the craft beer movement continues to grow, tools like the ExoBrew Home Brewer play a critical role in supporting this evolution, enabling a wider audience to participate in and contribute to the diversity of the beer landscape.

MSRP: \$999-\$1628



INDOOR SMART SMOKER

By GE

WHAT IT IS

The GE Profile Smart Indoor Smoker is an innovative kitchen appliance that allows indoor smoking of meats and vegetables using real-wood pellets. It features an Active Smoke Filtration system, converting smoke into warm air, and offers preset smoking functions, adjustable smoke settings, and a built-in temperature probe. The smoker is controlled via a smartphone app, making it convenient and easy to use.

WHY IT MATTERS

For individuals leading busy, mobile lifestyles, the Willcook introduces a novel solution to enjoying hot meals, further blurring the lines between technology, fashion, and environmental consciousness. Hailed as the world's first portable fabric microwave bag, it represents a significant leap in the convenience and functionality of on-the-go meal preparation.

MSRP: \$999



PERFECTA

By Seergrills

WHAT IT IS

The Perfecta by Seergrills is a novel kitchen appliance that combines the functionalities of a toaster, oven, and grill. It's designed to cook meats like steak, chicken, and fish vertically using AI-controlled infrared burners. This innovative grill promises even heating from both sides, quick cooking that seals in juices, and requires no flipping. It can reach temperatures over 1,000 degrees Fahrenheit and cook thick steaks and chops in under two minutes. Additionally, it offers versatility by allowing users to cook pizzas with a removable middle cage.

WHY IT MATTERS

It exemplifies the integration of AI technology in kitchen appliances, revolutionizing traditional cooking methods. This grill also highlights a trend towards multi-functional appliances that save time and kitchen space, appealing to modern lifestyles where convenience and quality are paramount.

MSRP: \$3,500



PORTABLE OVEN BAG

By Willcook

WHAT IT IS

Willcook is the world's first portable fabric microwave bag, controllable via smartphone. It's remarkably lightweight, totaling less than 300g, including a special battery with Bluetooth functionality. This device can reach temperatures up to 90 degrees Celsius in 10 minutes and 130 degrees Celsius in 20 minutes. It operates without fire and does not emit carbon dioxide. Additionally, its fabric can be changed, allowing it to double as a fashionable bag.

WHY IT MATTERS

For individuals leading busy, mobile lifestyles, the Willcook introduces a novel solution to enjoying hot meals, further blurring the lines between technology, fashion, and environmental consciousness. Hailed as the world's first portable fabric microwave bag, it represents a significant leap in the convenience and functionality of on-the-go meal preparation.

MSRP: \$200



SEVVY SMART COOKER

By Sevvly B.V.

WHAT IT IS

The Sevvly Smart Cooker leverages patented technologies for rapid, low-temperature cooking that retains more nutrients and requires less salt, sugar, and no fats, offering healthier meals. It boasts energy savings of up to 90% and reduces food waste by preventing under or overcooking. This innovation aligns with global trends towards sustainable, healthy eating, revolutionizing food preparation efficiency and nutritional quality.

WHY IT MATTERS

By addressing key concerns such as nutrient retention, energy savings, and food waste reduction, the Sevvly Smart Cooker aligns with current consumer preferences and global trends in health, sustainability, and efficient living.

MSRP: TBD



SMART BUILT-IN DISHWASHER

By HiSense

WHAT IT IS

This HiSense dishwasher will be the first liquid detergent autodosing dishwasher in the US market. Users can load their dishes, choose a program, and have detergent automatically expelled for up to one month for convenient, simple, and hassle-free cleanup. Just click the start button and go. The large capacity and flexible loading options can accommodate up to 15 place settings. Equipped with an inverter motor, the Energy Star Most Efficient caliber dishwasher runs at 40 dBA, powerfully silent for peace at home.

WHY IT MATTERS

Its capacity to handle up to 15 place settings, alongside flexible loading, addresses the efficiency needs of modern homes. Coupled with its silent operation at 40 dBA and Energy Star's Most Efficient rating, this dishwasher represents a leap forward in combining user convenience with energy efficiency, reflecting the growing trend towards smart, sustainable household appliances.

