



OptimalDesign
2016 CEs Trend Report



Giroptic 360° Camera

<http://us.360.tv/>

As virtual reality continues to grow in popularity, so do 360° cameras. One that stood out among all others, however, is Giroptic. It's an HD camera with embedded software so the user can record full spherical photos and videos without any software or post-processing. Now that's a time-saver!

Why do we love it?

You can screw it into a light socket just like a light bulb, or place it on any surface for universal household applications.



EHang 184

<http://www.ehang.com/>

Just a few short years ago at CES, drones were far and few between. However, with so many competitors in the market today, it's difficult to get noticed as an industry leader. EHang did just this by taking autonomous drones to the next level. The EHang 184 (1 – passenger, 8 – propellers, 4 – arms) is a human-sized autonomous drone that can fly you around without a pilot.

Why do we love it?

While there may be an absurd number of restrictions to actually ride/fly in this thing, it's just one step closer to shortening your morning commute by taking to the skies in a UAV.

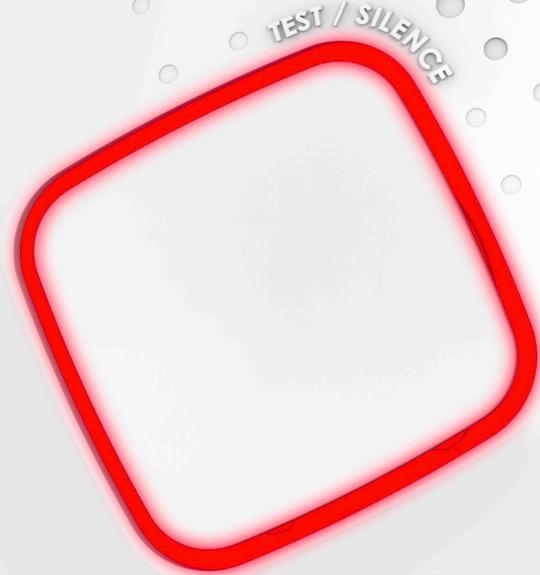
First Alert Onelink

<http://www.firstalert.com/onelink>

First Alert has taken it to the next level by jumping into the smart home market through the release of the world's first HomeKit enabled Wi-Fi smoke and carbon monoxide detector. By way of your smartphone or smartwatch, you can now rest assured that the protection of your home is being monitored 24/7, even when you're away for the weekend.

Why do we love it?

The simple user interface. The high-quality design. The integration with Apple HomeKit. The ease of setup and installation. The use of Bluetooth mesh. There aren't many competitive products that can be compared to the Onelink by First Alert. This one's a home run.



Under Armour Health Box

<https://www.underarmour.com/en-us/healthbox>

World's first Connected Fitness system created specifically to measure, monitor, and manage the factors that determine how you feel. Under Armour is entering the connected fitness space by delivering a full line of products, from smart shoes to wireless in-ear headphones.

Why do we love it?

With so many options to choose from in fitness and wearable tracking devices, Under Armour makes it easy to determine what technology you need to start living a healthier lifestyle by providing an entry kit into connected fitness.





PowerUp

<http://www.poweruptoys.com/>

PowerUp raised over 400% on their Kickstarter campaign, gaining nearly \$500,000 in support of their Live Streaming Paper Airplane Drone, a paper airplane with a First Person View (FPV) flight through live streaming camera via Google Cardboard.

Why do we love it?

With startups comes passion. With passion comes creative thinking. And with creative thinking comes a partnership between PowerUp Toys and Parrot, one of the strongest and most well-known names in the drone industry. This combination between new tech and decades-old paper airplane fun brings a low-cost, yet entertaining new perspective on a folded piece of paper.

