



# CES 2012

## Mindshare Conference Review

By Ricky Chopra



*What happened in Vegas hasn't stayed in Vegas!*

This year's Consumer Electronics Show in Las Vegas attracted over 150,000 industry professionals, eager to see what over 2,700 technology companies had to offer.

So if you were not at the show this year, here's a quick overview.

Mindshare were able to obtain three very unique perspectives on this year's Consumer Electronics Show.

Irwin Gottleib, the global CEO of GroupM, provided the first of these unique perspectives. Irwin led Mindshare's staff and attending clients through a fascinating floor tour, complete with commentary on all key highlights of the show. His unique perspective provided a deep and uncanny knowledge of the devices with a long history of media expertise.

The second perspective came from CNET's editor Brian Cooley, who gave Mindshare a sneak peak at this year's best 'Best in Show' nominees. We were privileged to have this private viewing, and a truly unique opportunity to engage with Brian. He provided us with a fascinating take on why technologies win or lose in this fast developing device landscape.

The third perspective came from a 'Made-for-Mindshare' breakfast with over 50 of the industry's top bloggers.

This provided us with a rare opportunity to engage with key opinion makers from sites such as Federated Media, Venture Beat, The Next Web, Cult of Mac, The Wire Cutter, and Anandtech.

Bloggers are vital in our digital world. The overwhelming amount of information available online has created a demand for content curators. These bloggers filter a huge amount of content and provide a unique perspective on the digital landscape.

We were able to probe the bloggers on many relevant topics. Several key themes emerged.

One primary theme was the importance of mobile and in particular the current race between various operating systems, including the new Windows OS. Controversially, the opinion in the room was that Metro might be a strong contender to challenge the well-established players.

Another key theme was the continued

raging debate over apps vs. the Web. The consensus seems to be that brands need to provide the information their customer's desire via any and all devices consumers are using. Currently the best way to do this is via Web Standards technologies. The game changer is how do you alert consumers to the fact there is new content. Windows looked to have solved this with their Metro Tiles.

Similar to last year the connected house continues to be the most hotly contested area. However, with multiple companies fighting for consumer attention arguably those that can deliver an integrated and connected ecosystem will prevail. In fact, much of the conference's rumour mill was fixated on a brand notably absent in Vegas: Apple.

However, even with Apple there's plenty of opportunity, and with prices going down and the range of compelling connected devices going up look for greater consumer adoption.

# The Smart TV Wars



It was clear that the big story of this year's show was IP-enabled TV, which enables consumers to access online content and services (YouTube, Netflix) via their TV.

Apple, Google TV, and Xbox were some of the first to give us a glimpse of the future, now it seems all the manufacturers have jumped on the bandwagon.

Samsung and Panasonic have decided to build their own ecosystems, while Sony and LG have chosen to license Google TV.

Personally I thought the Panasonic Viera Connect platform was very impressive. Panasonic had the most intuitive control device, a small Finger Mouse. In addition Viera Connect can also be controlled by any Android and

iOS device, very cool.

For me though the best in class was LG. Their 3D TV's were packed with features. The ability to play multiplayer games without having to split the screen was a pretty nifty trick.

Surprisingly many of the Smart TV platforms did not cater for advertisers. In fact Samsung were the only company to feature paid advertising on their "home page" / EPG.

Samsung's platform features two advertising placements. Just like display advertising these can be clicked on, and can drive consumers to hosted apps or optimized web pages.

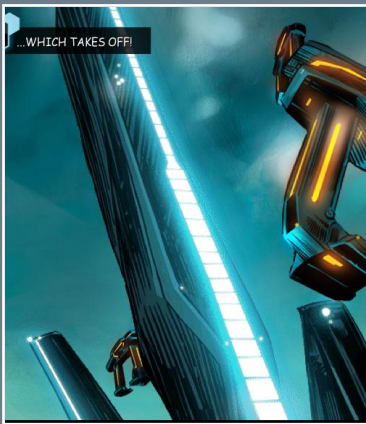
I met with at Samsung and LG and they both said they would be happy to work with early adopters to show off

the potential of their new advertising platform.

Whist at CES I meet with Google, and talked to their TV development team about advertising opportunities. It was clear they had not yet considered rich media advertising to be a key feature of their TV platform. Currently, it looks like paid search will remain as the only way to reach consumers on the Google TV platform. However, I think this restriction will be rectified in a subsequent version.

All the manufacturers I spoke to assured me that Web Standards technology would work with their platforms. So my advice is to build your entire web content in HTML5, CSS3 and Java.

