



# ADJUSTERS FORUM

## The 2010 Consumer Electronics Show



The 2010 Consumer Electronics Show (CES) has wrapped up and as we have for over the past 16 years ClaimControl was there again with 120,000 of our closest friends to cover every inch of the show to ensure that you have access to the most up to date product information and technology trends. So just how big was CES this year? How about over 2500 exhibitors, covering more than 1.7 million square feet or about 35 football fields of display space.



Aerial view of convention center

CES features the products and technologies that will most likely drive and shape the consumer electronics industry in the years to come and this year was no different. What was different about this year was not just who was there but who wasn't. There was a dramatic decrease in the number of car audio companies in attendance. With the improvements in factory auto sound systems it's almost surprising it's taken this long to happen. The spaces that use to be covered by car audio products were eagerly taken up by gaming and lifestyle products. While CES use to be about car and home audio/video products it is now morphing into a complete technology and lifestyle show with large display spaces being taken over by computer and cellular phone companies as well as TV networks, green technologies, phone apps and accessories.



### So what was hot and cool at CES this year?

**3d TV:** 3d provided the most buzz of the show in my opinion. Last year a number of companies displayed early versions of the technology; this year Panasonic, Samsung, LG, Sony, and a number of others were well past the prototype phase and were getting ready to release models later this year. As I did last year I took in a number of the demonstrations and some of these like the one offered by Panasonic using scenes from Avatar were quite convincing. Will 3d change the industry? Probably not in the short term as many consumers have only just recently purchased their first high definition TV and Blu-ray disc player and probably won't be excited about replacing them for the small amount of content that is likely to be available in the beginning. But like high definition TV as the content grows and consumers experience the effects it offers the market share will surely grow. Watch for a more in depth review of 3d TV in a future Adjusters Forum.

**Toshiba CELL TV:** Toshiba's CELL TV created quite the buzz. It's a TV powered by a broadband engine that the company says is 10times faster than the average desktop PC. What sets this system apart is that it can serve as a home entertainment server since it has a built-in DVD player, 1 TB hard drive, wireless video calling capability, and more, all controlled by an RF remote. Great possibilities and very cool!

**Skype on TVs:** Panasonic and Toshiba will be partnering with Skype to allow you to make and receive video calls on any of their enabled TV's. Video phones calls on you TV's, sounds futuristic or like something from a TV show but it will be available soon!

**Thin Is In:** plenty of flat panels were on display that were less than an inch thick. Premium quality materials and finishes as well as almost no outside case were some other trends that were apparent in Premium models.



**E-Readers:** were on display everywhere it seemed. Will this be the next great new technology or the next great fad? Only time will tell if consumers will decide to stay with paper or move to a digital format. My guess is that even if the consumers decide to change, the trend will be towards the new tablet models like the ones Archer makes and Apple is about to release. Since the tablet can be used effectively to read text, play videos and MP3's as well as offer email and suffering capabilities, while an E-Reader is designed primarily for the purpose of reading digital books and periodicals. Why carry multiple devices when one will do?

**Smart Phones:** App's were everywhere ranging from GPS to Home Automation and Security to game controllers and on and on.

**Cool, but not mainstream electronics:**

**AR.Drone:** from Parrot, the makers of Bluetooth headsets and speakerphones comes the AR Drone. This is a wifi helicopter equipped with 2 cameras that can be controlled from an Apple iPhone or Touch, Parrot claims to have used military-spec technologies – such as wind compensation – in the AR.Drone, making it perhaps one of the most complex R/C models ever. Expected to be release in 2010 there is no word yet on pricing but it sure sounds expensive!



**Peregrine Gaming Glove:** Turn your hand into a controller, the Peregrine glove is an alternative to a gaming keyboard. The glove allows gamers to easily enable functions by simply tapping their fingers and since the glove is essentially a keyboard on your hand it can also be configured to trigger all sorts of non-gaming applications also.



The views expressed are those of Keith Green and represent his observations from the 2010 CES

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