Mira Fitness

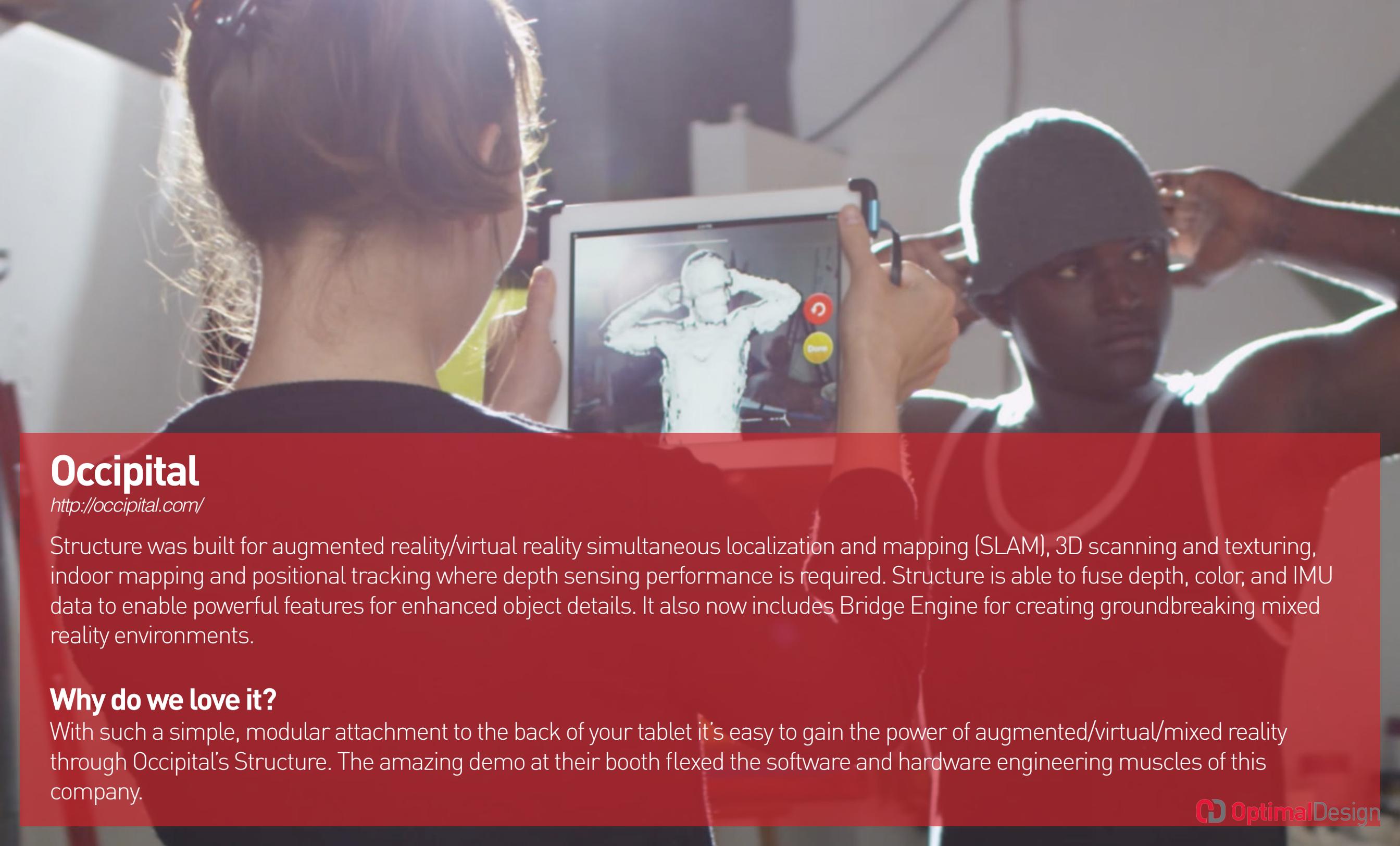
<http://www.mymirafit.com/>

Mira Fitness will soon be releasing their 2nd generation fitness tracker for women. Though the product is officially labeled as a fitness tracker, the intent is to encourage a higher sense of wellness. Mira's target audience is not performance athletes, but rather the broad spectrum of females who are looking to incorporate a healthier lifestyle without sacrificing the necessary aesthetics for a professional environment.

Why do we love it?

It's refreshing to see brand new companies coming out with fashion conscious products that are so successful. Mira may no longer be alone in the jewelry fitness tracker market, but the idea of combining day-to-day accessories with a fitness tracker is genius. Keep an eye on Mira for updates on their latest product coming out later this year.