## BEAUTIFUL WEB HTML 5 SHOWCASE



Tron  
[disneydigitalbooks.go.com/tron/](http://disneydigitalbooks.go.com/tron/)



KEXP FM  
[kexparchive.org/](http://kexparchive.org/)



Never Mind The Bullets  
[nevermindthebullets.com](http://nevermindthebullets.com)

# Microsoft Pinning Their Hopes

Being a lover of all things Apple, I was quite skeptical about Microsoft's new operating system. However, having visited their stand and meeting with their head of development I have to admit that it's very impressive.

Windows 8, also known as Metro, is a tile based operating system, which you may have seen on Windows Phone 7 and Xbox. Windows have done away with the task bar and now all your applications, favorite Web sites and content are displayed as tiles on your desktop.

What is really stand out about Metro is when you add a Web site to your tile, (pinning) the tile notifies you when the content is updated and the latest news can be displayed within the tile. This represents a potential opportunity for brands, as the act of pinning will ensure

consumers stay engaged with your content.

Another key development is Windows Explorer 9, which maximizes the potential of standards based web development. Microsoft were keen to show off a few HTML5 Web sites in which they had been involved; the Tron and KEXP sites were quite possibly the best thing I have seen built in HTML5.

What makes Web Standard technology so important for our industry is that sites built using them will work on nearly all connected devices. In addition they can be packaged up as Apps for Android, iOS and Rim. This will save us time and money, and also ensures a seamless experience for the consumer.

Just before leaving the Microsoft stand the Kinetic team told me that their new SDK release will let developers build Kinetic applications for PCs. This provides an interesting, innovative opportunity for brands to leverage the technology.





## Connected Cars

Ford, Audi, Kia, Mercedes and Dodge were keen to show off their new connected cars. These are cars with tablet PCs mounted in the dash.

The most impressive system was in the Dodge STR, which featured a fuel comparison app, that helps you find the cheapest fuel prices in your local area.



## Cars are about to get smart, so what will this mean for advertisers?

We spend on average eight years of our life in our cars, and up until now the only way to reach consumers in their cars was via radio and billboards.


Connected cars can provide us with new innovative ways to reach consumers. The most exciting area is the new range of apps built for cars. I spoke to the Fords Sync services team about their Sync Apps. They told me they were keen to work with third parties to develop apps for their new cars.

Branded apps for drivers and their passengers is an exciting proposition for advertisers if it delivers some relevant need for consumers. Potential apps could include forecourt finders for fuel brands or geo-location games for kids from confectionary brands. .

At present head units are only being mounted in the dashboards, and for safety reasons animations and video content is suspended during motion. However I spoke to Dodge and they told me they were planning to install units in the back seats for the kids.

Personally I think we are quite a few years away from this being mass market. However luxury brands may want to explore niche opportunities for specific audiences.



INDUSTRY GOSSIP	APPLE	MICROSOFT	GOOGLE	YAHOO
	<p>Apple were not at this year's CES, however the word on the grapevine is they will launch the iPad 3 this March to celebrate Steve Jobs Birthday.</p>	<p>Lots of speculation that Microsoft may not be returning to CES next year. If true this is a major blow for CES as they had one of the best stands this year.</p>	<p>I was shown a brand new prototype of Google Goggles with video recognition, which could detect popular TV shows.</p>	<p>Yahoo have signed a deal with Tom Hanks to feature in six Web-only shows to air on Yahoo this year.</p>

# COOL AND SMART

LG's new fridge is so well connected, I should have asked it to get me on the guest list for last night's party!

You may be thinking why do I need a connected fridge? That's what I thought when I was first introduced to this product at CES.

But after being shown what it can do, I was very impressed. LG have just given the consumer electronics world a master class in connected technology.

This thing is so smart I will now refer to it as HAL (The name of the computer in 2001 A Space Odyssey). Like HAL this fridge knows exactly what's inside its huge body by scanning your shopping receipts.

It knows what the expiry dates are for your food, and can even order popular items when your supplies have run out.

You can access this data on the move via your mobile, which is very useful if you are at the shops and not sure what you have to cook that evening. You can also access this information through your Smart TV.

HAL is also able to recommend power saving modes based on the current contents. This is done using LG's SmartThin Q technology, which allows you to control any device in your home from the cloud.

Many interesting opportunities for food and beverage brands!



## Intel Get Their Toys Out

### Split Screens

Intel demoed a Laptop with a tablet style touch panel built in. Now you can play Angry Birds in the office without anyone noticing (not that I would ever do that!)



