



IMPACT.
XM

CES Trends Webinar

TOP 3 MACRO TRENDS WE CAN ALL
APPLY TO OUR CHANNEL



Consumer
Technology
Association

#CES2024 | JAN 9-12
LAS VEGAS, NV

ALL ON

REGISTER NOW

Macro trends transforming the event industry



Get Green



Immersive Experiences



Show It, Don't Tell It

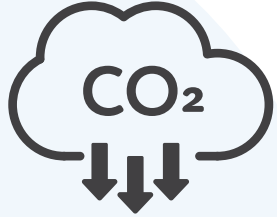
Get Green

CES 2024 TRENDS WEBINAR

Hisense

Driving Sustainable Home Theater Revolution

Environmental Impacts from Live Events Industry



EMISSIONS

6.1_M

METRIC TONS = 1.3 million passenger vehicles annually.



WASTE

114_K

METRIC TONS = 19,000 filled dump trucks

Environmental Impacts from Live Events Industry

BOOTH / EVENT CONSTRUCTION

- Construction methodology
- Material selection
- Rental vs. custom





Panasonic

SUSTAINABILITY

HOME ENTERTAINMENT



Booth Construction

SUSTAINABILITY



Raw wood construction



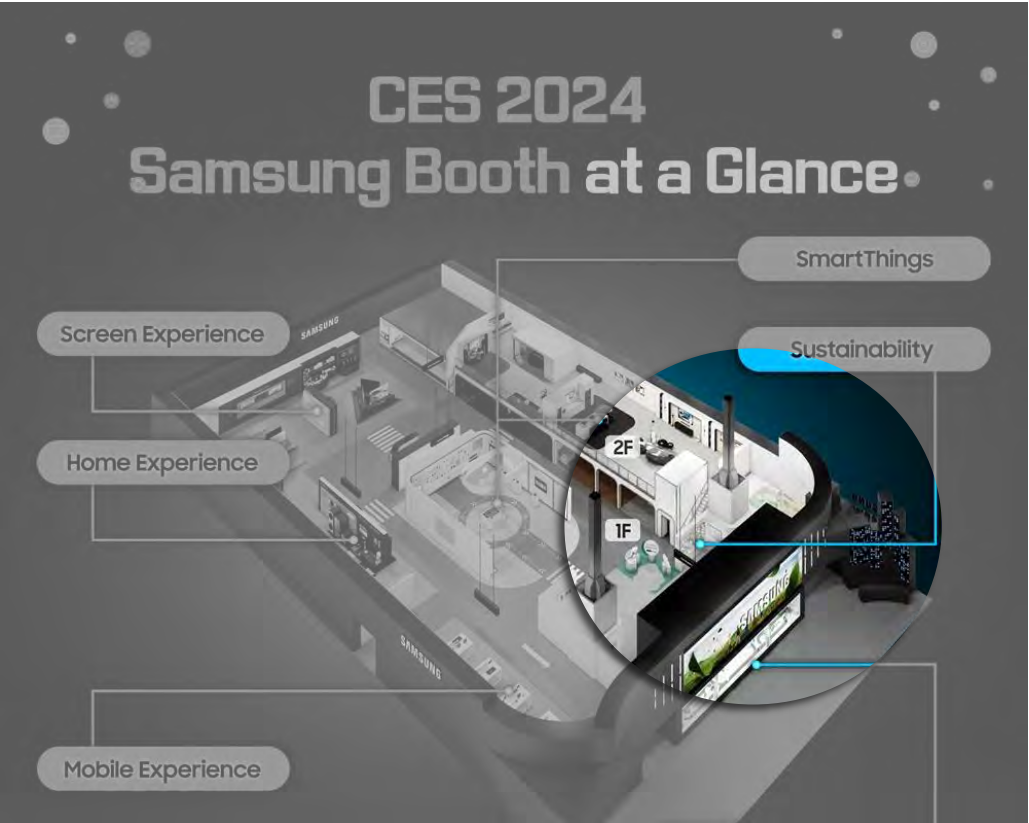