MSRP: TBD



SMART CLEANING ROBOT

By Matic

WHAT IT IS

The Smart Cleaning Robot offers a sophisticated, versatile cleaning solution that blends automation with user-friendly interaction, enhancing the efficiency and convenience of home maintenance.

WHY IT MATTERS

Its intuitive control options and quiet efficiency, combined with a self-cleaning filtration system, highlight its role as an innovative smart cleaning solution. Despite limitations in low-clearance spaces, Matic's design and functionality underscore the move towards more automated and convenient household chores, aligning with the trend towards smarter home environments.

MSRP: \$1,795



WATERCUBE

By Genesis Systems

WHAT IT IS

The Genesis WaterCube emerges as a revolutionary innovation in water sustainability technology, marking a significant advancement in the approach to addressing global water scarcity. This IoT-enabled appliance is capable of generating fresh water from air, suitable for both home and office use. Leveraging renewable water-from-air technology, the WaterCube can sustainably produce over 100 gallons of fresh water daily. Its development showcases a pivotal shift towards sustainable water consumption practices.

WHY IT MATTERS

The WaterCube has the potential to transform access to fresh water, aligning with global efforts to tackle environmental challenges through innovative solutions. This system introduces a sustainable and innovative solution to the global crisis of water scarcity, sourcing drinking water directly from the atmosphere.

MSRP: \$19,995



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SUSTAINABILITY

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AI ECO-ROBOT

By ECOPEACE

WHAT IT IS

The ECOPEACE AI ECO-ROBOT is a pioneering solution in environmental technology, designed to combat the pressing issue of green algae in water bodies. It not only efficiently clears algae but also possesses predictive abilities to prevent algal blooms from becoming ecological crises. This proactive approach safeguards aquatic life and human health, marking a significant leap forward in preserving water quality and offering an eco-friendly alternative to traditional, labor-intensive algae removal methods.

WHY IT MATTERS

The robot's ability to predict and preemptively address potential algal blooms is crucial in preventing ecological disasters, thereby protecting aquatic life and human health from the detrimental effects of algae overgrowth.

MSRP: TBD



AIRFARM

By Midbar Co. Ltd.

WHAT IT IS

AirFarm introduces the world's first inflatable farm, designed for food production in any setting. This innovative farm, lightweight and devoid of heavy steel frames, extracts moisture from the air for water, drastically reducing water usage compared to traditional and vertical farming. It's easy to set up and ideal for various locations, including remote or disaster-hit areas. AirFarm's flexibility and deflatable design also make it a potential solution for food security challenges in diverse environments, including space.

WHY IT MATTERS

AirFarm is sustainable, efficient, and provides flexible food production methods. Traditional farming methods are resource-intensive, requiring vast amounts of water and space, and are often geographically bound. AirFarm revolutionizes this by introducing an inflatable farm that drastically reduces water use, is lightweight, and can be set up anywhere, including indoors or in traditionally inhospitable environments.

MSRP: N/A



DELTA PRO ULTRA

By EcoFlow

WHAT IT IS

The EcoFlow Delta Pro Ultra is an advanced residential power backup system, ideal for extended outages and daily use, and can power an entire home. It offers a scalable battery capacity from 6kWh to 90kWh, ensuring over 30 days of essential backup for standard households. The Delta Pro Ultra also features diverse charging options, including solar, grid, gas generators, and EV charging, backed by a sophisticated battery management system and cooling technology for efficiency and durability, all supported by a 5-year warranty.

WHY IT MATTERS

The integration with solar power reflects a shift towards renewable energy, aligning with global carbon reduction efforts. Additionally, its adaptability across various charging methods and robust design for extreme conditions make it a versatile, future-proof solution. This advanced power backup system meets the growing demand for efficient, eco-friendly, and dependable home energy management, highlighting its significance in the contemporary energy landscape.

MSRP: \$5,799



ECOIST

By Green Whale Global

WHAT IT IS

Green Whale Global's Ecoist offers a sustainable solution to the plastic waste problem by introducing bio-degradable plastic pellets. These pellets are designed as a direct substitute for traditional plastics in production lines, being cost-effective, scalable, and closely resembling conventional plastics. Ecoist addresses the critical environmental issue of plastic pollution, with less than 9 percent of plastics currently being recycled globally.