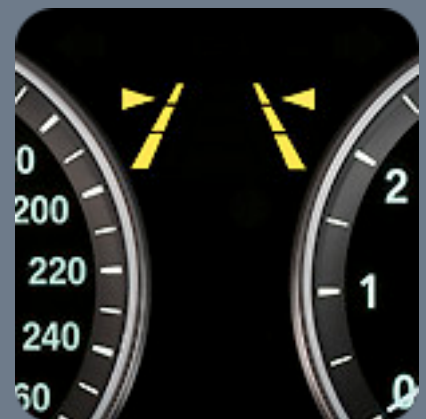
### Paint By Numbers

I have seen digital pens before, but never a digital paint brush. When used with ArtRange Pro this nifty brush will enable you to become a great master, or not in my case.



### Home Jeeves

Can't afford a chauffeur, don't worry Intel will drive you home. Their Driver Assistance can spot obstacles in the road and take control of your car if it thinks your driving is not up to scratch.



# Apple No Show

Apple didn't have a booth at this year's Consumer Electronics Show, but many of its employees were scouting the competition on the show floor.

The Cupertino, CA-based company had more than 250 employees registered for attendance at CES, including vice president Greg Joswiak, according to PaidContent's Tom Krazit. Joswiak had his name badge cleverly hidden to avoid being spotted as he checked out the products and presentations of competitors.

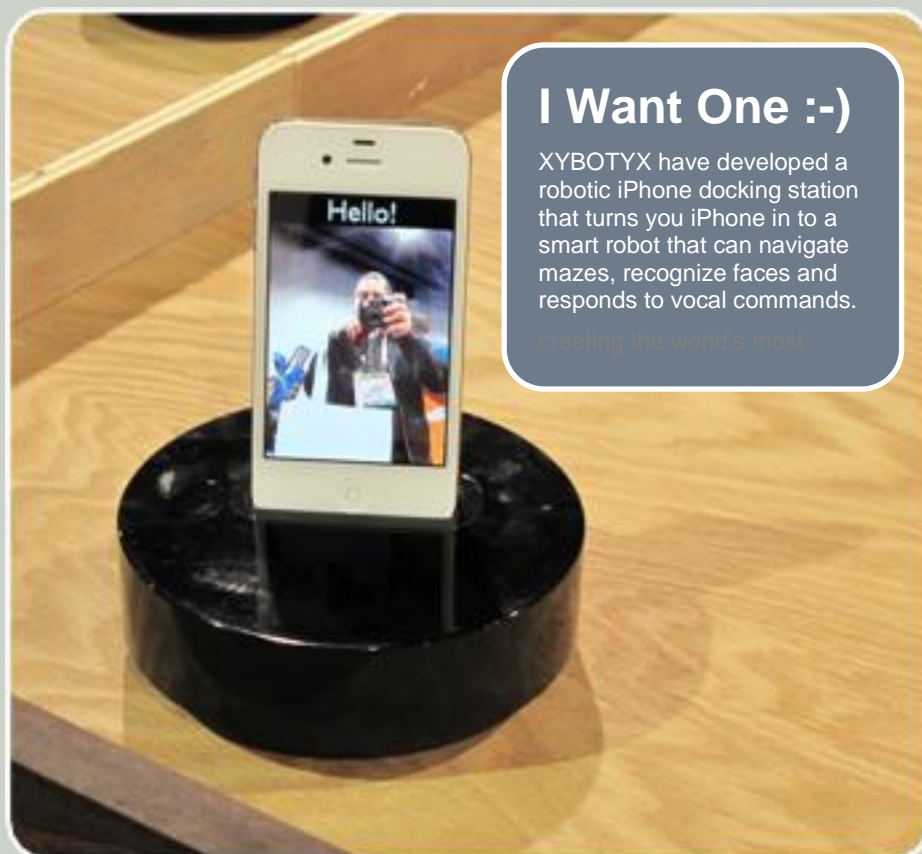
Although Apple was not presenting at CES, the company is keeping its finger on the pulse of what is going on at the show. Many of the companies making waves at this year's CES are taking aim at Apple and its products. Smartphones, tablets and laptops featuring ultra-slim designs similar to the MacBook Air are all being introduced as alternatives to some of the company's trademark devices.

Apple is likely scoping out designs and features of many of these products, looking for devices that are potential threats to its business or even infringe on the company's patents.

With a more robust Apple TV rumored on the horizon, Apple may be closely monitoring televisions, as many companies unveil their new technology during the show. Vizio showed off super widescreen sets that feature a 21:9 viewing ratio, Samsung lifted the curtain on new Super OLED models and 4K technologies were also present at the show.