Minimal flooring



Material reduction

Dedicated Space

SUSTAINABILITY



Dedicated Space

SUSTAINABILITY



Dedicated Space

SUSTAINABILITY



Highlighting recycled materials



Archive wall – resource circularity



Milestone wall / timeline

Taking it Further

SUSTAINABILITY



Circular workshop



Highlighting startup partnerships

Subtle Nods - Translucency

SUSTAINABILITY



John Deere – Fabric Walls



Siemens – LED Sign



Abbott – Fabric Walls



SONY – Fabric Wayfinding



Mercedes - Plexi

“Living” Walls – Are they Sustainable?

SUSTAINABILITY



Samsung



3M



Gigabyte



Hisense



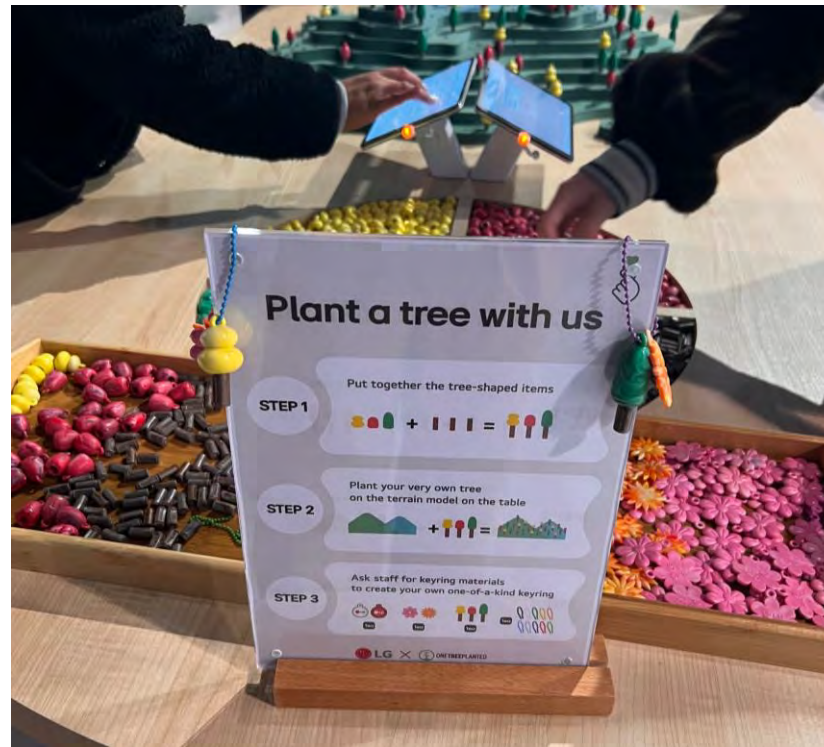
Skyworth

Corporate Social Responsibility

SUSTAINABILITY



Panasonic – Sustainability Voting



LG – Plant a Tree Display



Hisense – Product Boxes Upcycling Display

Immersive Experiences

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Give the people what they want

