



# CES 2024: Redefining AI in Retail

**M=RGE**

## All together. All on.

AI was at the forefront of 2024's CES show—driving innovations and evolutions as brands define the future of connected living.

### AI redefined.

As AI adoption and consumer comfort level with the technology grows, brands are embracing AI as the future. It's powering everything from TV display technology to smart cars, cities and retail.

Brands are repositioning AI in the eyes of consumers by highlighting its ability to simplify everyday life—positioning it as empathetic and accessible and allowing for personalization.

### Sustainability is paramount.

Seen first as a key trend in 2023 CES, brands are continuing to promote their efforts in sustainable product development and production—as well as introducing innovations in home energy management and electric vehicles.

This meets growing consumer sentiment and demand, as brands and consumers alike feel the responsibility of sustainability.



## Redefining Artificial Intelligence

AI has been a buzzword at CES since 2020. In 2024, the industry brought utility to the forefront and addressed consumer concerns over the emerging technology.

Brands highlighted use cases from big (connected cities) to smaller (smart appliances) with messaging designed to ease concerns over privacy.

- **Humanized AI** | Brands repositioning the role of AI in both products and lifestyles
- **Accessibility** | Brands utilizing AI to increase functionality and usability for all
- **Customization** | AI bringing true intelligence into appliances and electronics to eliminate the mental load of daily tasks
- **Commercial Utility** | Building AI into commercial electronics carries the ability for frictionless digital engagement, meeting consumer expectations of a personalized experience

**Matter, an industry-wide smart home platform introduced at CES 2023, aims to create a central standard of connectivity across brands.**

- LG promoted an all-LG smart home, while Samsung promoted multi-brand SmartThings usage
- Kohler and L'Oreal were just two other brands incorporating AI into unexpected appliances—how will they fit into a larger connected ecosystem of home appliances?

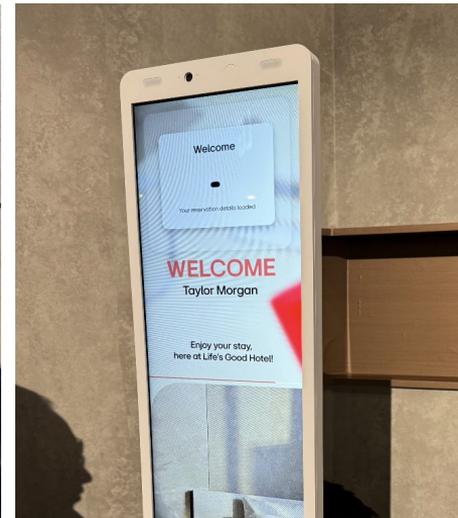
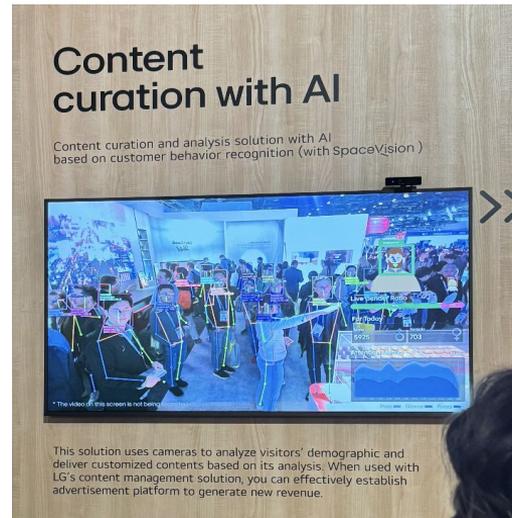


# AI will move into commercial and retail use cases, with the intent of providing a truly customized user experience

This will have an impact into retail media networks and customer experiences, with the ability to serve up content tailored to the individual shopper.

There will be full-funnel data solutions, powered by Single-ID solutions.

Expect innovations in robot services, from order delivery to evolving the hotel check-in process.



The use of consumer data has been a chief concern and challenge in integrating AI into retail.

New applications of AI showcase the frictionless interactions that are possible through smart uses of data.

