

2020 CONSUMER ELECTRONICS SHOW

Provided by NVISION Insights & Innovation Team

#physital

Is "physital" a buzz word? Think again.

You need a **singular, integrated** retail strategy.

20%

of Fortune 500 companies are in the process of developing a **voice assistant**.

Hardware Hangover



Brands are creating **more digital experience** to meet customers on their personal devices.

CES

5G



will accelerate the **immersive experience** from 2D to 3D.

Thirty percent

of searches will be done **without a screen** by 2020.



AR

"AR isn't storytelling, it's **story living**."

Tom Ewrich, 8th Wall



Custom vs. Cookie cutter

Use your data to **create an experience for the individual** vs. group.



Retail isn't dead

"Bad retail is dead. Boring retail is dead."

Laura Heller, Forbes

It's all about

PERSONALIZATION

to build intimate **relationships** with users.

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