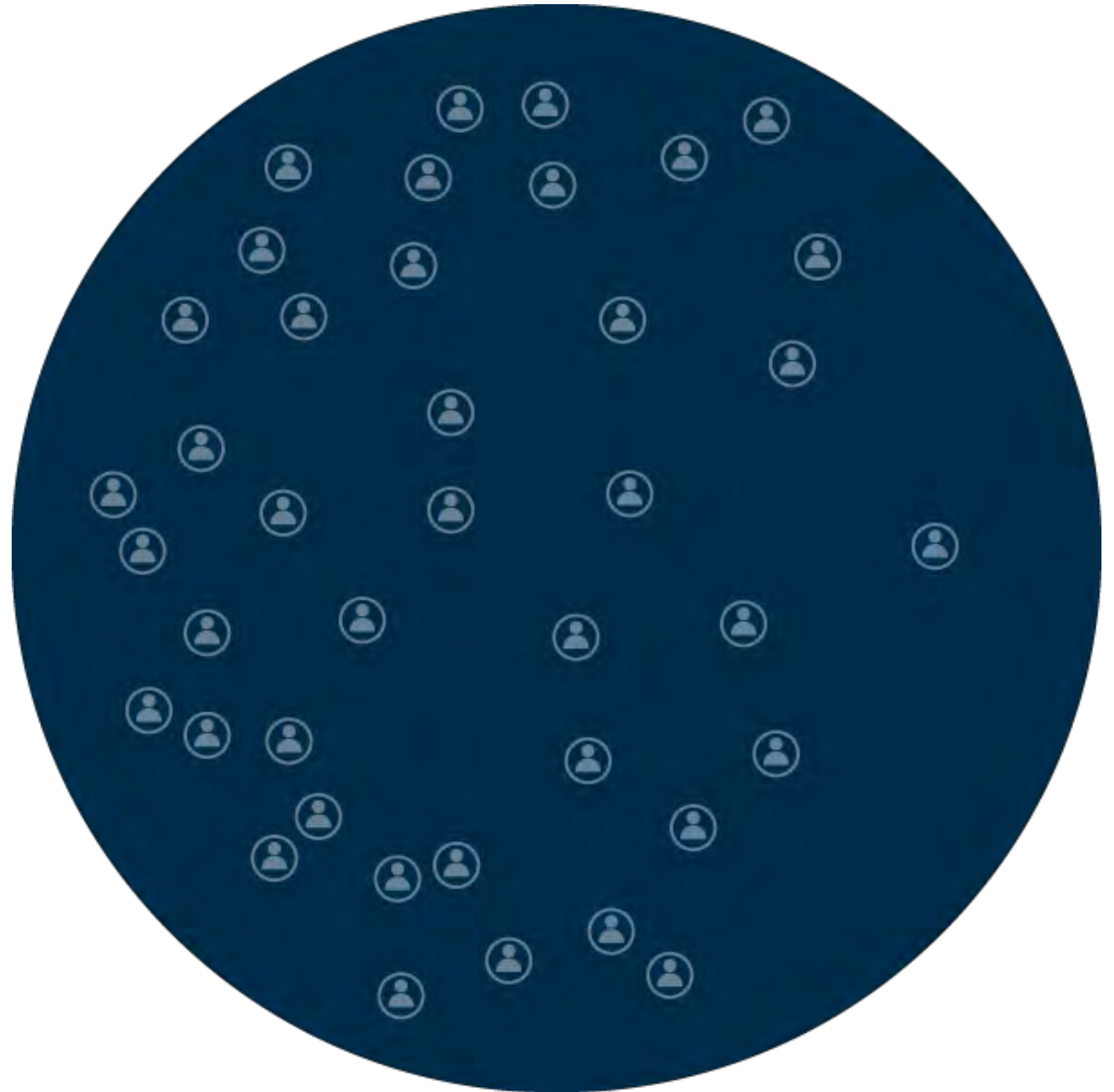
64%

IMMERSIVE EXPERIENCES

Asked: “When thinking about your overall experience at any in person event, what are the top 3 factors that most positively influence your experience?”

