"The Business and Technology Forum for Critical Embedded Systems"

Kickoff to Super Technologies

Embedded
TechTrends

Disclosure

Executive Director of VITA

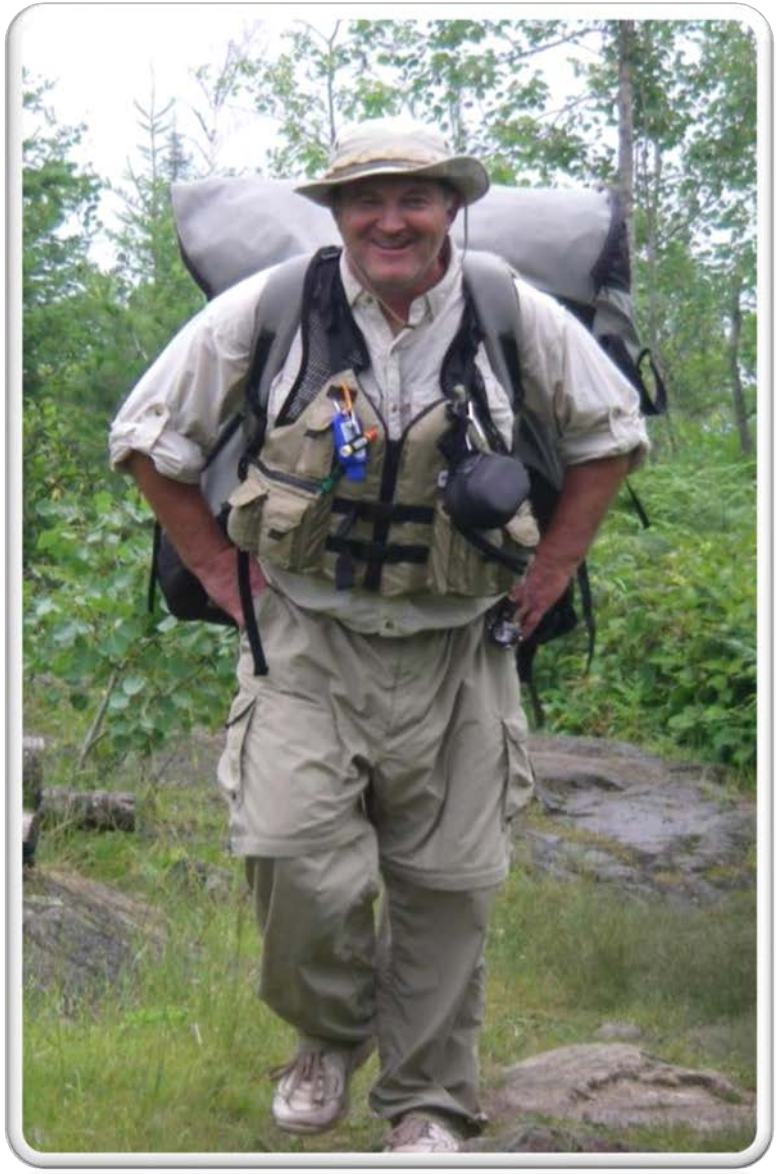
VITA