WHY IT MATTERS

These cost-effective and scalable pellets are designed to fit seamlessly into existing production lines while mimicking conventional plastic properties. Given the global challenge of recycling less than 9 percent of plastics, Ecoist's innovation is crucial for reducing environmental impact and advancing towards more sustainable manufacturing practices."

MSRP: N/A



ERGOFLIP ECOSMART MOUSE

By Targus

WHAT IT IS

The ErgoFlip EcoSmart Mouse by Targus merges ergonomic design with eco-friendliness, featuring a twistable top for ambidextrous use. Crafted from 85% post-consumer recycled plastic, it boasts energy-efficient Bluetooth Low Energy 5.0, a 4000 DPI optical sensor for precision, and can connect with three devices. With Targus' DefenseGuard™ for antimicrobial protection, it represents a sustainable choice in Targus' EcoSmart range.

WHY IT MATTERS

As a versatile and eco-friendly alternative to petroleum-based plastics, Ecoist's biodegradable pellets can be customized for different types of plastic production, making them a practical choice for manufacturers aiming to reduce environmental impact and transition towards sustainable practices. As consumers increasingly prioritize eco-friendly products, this mouse, made from post-consumer recycled plastic and featuring energy-saving technology, aligns with the growing demand for sustainable tech accessories.

MSRP: \$59.99



SK WONDERLAND

By SK Group

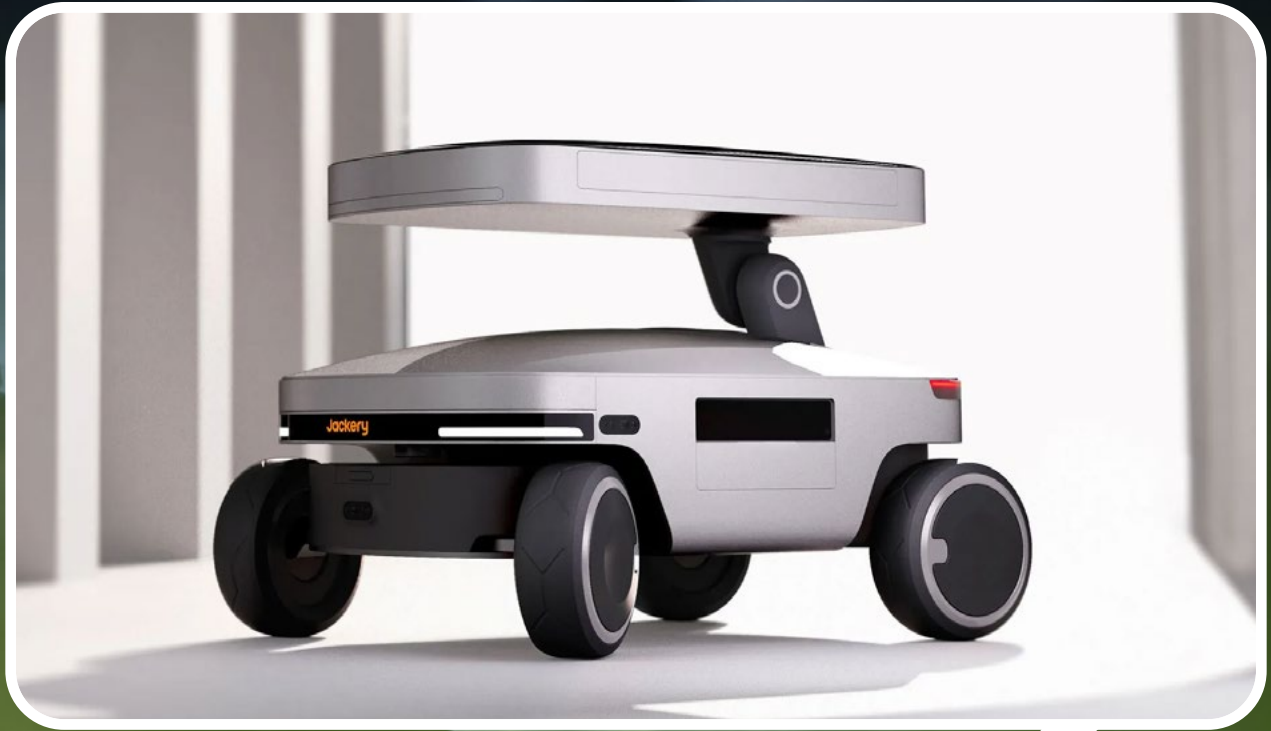
WHAT IT IS

SK Group showcased SK Wonderland, an exhibit highlighting their AI and carbon reduction technologies, Building a Net Zero world for a sustainable tomorrow. The display included a magic carpet ride with an AI processor, an AI Fortune Teller using advanced memory technologies, a fully electric Dancing Car, a Clean Energy Train powered by hydrogen, and the Rainbow Tube demonstrating plastic waste conversion into fuel. These innovations reflect SK Group's commitment to applying technology for a smarter, greener world. This showcase was not just about individual products but rather a demonstration of the company's comprehensive capabilities and commitment to innovation.

