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.

5G

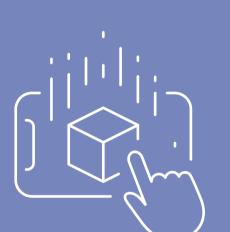
will accelerate the immersive experience from 2D to 3D.

Thirty Percent

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

AR





Tom Emrich, 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

PERSONALIZATION

to build intimate **relationships** with users.