Open Standards, Open Markets

Editorial director

VITA Technologies

OpenSystems Media

VITA TECHNOLOGIES



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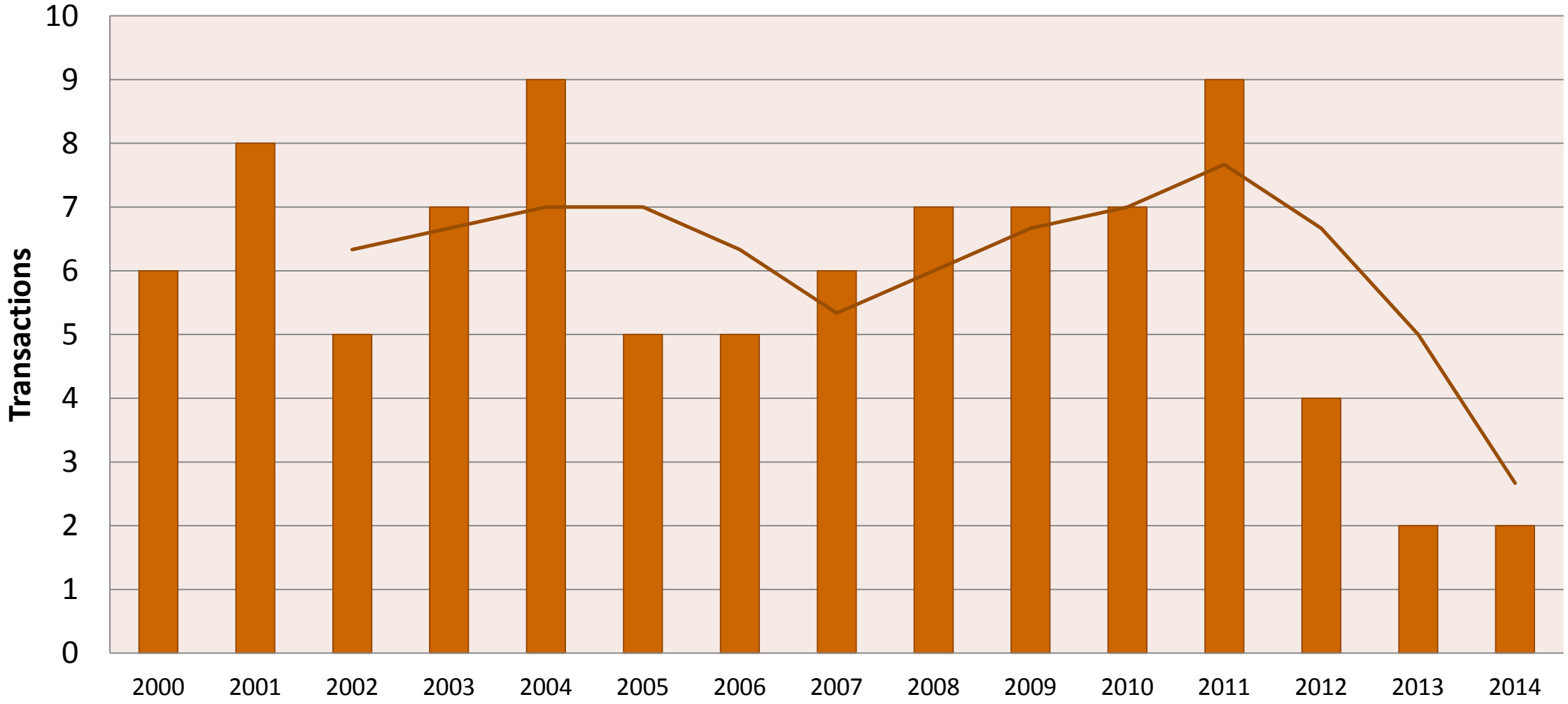
Mergers and Acquisitions