WHY IT MATTERS

The variety of technologies displayed, from AI processors to clean energy solutions, highlighted SK's role in leading technological advancements and addressing environmental challenges. By presenting these innovations in a captivating manner, SK Group effectively positioned itself as a key player in the global effort towards a more sustainable and technologically advanced future. This exhibit served as a powerful statement of SK's vision and capabilities in shaping a smarter and greener world.

MSRP: N/A



SOLAR MARS BOT

By Jackery Inc.

WHAT IT IS

The Jackery Solar Mars Bot is an innovative solar generator that marks a new era in renewable energy solutions. This intelligent robot, designed for off-grid outdoor use and home emergency power backup, features autonomous navigation and sun-tracking capabilities to optimize solar energy collection. The Solar Mars Bot has an Automatic Sunflower Solar Tracker system, allowing it to navigate intelligently toward the best light conditions for photovoltaic power generation. Its foldable photovoltaic panels, compact and highly efficient when expanded, demonstrate a 25% max solar conversion efficiency.

WHY IT MATTERS

The Jackery Solar Mars Bot aligns with the glowing global focus on sustainable living and energy independence. As such, it is a crucial development in the transition towards clean energy sources.

MSRP: TBD



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VEHICLES

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EVTOL

By Hyundai

WHAT IT IS

The Hyundai S-A1 eVTOL aircraft aims to fly passengers around in a ride-hailing service system: much like an Uber or Lyft. S-A1 will hold up to four passengers and one pilot. Once autonomous flying capabilities are approved and installed, there will be no need for a pilot to operate the vehicle.

WHY IT MATTERS

This innovation could greatly reduce urban traffic congestion, offer faster commuting options, and pave the way for more efficient, environmentally friendly, and accessible city transportation in the future.