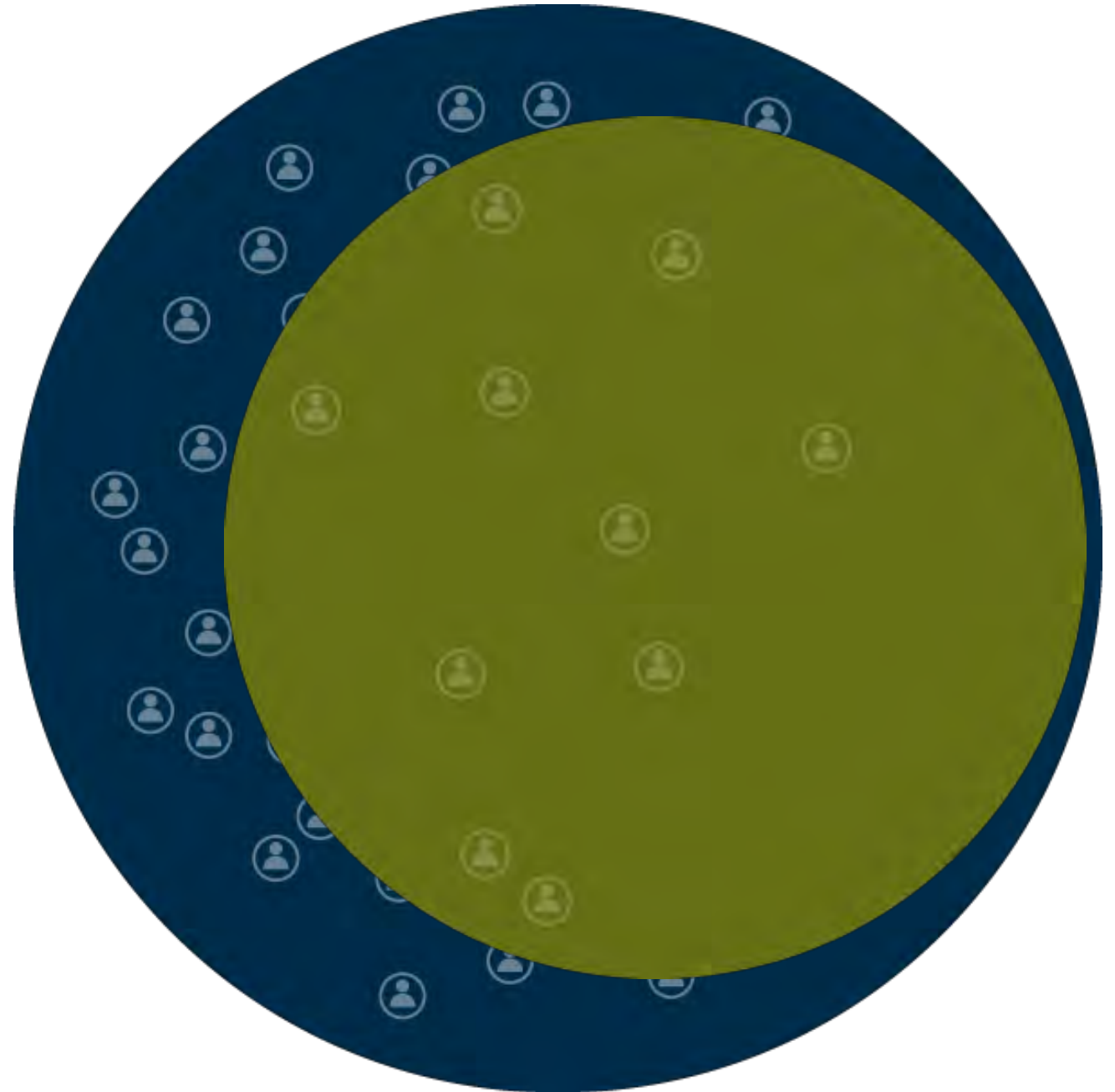
Types of immersive experiences

One to many



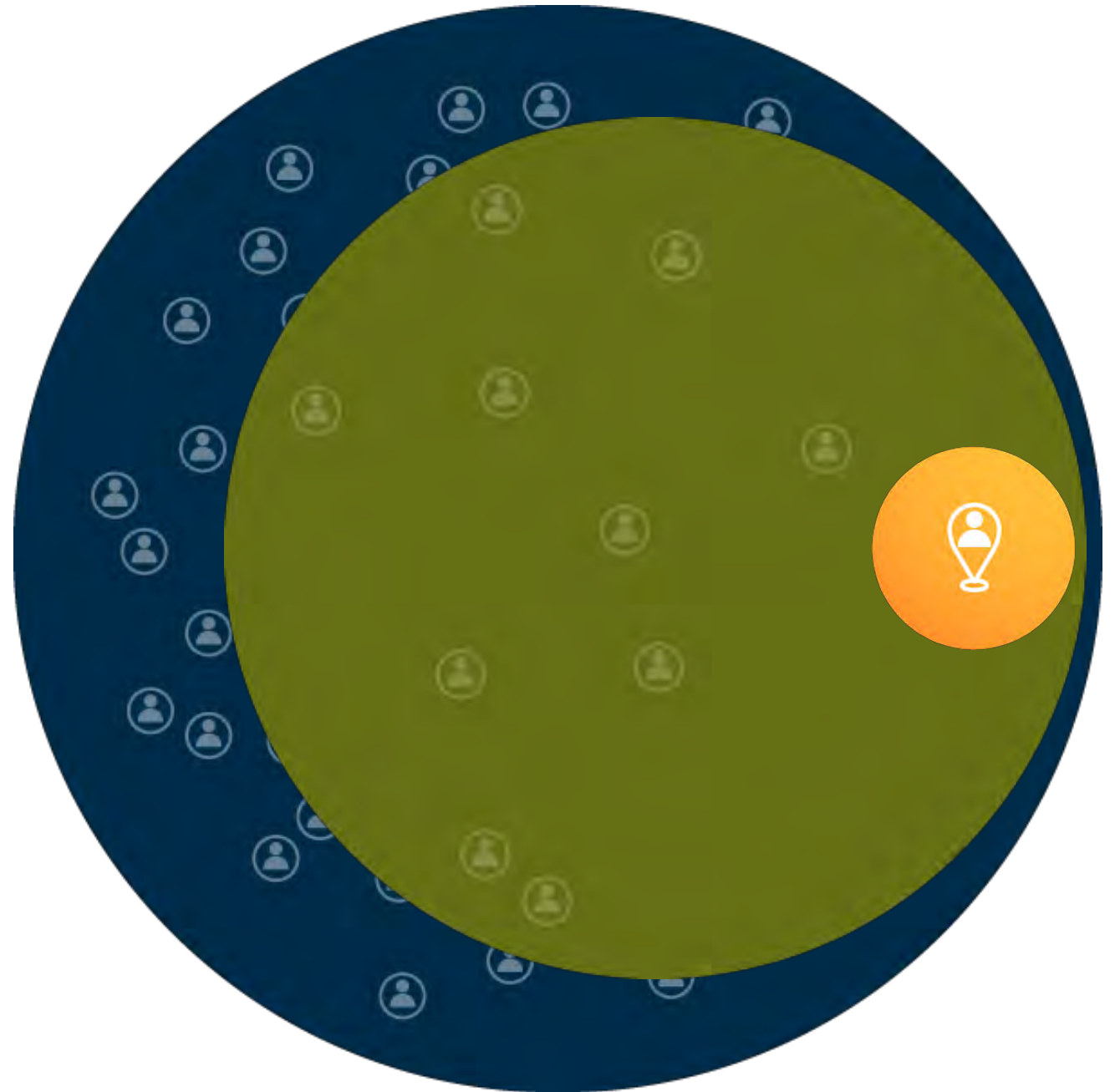
Types of immersive experiences

One to some



Types of immersive experiences

One to one



SK Telecom

IMMERSIVE EXPERIENCES – ONE TO MANY



HD Hyundai

IMMERSIVE EXPERIENCES – ONE TO MANY



Amazon

IMMERSIVE EXPERIENCES – ONE TO MANY



Canon

IMMERSIVE EXPERIENCES – ONE TO MANY



Immersive Rides