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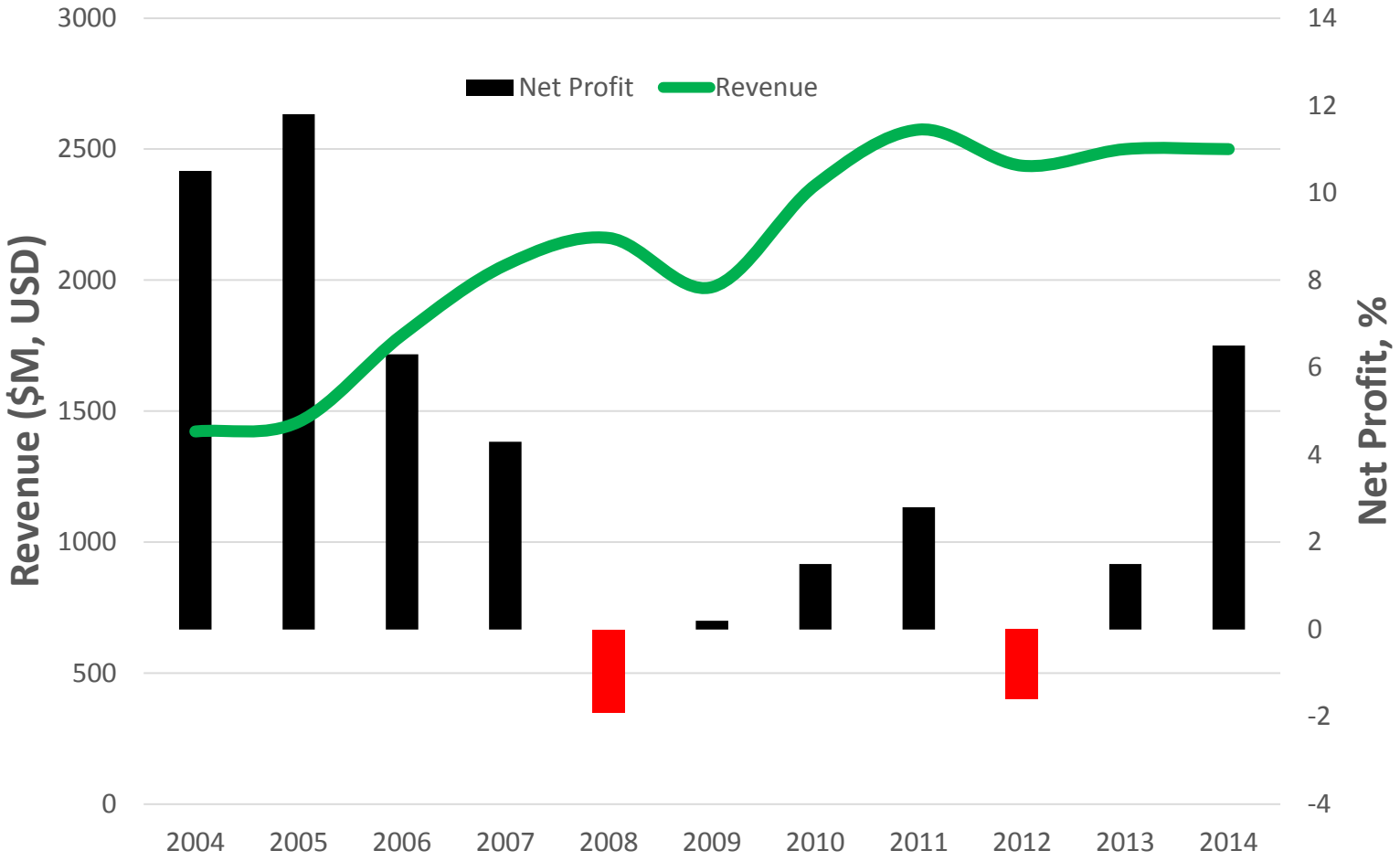
Source: Embedify LLC

Market Basket



2014 estimate based on 3rd quarter reports

Source: Embedify LLC

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International CES
Smaller, Smarter, Faster

2015 Update

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CES 2015: Innovation at the Speed of Awesome!

International CES
By the Numbers

	2012	2013	2014	2015
Exhibit Space (million net square feet)	1.861	1.92	2.0	2.2
Exhibitors	3,100+	3,250+	3,200+	3,600+
Attendees	153,000	150,000	150,000	170,000
International Attendees	34,000	35,000 (170 countries)	34,000	45,000 (can you say "China"?)
CE Industry Forecast				3% growth to $223.2 billion
Emerging Technologies		• Ultra HD Television (4K) • Home automation platforms • Affordable desktop 3D printers • Nano coating technology • Health and fitness technology • Smartphone as a universal remote control for your life • Induction charging for devices		• 4K Ultra-HD televisions (SUHD) 8K+ • Connected thermostats • 3D printers • Unmanned systems • IP cameras • Wearable health and fitness devices • Smartwatches • Smart eyewear