Many analysts believe Apple could jump into the TV market as early as this year, making what other companies are doing with new TV sets an area of particular interest.

The Cupertino-based company's stealth presence at the show serves as a message to the rest of the tech world: Apple isn't making a splash at CES, but that doesn't mean it's sitting on its hands.



## I Want One :-)

XYBOTYX have developed a robotic iPhone docking station that turns you iPhone in to a smart robot that can navigate mazes, recognize faces and responds to vocal commands.

creating the world's most

## BLUE SKY



### Mind Control

Haier has developed a TV that is controlled by brain waves.



### Printed Photos

Polaroid has developed a digital camera, which features an ink free printer.



### Powered Paper

Fulton Innovation has developed wireless power that can transform the humble cereal box in to a glowing box of magic. Well I was impressed!

# Trend Watch

This is the best of the rest



## Gracenote

Gracenote launched their Automatic Content Recognition (ACR) system that enables developers to build apps that can recognize audio and video content.

This means we can soon develop apps that will enable consumers to launch exclusive content, get mobile coupons, rewards and even interact with branded content by simply scanning adverts.

## Transparent TV

Wow, Haier showed off their transparent TVs; this technology could revolutionize advertising and POS. Check out [www.haier.co.uk](http://www.haier.co.uk) for more information

## Mashable

Mashable is the largest independent news source dedicated to covering digital culture, social media and technology. Mashable's 20 million monthly unique visitors and 4 million social media followers have become one of the most engaged online news communities. Numerous studies and leading publications have declared Mashable the most influential online news outlet and a must-read site.

Mashable syndicates its content to top publications including ABC News, CNN, Forbes, Metro, USA Today and Yahoo! News, amplifying its reach to many millions of additional readers each month.

They also throw good parties.

## Machinima

Machinima is the next generation video entertainment network for video gamers, providing comprehensive gaming-focused editorial and community programming to the hard-to-reach core 18 – 34 year old male demographic. Across their global network, over 116 million unique gamers viewed in excess of 1.11 billion videos in November 2011,\* making them the number one all-time Entertainment Channel on YouTube.

powerful gamer network.

## Social TV

Increasingly, social TV has viewers using platforms like Twitter to comment on and discuss their favorite shows. HBO's *True Blood*, Oxygen's *Bad Girls Club* and Nickelodeon's *SpongeBob SquarePants*, or landmark events such as presidential debates generate thousands of comments, and in some cases, hundreds of thousands. As social TV gains momentum, savvy networks like Bravo, MTV and The CW are poised to take advantage by engaging their audiences in new and compelling ways.

## Miniature Video Effect

Have you seen the video effect that makes the real world look like a miniature model? Well up until now this could only be achieved by geniuses with an expensive tilt shift lens. The new Panasonic Lumix Gf3 features this function for a \$400 price tag. I want one!

To see it for yourself check this out. [http://www.youtube.com/watch?v=X\\_MhWZhlBe4](http://www.youtube.com/watch?v=X_MhWZhlBe4)

## WiDi

WiDi is a new technology that lets you share video content from your smartphone, tablet or laptop with your TV. This new technology will bring alive the consumers second screen.

## Mobile Digital Broadcast

Mobile data costs money, a lot of money! That's why MCV and Fox are planning to broadcast TV to mobile devices on the soon to be defunct analogue broadcast signal. This means you will be able to watch TV on your phone for free, in the same way you current receive digital TV. To make this possible MCV are working on a new Video Codec that is said to be up to ten times more efficient than H264 with no visible loss in quality.

## Tablets for Everyone

Nearly all the major manufactures had a tablet or two on show. However, call me a cynic but nothing felt as well polished as the iPad. I am not the only person who feels this was as you could fill a stadium with the number of iPad accessories on show at this year's CES.

## Apple Accessories Bloody Everywhere

Although Apple was not exhibiting at this year's show, it didn't mean their presence wasn't felt on the floor. Creating accessories for iPhones, iPods and iPads has become big business, and at CES 2012 plenty of creative device makers announced clever add-ons for your Apple gadgets. In fact if you kick out all the Apple accessory companies, CES would be a tenth of the size.

## And Finally, My Award for Best Bit of Kit Goes To...

The most impressive thing I saw at CES this year was Panasonic's Home fuel cell system. These power plants can power your home and car using salt water. They can even produce enough electricity to sell back to the grid. Think Panasonic may have just saved the planet.