

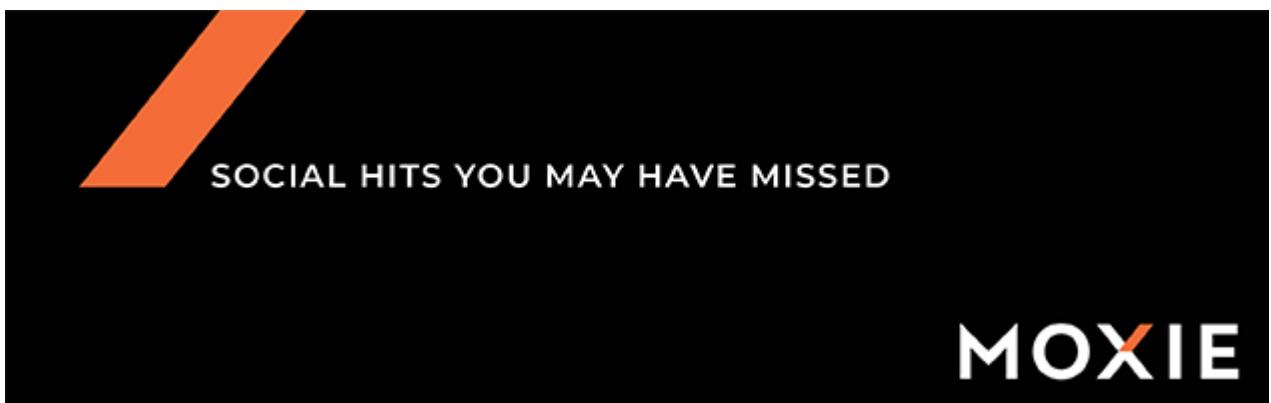
**Subject:** Social Hits Laura May Have Missed | 1.16.19

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**From:** Moxie

**To:** Laura Branch

# MOXIE



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**THINK**  
Stats and facts to get you thinking

MOXIE + CES

## CES Edition

We're putting a tech twist on this week's *Social Hits*. We're talking about the Consumer Electronics

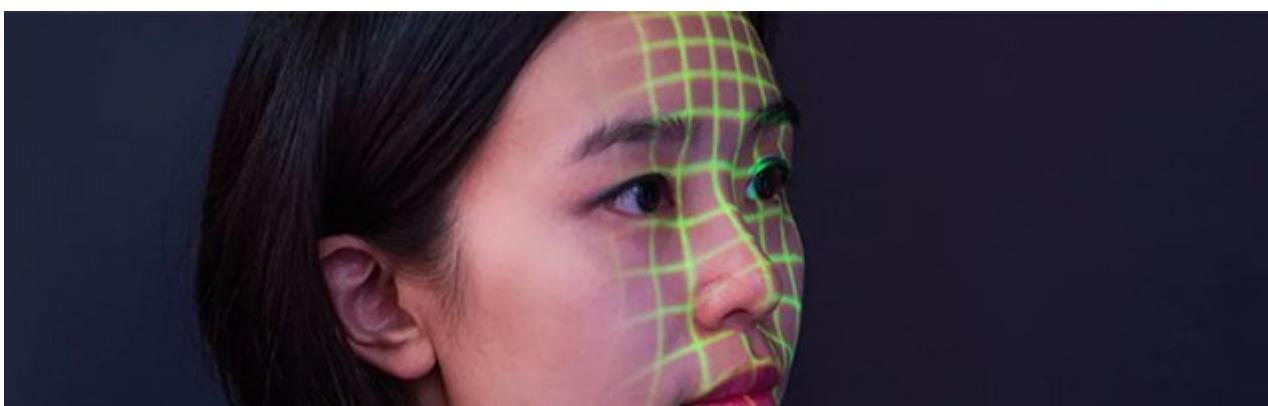
Show (CES) — the biggest trends, the coolest innovations and the downright weird. Even if the exhibits at CES don't immediately impact social media, they still impact our brands — and our lives — in the long run.

The annual conference creates considerable social media buzz; the #CES2019 hashtag was used 55k times on Instagram, and there were 1.4M total mentions of the conference on social media in the last month, with Twitter as the primary channel.