MSRP: TBD



HELIX

By Pivotal

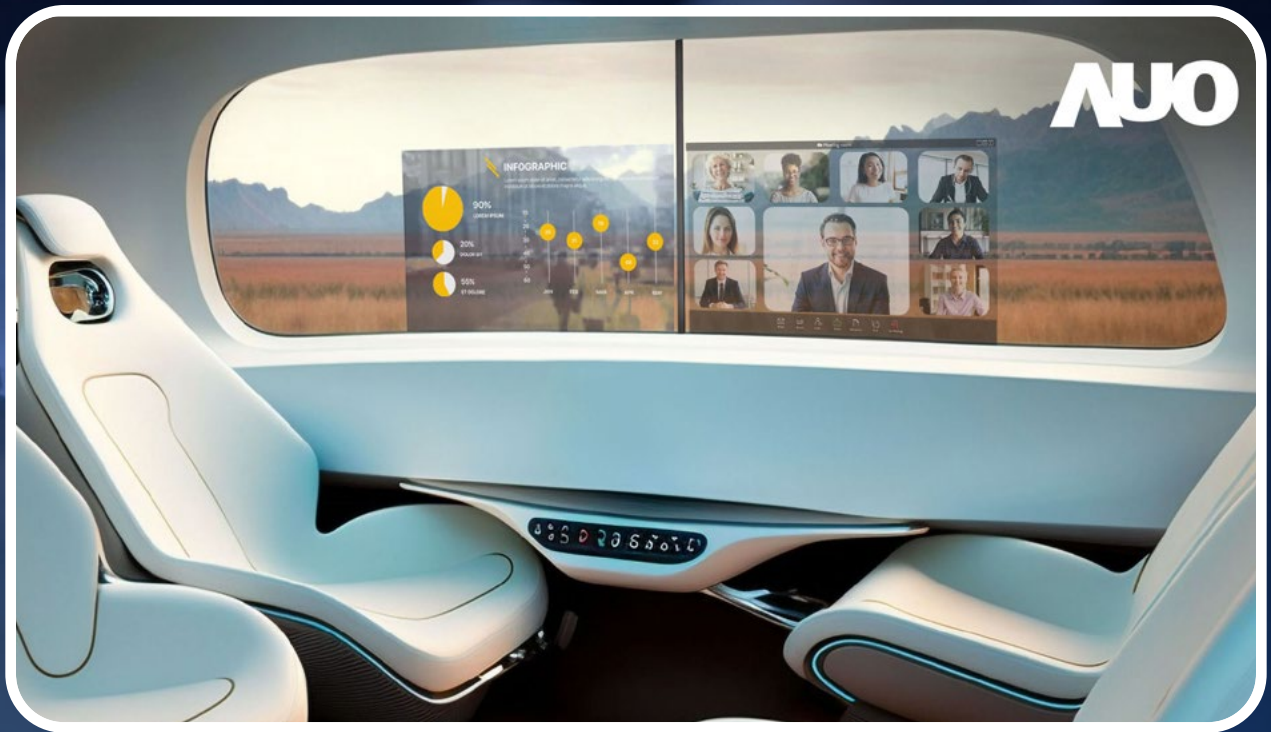
WHAT IT IS

The Pivotal Helix represents a leap forward in electric personal aircraft, building on the legacy of the BlackFly with its wider production scope. It integrates cutting-edge technology, including the Intel® Core™ Ultra Processor and ARC™ graphics, to cater to creative professionals. The Helix is engineered with a HyperFlow cooling system, flexible RAID configurations, and a significant 53Wh battery. Its innovation extends to portable RAID storage, Thunderbolt™ 3 connectivity, and extensive drive bays, making it a dynamic tool for various applications.

WHY IT MATTERS

Its lightweight, efficient design and easy assembly make it accessible and appealing to a broader customer base. The Helix's innovation in electric flight technology signals a pivotal shift in transportation, potentially reshaping how we think about personal mobility and aviation.

MSRP: \$190,000 (base)



INTERACTIVE TRANSPARENT WINDOW

By AUO Corporation

WHAT IT IS

The AUO Interactive Transparent Window creates an amazing visual experience in the cockpit by seamlessly integrating transparent displays into side windows and controllers. This window fulfills a range of needs, from basic entertainment functions and online meetings to interactive AR/MR experiences, extending beyond the cabin environment. Additionally, the window proactively enhances safety by issuing warnings to passengers when they tend to open the door without noticing approaching vehicles, leveraging connectivity with side mirror cameras. With the Interactive Transparent Window, vehicles evolve from conventional transportation to all-around third living spaces, enhancing the aspects of entertainment and safety.

WHY IT MATTERS

This innovative window integrates transparent displays into vehicle side windows and controllers, transforming the conventional car window into a multifunctional, interactive panel. More than just an entertainment upgrade, this window significantly contributes to passenger safety. By connecting with side mirror cameras, it provides vital warnings to passengers, alerting them of approaching vehicles and preventing potential accidents when opening doors.

MSRP: N/A



MBUX SOUND DRIVE

By Mercedes-AMG

WHAT IT IS

This collaboration between will.i.am and Mercedes-AMG, the MBUX Sound Drive system represents an innovative fusion of technology and automotive design, aiming to transform the driving experience through music. By leveraging advanced software and sensors, this system converts driving dynamics such as acceleration, steering, and braking into musical expressions, allowing drivers to 'compose' music in real time. The partnership showcases a novel approach to car audio systems and signals an ambition to develop an open music platform, inviting contributions from developers, artists, and innovators.

WHY IT MATTERS

It transforms driving into an act of musical creation, thereby redefining the role of vehicles in our digital and creative lives. Its potential evolution into an open music platform signals a shift towards more interactive and personalized entertainment within vehicles, underscoring the importance of blending technology, creativity, and mobility for future cultural and experiential landscapes.

