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To: Ed Buday, Jr.
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Fresh Juice



The CES 2018 Issue

It's Time for "The Big Show" Again

The CES

It's that time of year again, when many of us in tech all migrate to that massive gathering of 200,000 to experience the newest, shiny-est, and most bleeding edge, and sometimes wacky consumer gear ever thought up.

We have been seduced by this show for years, and by every measure the size, scope, length of taxi lines..... and our sore feet prove it. It's morphed from a pure consumer product show to more of a statement on what's possible, as crowdfunded startups compete with the "big boys".

The big CES players have also swerved from traditional CE manufacturers; now including the major automakers, as our wheels become a tech tour de force, integrated with our wearables and home networks.

Thousands of displaying companies, showing tens-of-thousands of products, across nearly 3 million square feet of actual booth space. It was all there: the latest in 8K resolution video, and just about everything else consumer electronics related, from conversational voice control to diamond encrusted iPhone X cases(really!). It doesn't stop there: drones by the hundreds, self-driving concept cars (even a personal helicopter), including video displays that roll out like wrapping paper.

Artificial intelligence (AI)? Yup

One trend we're not so fond of on the AI front: Saying anything that runs an algorithm has AI. Thanks for nothing, marketers! Real AI actually learns, refining its processes to do better the next time.

Most consumer electronics products may be smart, like your voice assistant, or "smart" TV, but true AI? The term is getting thrown around pretty liberally these days. As industry analyst Simon Bryant put it "*Devices may well be smart and/or intelligent but that doesn't mean they are AI*"

Other Futuristic Trends

- Internet of Things or IoT? Tons to see and talk about.
- Virtual reality?
- Augmented reality (VR/AR)?

All there.

[CES 2018](#) officially wrapped earlier this month, after dazzling the world with a glimpse into the future.

More than 3,900 exhibitors showcased world-changing technologies that spanned more than 2.75 million net square feet of exhibit space across Las Vegas - [the largest show floor](#)

[in CES' 51 year history.](#)

Get Social

There were 860,732 tweets about CES 2018 and 450,554 uses of the #CES2018 hashtag.

From major international brands to the more than 900 startups participating in CES 2018 - truly reflected the vibrant global tech industry. We encourage massive doses of skepticism. Of the start-ups from the 2017 show, only about 35% are still with us. Start ups are not for the timid.

Water faucets that talked to refrigerators, which keeps track of train schedules.... The size and breadth of what is shown at this geekly burlesque is just jaw droopingly dumbfounding.

We know many of you have seen or heard about a product or two, perhaps a technology that peaked some interest, know that we are your technology sentinels, and can patiently explain or even source what you desire (if available).

Here are some stuff caught during this show:

We're all used to having our screens roll up, but even those are typically used with a front firing projector. If LG has its way, we'll soon be rolling up TVs too, and from the bottom up!





Moments in Sports

Many of us live our lives through sports, watching and/or playing them since our childhood. There are so many memories, but some stand out in the annals of sport, not just as great moments in sports, but history.

The Winter Olympics are but weeks away. Rumor has it they'll actually be broadcast in 4K, so you can put your new UHD display to good use on some live sports, if your TV provider supports it, and your equipment is ready to go,

Keeping with an Olympic theme, here are 3 of our favorites. Let us know yours!

1) The Miracle on Ice, 1980 Winter Olympics US Hockey Team Beats the Russians to Advance to the Gold Medal Game vs Finland - Epic sports broadcaster Al Michaels got the call on this one, because in a room of hall of fame sports announcers, he was the lone voice to have ever called a hockey game.... once!

2) Jesse Owens, 1936 Olympics - Owens sticks it in Hitler's eye, right on the Furher's home turf, by winning 4 gold medals for the US.

3) 1992 Basketball Dream Team Gold Medal - Yeah, so maybe it just wasn't fair, really. After all, there were probably more NBA future Hall of Famers on that team than have ever graced a court in the same game. On the other hand, we were tired of the Eastern bloc countries using their "amateurs". The results were as expected, with no margin of victory falling below 30. It was a blast to watch, and catapulted basketball to a legit, international sport.

Who was on that team? A few names you've probably heard of: Stockton, Malone, Pippen,

Jordan, Laetner, Barkley, Robinson, Bird, Ewing, Johnson, and Mullin, just to name a few.

If you're amped to watch the 2018 Winter Olympics, make sure your A/V system is firing on all cylinders; [give us a shout...](#)

Don't forget Ed, we're always here to make technology easier, and life more fun for you. By the way, if you've got big Superbowl party plans, we'd be happy to check your system out before the big day, but contact us now before our schedule fills up.

Until next time,

Ed and the ABC AV Team

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