## Automotive Innovation

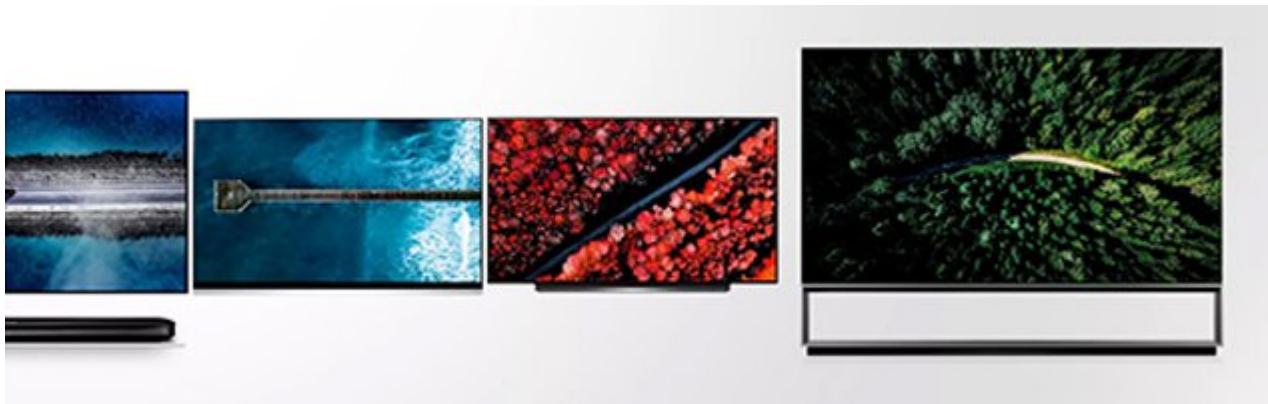
[Flying](#) and driverless cars have been hyped up for so many years that they almost seem like a thing of the past, but their future is becoming more realistic. Hyundai shared the vision for [Elevate](#), a “walking,” four-legged car that could help emergency services traverse difficult terrain or serve as a wheelchair-accessible vehicle. In addition to Elevate, event attendees saw more durable [scooters from Segway](#) and Mercedes’ [“Vision URBANETIC.”](#) This is a combination of vehicles and IT infrastructure designed to integrate sensors, algorithms and self-driving cars to declog city streets.



## Wellness Meets Tech

At this year’s conference, [health and wellness tech](#) caught our eye. Meet [Pillo](#), for instance. The cute, voice-activated device goes beyond medication reminders to deliver “therapy reminders, health

information and companionship to keep your care plan on track." A device called [59S](#) might give parents reason to cheer — the wand-like device uses UV LED technology to sterilize any area in just a few seconds, killing 99.9 percent of germs.



## Apple Makes Friends

Apple has historically skipped CES in favor of hosting its own events, but the company's attendance appears to be a signal for [more collaboration](#) to come with other brands. The company didn't have any new products of its own to announce, but it unveiled new ways its services and products can work with third-party products, from [AirPlay to LG TVs](#).



## Virtual Assistants Expand

Innovations continue to roll out for virtual assistants, with the primary players being [Amazon's Alexa](#) and [Google Assistant](#). Voice-powered virtual assistant technologies are continually working their way into an array of tech products, like smart [bathroom appliances](#), [cooking gadgets](#) and even a [smart piano](#) that lets you control keyboard settings with your voice.



## Beyond Big Trend

What we thought was cool, somewhat creepy and drool-inducing from CES:

- Interactive [smart mirror](#) that allows you to try new hair colors.
- [MaskiD](#), a customizable 3D sheet mask from Neutrogena.
- [My Skin Track by La Roche-Posay](#), a wearable device that allows users to choose a skincare regimen based on their skin's pH balance.
- "[Future You Simulation](#)" from Olay, which provides people with a future view of what their skin will look like in years, or even decades.
- [Lovot](#), a cute and cuddly Japanese robot designed to act like a real living thing — including "sulking" or waving its arms in the air when it wants to be picked up — on a mission to make you happy.
- [BreadBot](#), a robot that can bake ten fresh loaves of bread per hour.
- [Ripples](#), a device that has shown off its ability to print designs on coffee foam at previous CES shows, was back this year printing on beer foam.

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# MOXIE

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