MSRP: Varies by car



MOTOCOMPACTO

By Honda

WHAT IT IS

The Honda Motocompacto introduces a sleek, foldable, all-electric scooter tailored for urban commuting. Emphasizing eco-friendly travel, it merges style with practicality, offering a 15 mph top speed and a 12-mile range on a single charge. Designed for convenience and comfort, it features amenities like a cushy seat and secure foot pegs, alongside a digital dashboard and a smartphone app for customizable settings, making it an innovative solution for reducing urban carbon footprints.

WHY IT MATTERS

It offers a smart, eco-friendly, and enjoyable way to get around the city. Its introduction is a promising step towards more sustainable urban ecosystems and a testament to how technology can be harnessed to improve our daily lives.

MSRP: \$995



SQUAD

By Squad Mobility

WHAT IT IS

Squad Mobility's Solar City car, SQUAD offers an innovative approach to urban transportation. It's a solar-powered vehicle that provides the flexibility of a car without relying on traditional fuels or charging outlets. With a battery offering up to 62 miles on a full charge, SQUAD is enhanced by a solar panel that adds significant range, especially in sunny areas. This vehicle represents a shift towards sustainable, cost-effective urban mobility solutions, appealing to a wide range of users. It's a practical choice for those looking for an eco-friendly transportation option in city environments.

WHY IT MATTERS

It exemplifies the shift towards greener, more efficient modes of transport, resonating with a growing global emphasis on sustainability. This approach could pave the way for broader adoption of solar-powered vehicles in urban settings.

MSRP: \$6,250



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VR + AR + METAVERSE

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GAUDIO JUST VOICE

By Gaudio Lab inc

WHAT IT IS

Just Voice eliminates ambient noise, guiding only your voice into a virtual world. Powered by cutting-edge noise removal and AI audio separation tech, it eliminates distractions hindering metaverse engagement. With the Sound Generative AI 'FALL-E', Gaudio Lab presents an even more realistic immersive experience, by adding environment-fitting sounds to vocals cleanly separated by AI. Furthermore, the Spatial Audio feature enhances immersive soundscapes, amplifying a realistic metaverse experience. From bustling streets to cheering stadiums, Just Voice ensures a natural transition into virtual realms.

WHY IT MATTERS

It's a game-changer for metaverse engagement, cutting through the chaos to deliver your voice, and only your voice, into digital realms. It also helps advance the reality of the metaverse by applying scenario-appropriate noises. Something to blend virtual and physical realities more seamlessly.

MSRP: N/A



IRUDA PLANET

By IRUDA PLANET Inc

WHAT IT IS

IRUDA PLANET introduces a revolutionary digital twin mirror world, leveraging real survey-based 3D GIS data to replicate entire cities accurately. This platform transcends conventional virtual environments by enabling users to explore live-action video-based simulations of real-world activities like shopping and traveling with unmatched realism. It represents a significant leap beyond traditional game-based metaverses, blending detailed real-world replication with interactive virtual experiences.

WHY IT MATTERS

It offers an innovative bridge between digital and physical realities, presenting a detailed, interactive mirror world that enhances virtual navigation and activities with unparalleled realism.

MSRP: N/A



NFTCAMERA

By B-square Lab

WHAT IT IS

NFTCamera is an app that captures and instantly secures photos in their original form on the blockchain. This prevents counterfeiting by providing instant proof of authenticity, combating forgery, and enabling clear ownership confirmation. NFTCamera bridges the gap between digital photography and blockchain, providing a seamless and user-friendly experience while revolutionizing data trustworthiness.

WHY IT MATTERS

NFTCamera is paving the way for a future where digital assets are treated with the same seriousness and legitimacy as physical ones, transforming how we create, share, and value digital imagery.