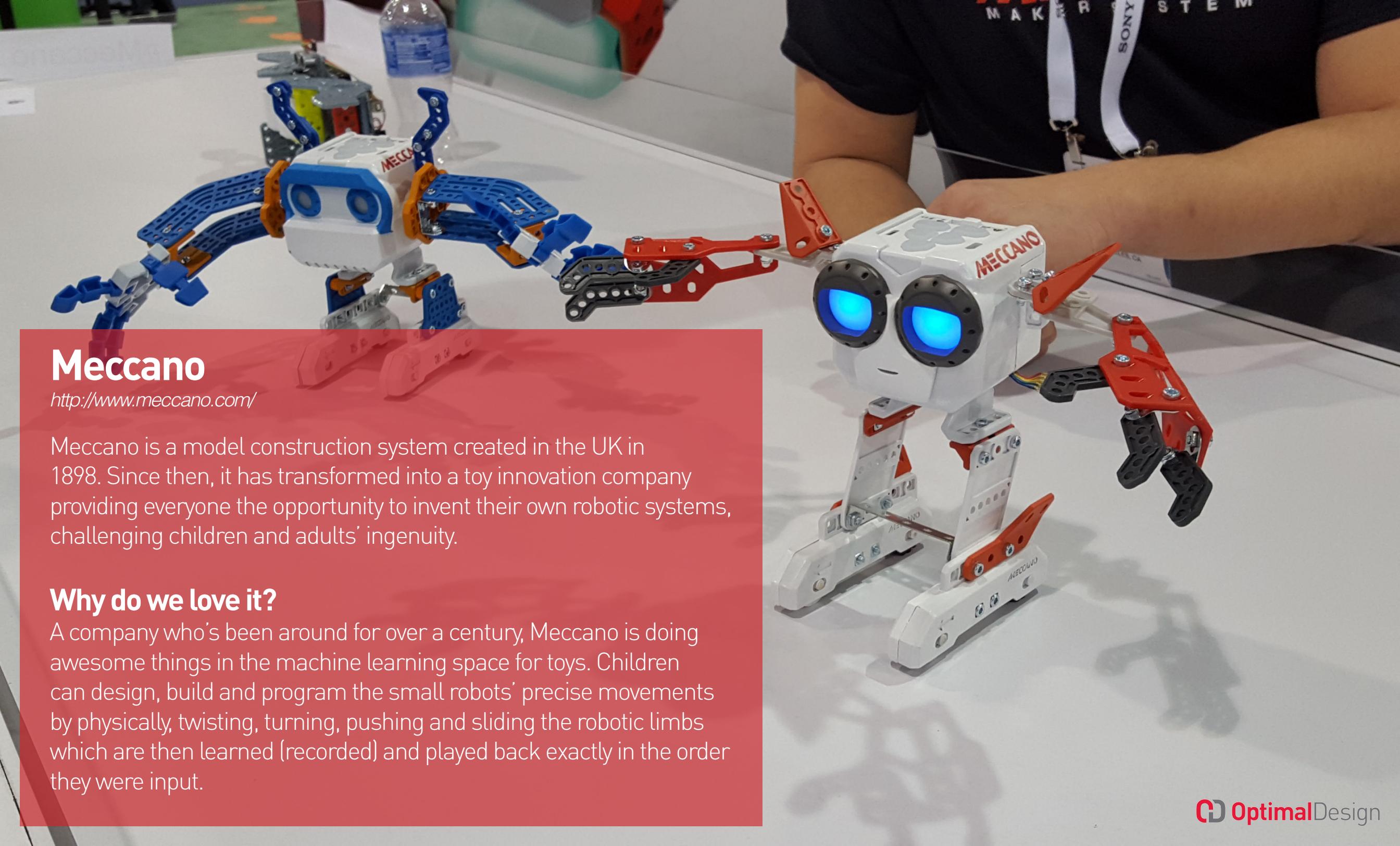
Occipital

<http://occipital.com/>

Structure was built for augmented reality/virtual reality simultaneous localization and mapping (SLAM), 3D scanning and texturing, indoor mapping and positional tracking where depth sensing performance is required. Structure is able to fuse depth, color, and IMU data to enable powerful features for enhanced object details. It also now includes Bridge Engine for creating groundbreaking mixed reality environments.

Why do we love it?

With such a simple, modular attachment to the back of your tablet it's easy to gain the power of augmented/virtual/mixed reality through Occipital's Structure. The amazing demo at their booth flexed the software and hardware engineering muscles of this company.



Meccano

<http://www.meccano.com/>

Meccano is a model construction system created in the UK in 1898. Since then, it has transformed into a toy innovation company providing everyone the opportunity to invent their own robotic systems, challenging children and adults' ingenuity.

Why do we love it?

A company who's been around for over a century, Meccano is doing awesome things in the machine learning space for toys. Children can design, build and program the small robots' precise movements by physically, twisting, turning, pushing and sliding the robotic limbs which are then learned (recorded) and played back exactly in the order they were input.