IMMERSIVE EXPERIENCES – ONE TO SOME



HD Hyundai – 360 VR



SK – Magic Carpet



Netflix – VR Experience

Immersive Theaters / Demos

IMMERSIVE EXPERIENCES – ONE TO SOME



SONY – Immersive Theatre



Togg – T10F EV Experience



LG – Curved TV Tunnel

Personalized Engagements

IMMERSIVE EXPERIENCES – ONE TO ONE



Abbott –whole booth is engagement



Brunswick – Boat Dock Simulator



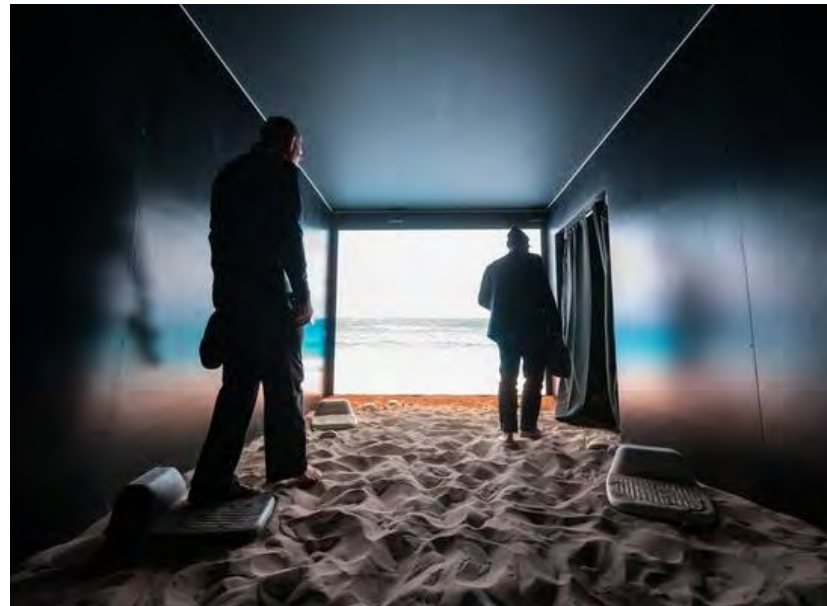
Nikon – Unreal Ride Experience

Small but Mighty

IMMERSIVE EXPERIENCES



The Cave



The Sea



The Forest



HD HYUNDAI

Future Builder

Show it,
Don't Tell it

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Content Innovation

75%

Demos &
hands-on activities



Asked: "How would you like to receive education/technical information?"

70%

In-person learning



Asked: "Where do you go for training and professional content?"