MSRP: TBD



ORGAN DONOR NFT CARD

By Galeon

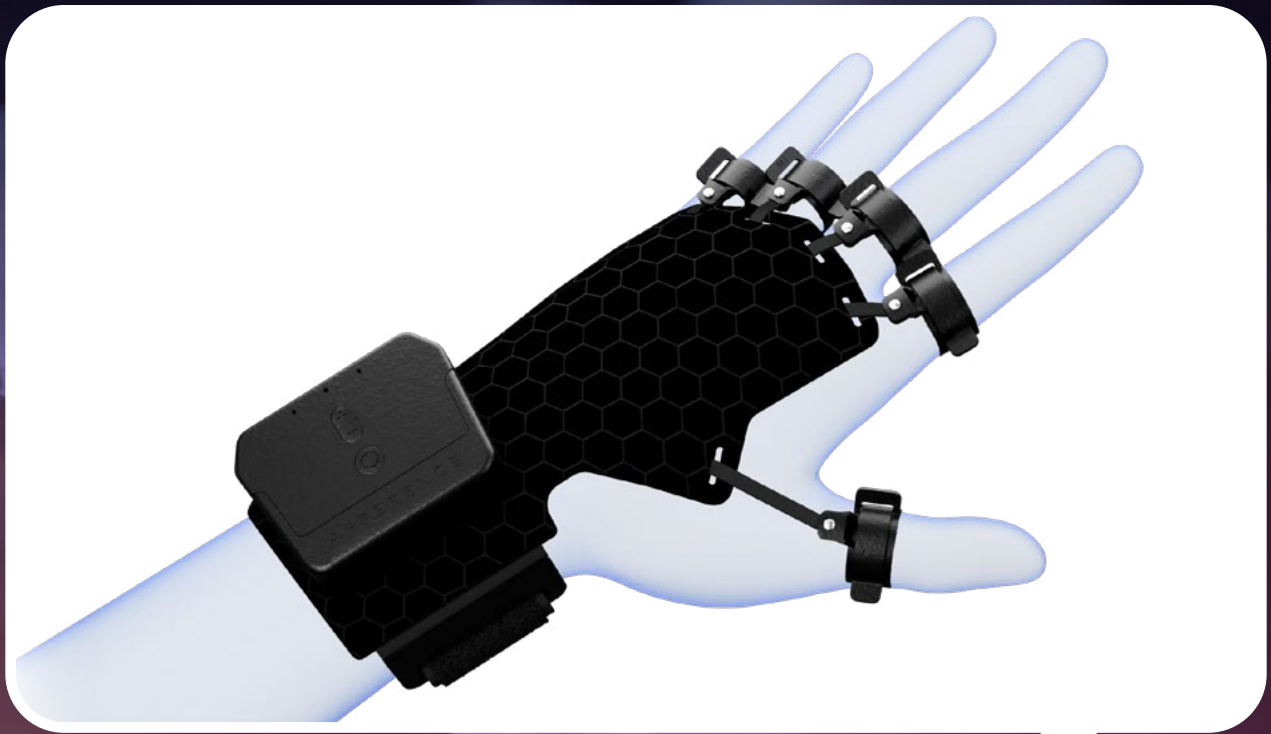
WHAT IT IS

The Galeon Organ Donor NFT Card marries cutting-edge blockchain technology with the vital healthcare sector of organ donation. Utilizing the concept of soulbound tokens, this innovative tool securely encodes an individual's commitment to organ donation onto the blockchain. This ensures the donor's decision is permanently recorded, safeguarding against any alterations. Integrating such technology into the organ donation represents a notable leap forward in how personal medical decisions are recorded and honored.

WHY IT MATTERS

By streamlining the donation process and providing a secure, immutable record of an individual's consent to donate, the Galeon Organ Donor NFT Card could significantly increase the number of available organs for transplantation. This not only has the potential to save lives but also to instill a greater level of trust in the donation process, encouraging more people to consider organ donation.

MSRP: TBD



THE PHANTOM

By Afference

WHAT IT IS

The Afference Phantom is a unique wearable neural interface that creates tactile sensations in the fingers during digital interactions. Utilizing neural stimulation, this device enables users to feel artificial touch, enhancing the immersive experience in digital realms. It's designed with self-adjusting rings for customized sensation, a high-density neural stimulator for precise feedback, and a lightweight harness for seamless physical and digital interaction.

WHY IT MATTERS

The ability to feel textures, shapes, and movements in digital spaces can transform various industries, including gaming, education, healthcare, and remote work, by providing a more engaging and interactive user experience. Moreover, the Afference Phantom's development reflects the growing trend towards blending the physical and digital worlds, promising to redefine our interaction with technology and expand the boundaries of digital innovation.

MSRP: TBD

ADDITIONAL SOURCES



Forbes

Inc.

Mashable

medgadget

MOTORTREND

Popular
Mechanics

TC TechCrunch

THE VERGE

Washington Post

THE WALL STREET JOURNAL

TIME

WIRED

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Thanks for reading!
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