Notes from CES 2017—Exhibits Day 2 and Wrap-up

1) On Friday, January 6, the Fung Global Retail & Technology team attended day two of the exhibit segment of the Consumer Electronics Show in Las Vegas.

2) Qualcomm kicked off the day with a keynote speech forecasting an enormous number of new opportunities and the economic boom that will be fueled by 5G wireless technology, and also launched a new wireless processor and modem.

3) Under Armour offered the day’s second keynote address, with CEO Kevin Plank describing the company’s meteoric ascent and focus on technology, from its first T-shirt to creating a massive exercise database. The company announced new sleepwear for athletes as well as an update to its UA Record App that evaluates the quality of the user’s sleep.

4) The Fung Global Retail & Technology team also met several promising startups from the HAX Accelerator. The accelerator is solely focused on hardware and is based in Shenzhen, China, with offices in San Francisco.

5) Fung Global Retail & Technology will follow companies and technologies seen at CES and will continue to identify emerging tech trends.
CES 2017—Exhibits Day 2

Friday, January 6 was the second day of the regular CES 2017 and keynote addresses and company booth visits. Summaries of those events follow.

Qualcomm Keynote: How 5G Will Change Everything

Qualcomm kicked off on Friday with a keynote address outlining the revolution that will be ignited by 5G wireless technology. CEO Steve Mollenkopf commented, “5G isn’t an incremental improvement in connectivity, or even just a new generation of mobile. 5G will be a new kind of network, supporting a vast diversity of devices with unprecedented scale, speed and complexity.” He was referring to the Internet of Things (IoT) and commented that 5G, combined with advances in robotics, artificial intelligence (AI), nanotechnology and other areas, would launch an era of unmatched innovation. Qualcomm commissioned a study that estimated a $12 trillion market for 5G-related goods and services by 2025.

The company also demonstrated drones flying an obstacle course, using AI to identify and avoid obstacles in real time, powered by Qualcomm’s Snapdragon processors.

Mollenkopf also announced the Snapdragon 835 processor, the company’s first processor using 10nm semiconductor process technology, which powered a demo showing the streaming of 360-degree, 4K video in real time. The company also recently announced the Snapdragon X50 modem, which will power 5G and millimeter-wave wireless systems.

Source: Fung Global Retail & Technology
Under Armour Keynote: Company History and New Sleep Products

Founder and CEO Kevin Plank outlined the company’s rise over its 20-year history, from its launch in the basement of his grandmother’s townhouse to the multibillion dollar company it is today. Plank considers UA a technology company, transforming from developing a better T-shirt to designing the digital products and apps it offers today. With the three apps the company acquired—MapMyFitness, Endomondo and MyFitnessPal—the company has 195 million connected users with 2.6 billion workouts logged, the largest exercise database in existence. UA’s apps work with its own devices, Fitbits, Apple Watches and many other devices.

Plank reiterated product announcements from December, announcing three pairs of connected shoes: UA SpeedForm Gemini 3 RE ($159.99), UA SpeedForm Europa RE ($159.99) and UA SpeedForm Velociti RE ($139.99).

Under Armour announced two new products at CES:

- **UA Athlete Recovery Sleepwear**, created in collaboration with UA athlete Tom Brady, which enables faster recovery after a workout.

- **An Updated UA Record App** that coaches users on better sleep using a proprietary 14-Day Sleep Score and Body Clock.

Plank also demonstrated a platform for rating an athlete’s readiness for a workout, which was demonstrated by Olympic Swimmer Michael Phelps, and author and media powerhouse Arianna Huffington (author of *The Sleep Revolution: Transforming Your Life, One Night at a Time*) also made an appearance to support UA’s new sleep product.
HAX Accelerator Startups

The Fung Global Retail and Technology team also met several promising startups from the HAX Accelerator. The accelerator is focused on hardware startups and is based in Shenzhen, Guangdong, China, with offices in San Francisco.

- **Aire**: Connected breath-analysis device to help people with digestive problems discover their optimal diet.
- **Japet**: An exoskeleton that relieves the pain of those who suffer from back pain.
- **MyFeel**: A wearable bracelet that tracks your emotions and provides personalized coaching.
- **Amper**: Provides real-time visibility into machine production metrics and cycle times.
- **M5Stack**: Programmable 5x5cm modules for IoT solutions and smart-home automation.
- **Octopus**: An icon-based smartwatch designed to help kids form good habits.
- **Tinsel**: A luxury audio necklace for women.
- **Vitali Wear**: An everyday smart bra that tracks breathing, posture and heart variability.

*Source: Fung Global Retail & Technology*