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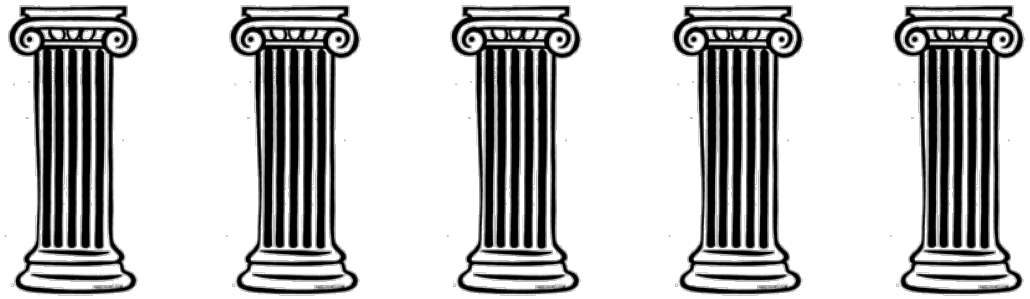
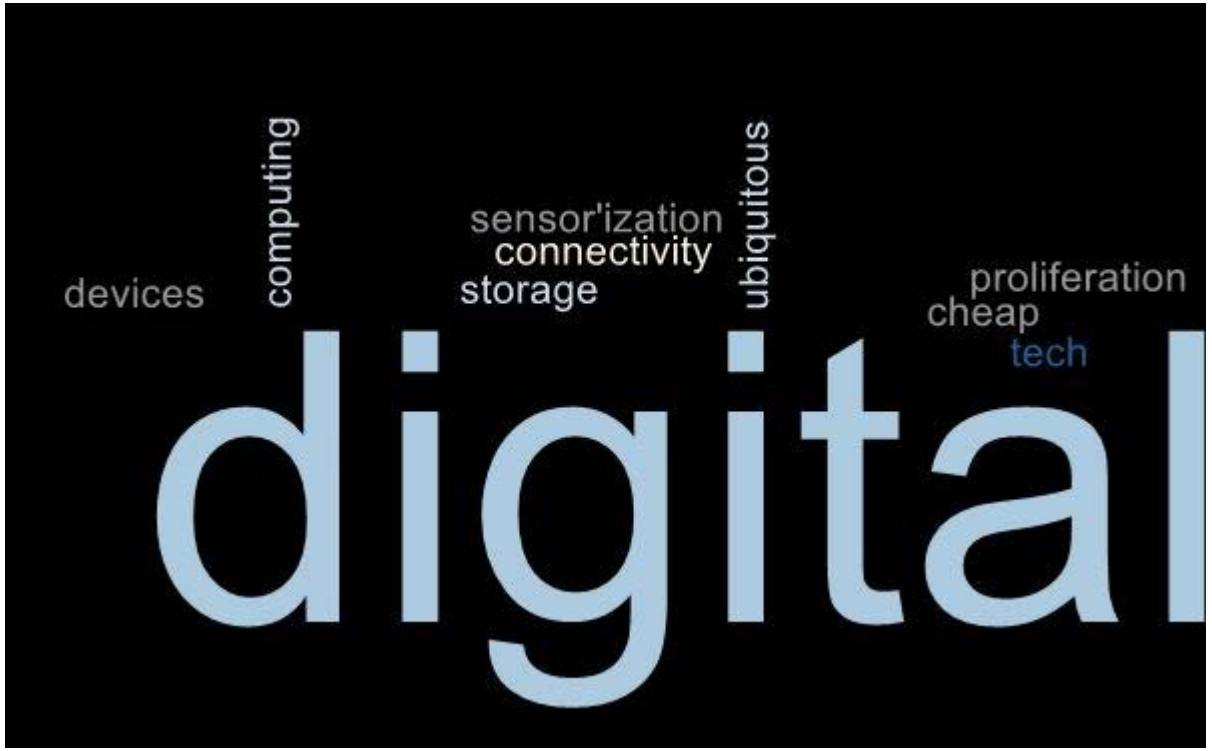
Source: Consumer Electronics Association (CEA)®

Pillars of our Digital Destiny

- Ubiquitous computing
- Cheap digital storage
- Connectivity
- Proliferation of digital devices
- ‘Sensor'ization of tech





Trends at CES

CEA
Digitization of Our Physical Space
Permeation of Logic
Internet of Me!
Fragmented Innovation

USA Today
At CES, cars drive you
Here comes 4K
Drones are kind of a big deal
Nearly every single object is connected to the Internet
Don't ever lose your smartphone

- Digitization
  - We know we can digitize, but what should be digitized and what should we do with it.
  - We are in experimentation period for use cases.
  - Use case scenarios is the key trend to watch.
- Permeation of logic
  - Move from computer focused language to more human language.
- Fragmented innovation
  - Digitization changes the fundamental experience. A car could have a desk, a bed, a hot tub.
  - Components going from scarcity to surplus, what happens? We tend to start wasting by using everywhere.

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