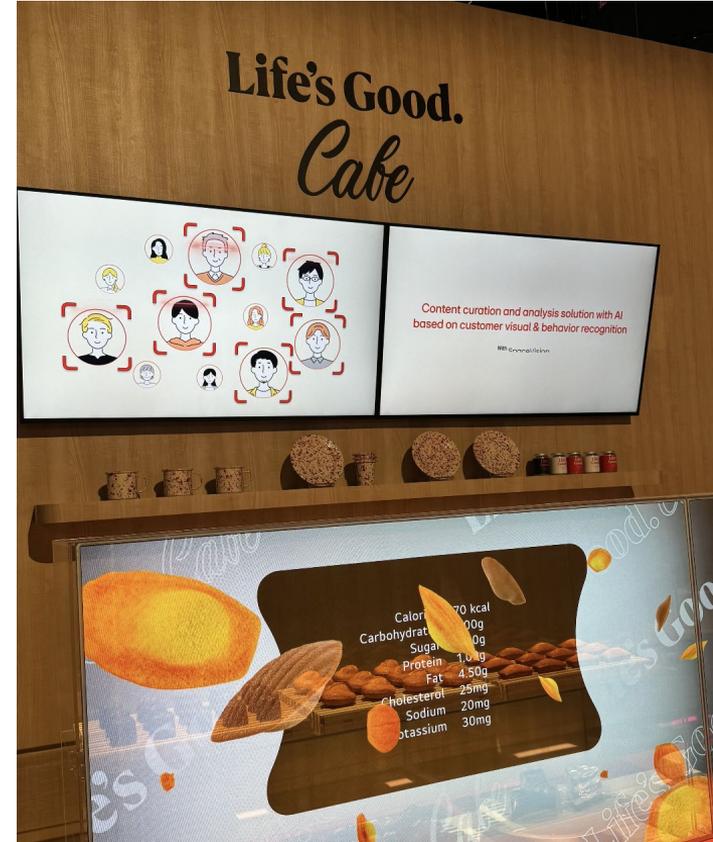
AI Avatars in retail function like the most intelligent sales associate—with the ability to seamlessly support the path to purchase in and out of retail

Data allows for a truly personalized experience for each customer, based on individuals behaviors and preferences

Sharp AI Avatar



LG AI Data-Driven Retail Content



# Technology trends shaping evolutions in retail

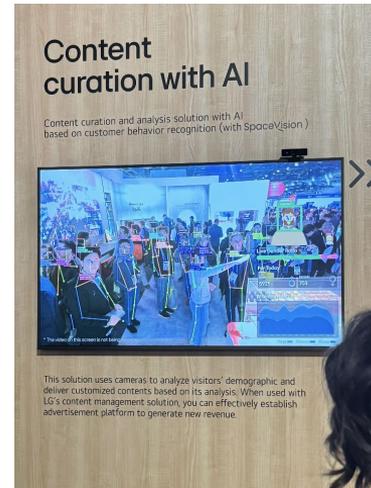
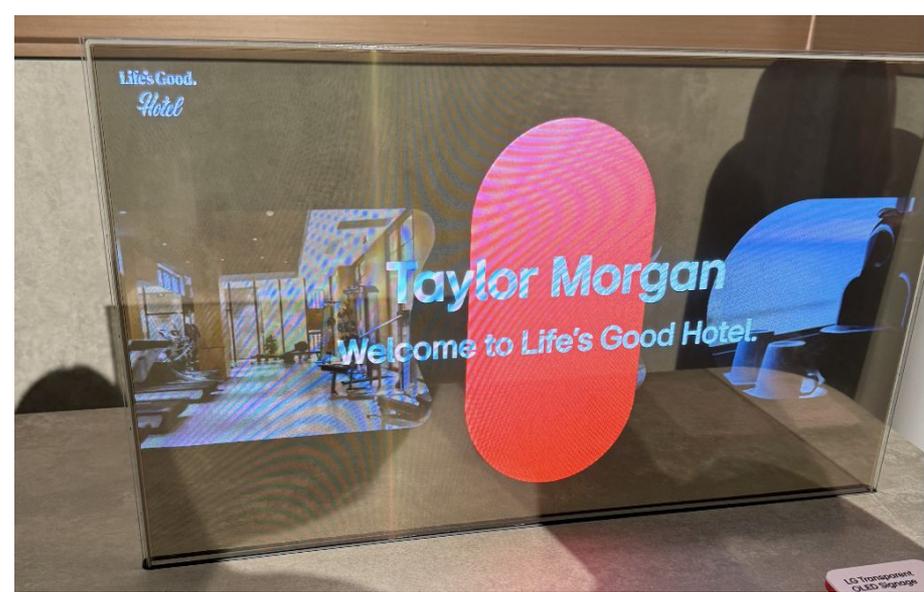
How will these trends impact the shopper experience, both in and out of the physical retail environment?

**Transparent OLEDs** will be used commercially to dynamically display product messaging and add ambient content—expect new possibilities in custom content and displays

**Responsible pull-through of customer data** will inform the retail experience, creating opportunity for true personalization of messaging, content and more

**Accessibility features** will be promoted heavily in messaging and displays

Electronics and appliances will be marketed and displayed in terms of use case—**how will they make your life easier?** How do they fit into your larger lifestyle?



**Thank You.**

**MERGE**