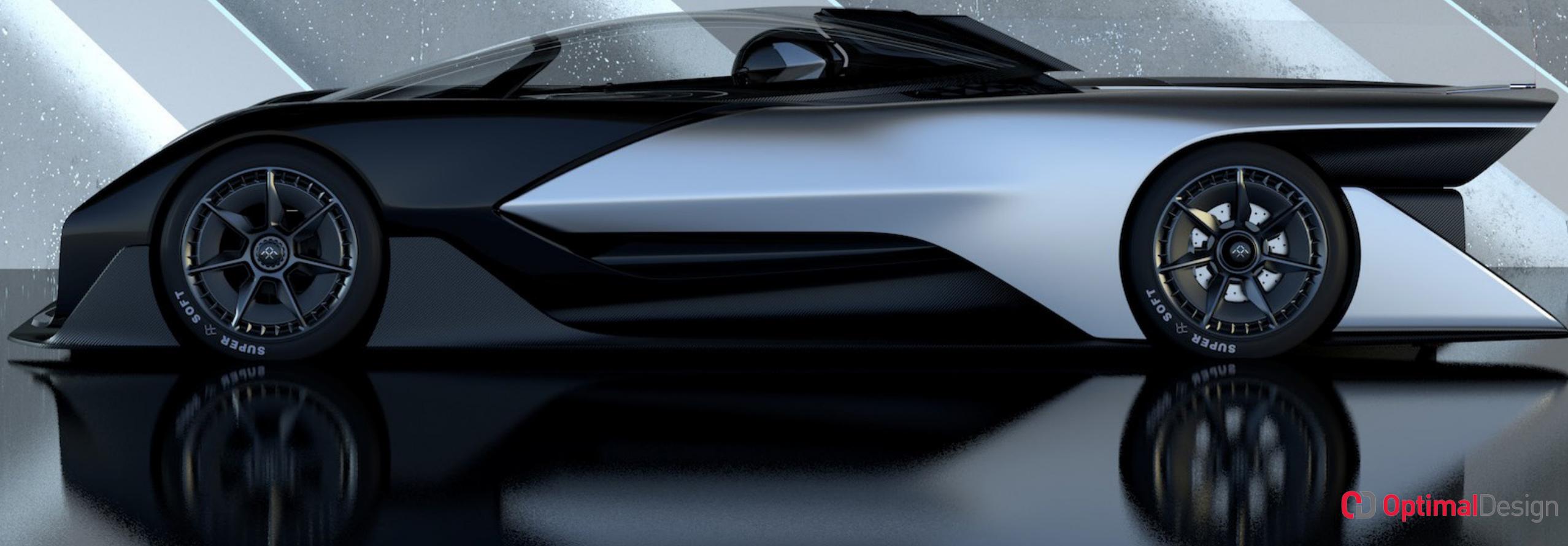
Faraday Future FFZER01

<http://www.faradayfuture.com/>

While there was a lot of buzz around the FFZER01, Faraday Future does not seem to have any intent of actually producing this car. What is intriguing however, are their plans for building out an autonomous car platform providing a ride-sharing program that would allow users to beckon the car from their smartphone.

Why do we love it?

As a car enthusiast, what's not to love about the FFZER01? 4 motors producing a total of over 1000HP. 0-60 in less than 3 seconds. A top speed of over 200MPH. With a technical leadership team born out of Tesla Motors and BMW, it's obvious this car was built with purpose and professional expertise.



Samsung Modular Display

Samsung showed off its concept of a modular TV where modular displays are small individual displays that can be latched together in different ways, which makes your viewing experience limitless, from transforming a 4:3 screen into a 16:9 screen to building a 170-inch SUHD TV.

Why do we love it?

Though not in the marketplace just yet, Samsung's Modular Display shows how much display technology is progressing. This novel approach is mesmerizing to watch as each screen moves around independently, then join up with the other screens without any seams, bezels or gaps. Look for Samsungs Modular Displays in the coming years as they turn these prototypes into products.





Martian Smartwatch

<http://www.martianwatches.com/>

The world's first voice command smartwatch, Martian Watches first started out by successfully launching their smartphone-connected watches via the Kickstarter crowd funding platform on August 16, 2012. Since then, they have partnered with Guess to launch a range of branded smartwatches.

Why do we love it?

Martian smartwatches are one of few watch makers who actually maintain the classic look of an analog watch face while integrating smart features. However, the Martian Active Collection is unique in that it uses voice commands (among several other features) to communicate with your watch and will provide voice responses to commands such as, "read message", "send message", "make a note", etc.