Sealing

Do not touch

Hydro

MICROLED Technology

Booth SHOW SCHEDULE

Deconstructing Complexities

SHOW IT, DON'T TELL IT



Samsung – Sustainable Home Solutions



TCL – Energy Management System



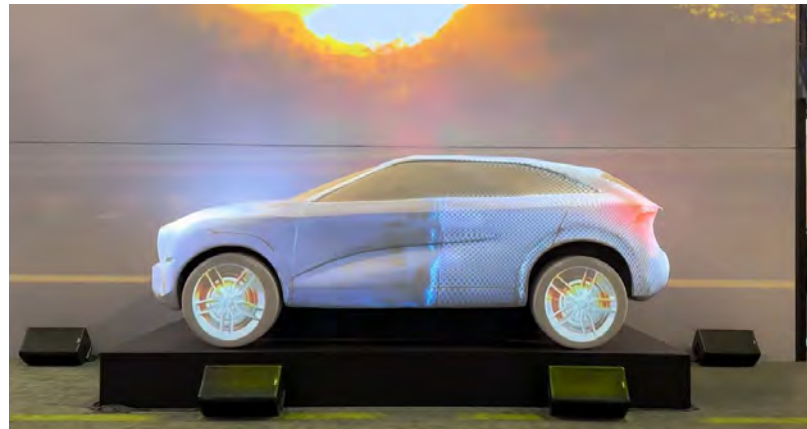
Hisense – Thermal Management System

Products in Context

SHOW IT, DON'T TELL IT



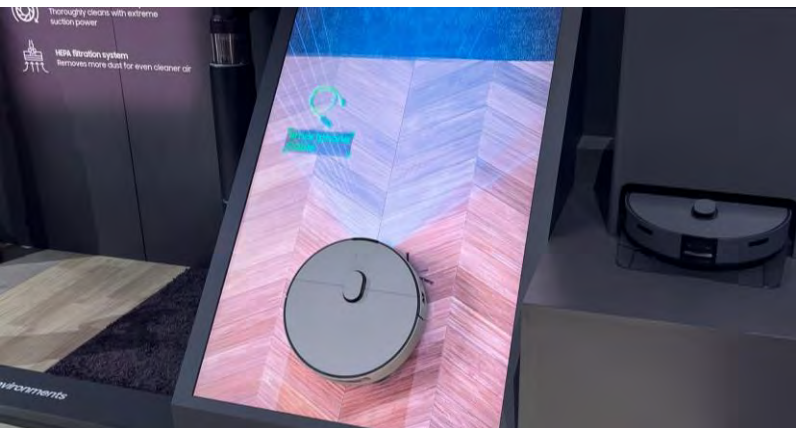
Kubota – AI Vehicle Display



Ansys – Projection Mapping



Gigabyte – Advanced Data Center



Samsung – Smart Vacuum Display



Kohler – Spa Display



Panasonic – Packaging display

Personalized Engagements

SHOW IT, DON'T TELL IT



Google – Magic Compose Postcard Mailer

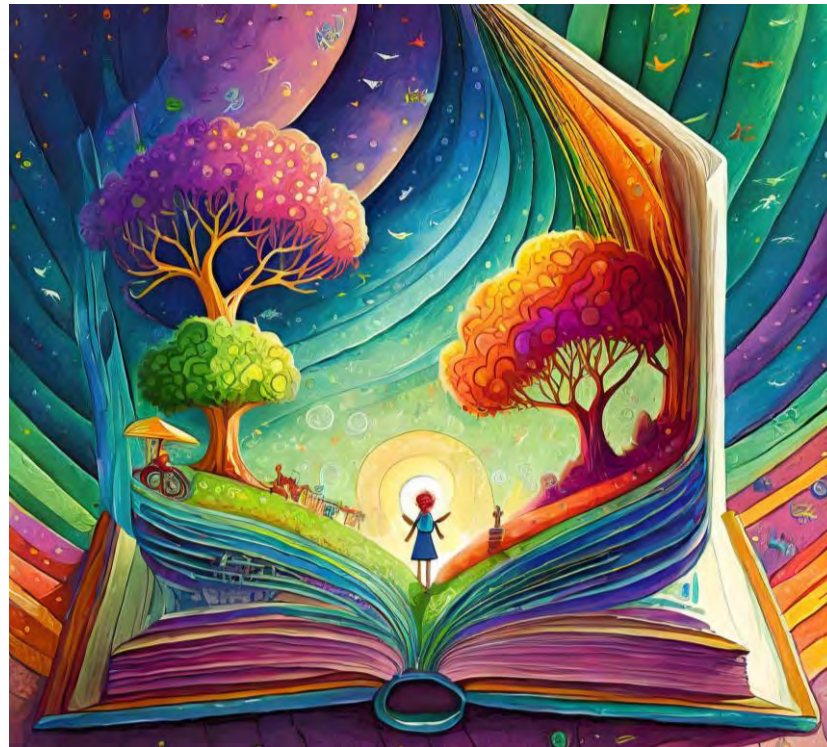


Hisense – AI Selfie

Wrap up



Go authentically green



Create memorable Immersive spaces that engage and inspire.



Stop relying on solely screens to tell stories

Let create your next event **together.**

Exhibits.

Events.

Experiences.

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