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SBD's Paris Motor Show report, summarizing all of the key events from the show.

SBD Automotive's Event Report subscription is an excellent way to keep up-to-date with the reveals, trends and implications of the industry's most important events.



Disruption
Radar

#301

CES 2023

CES is a technology-focused trade show held annually in Las Vegas, Nevada where manufacturers, suppliers, and developers showcase their latest innovations at conferences and booths. The show has a global reach with over 115,000 attendees and 3,200 exhibitors from 140 countries.

The CES 2023 Event Report provides comprehensive insights into the full scope of what the Las Vegas event offers the automotive industry, taking a deep dive into its reveals and trends, alongside key talking points, announcements and in-depth analysis.

The event was attended on-site by 9 members of the SBD team, including the CEO, CCO, Director - North America, production managers, analysts and more.

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Key features & benefits

- > Detailed coverage of the relevant announcements and analysis
- > Curated analyst insights for major announcements.
- > Feel like “you’ve been there” through SBD’s extensive photo library
- > Understand the key moments and trends from the event

This research supports



PRODUCT PLANNERS



C-SUITE



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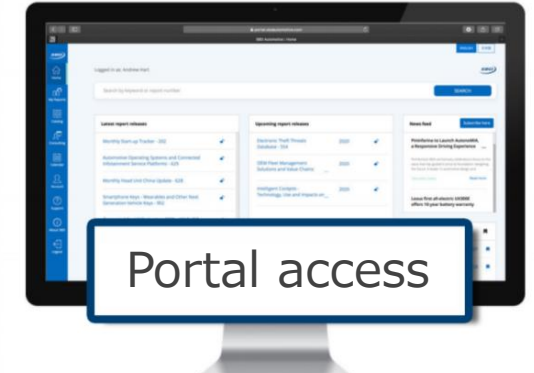
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Consumer Electronics Show

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Introduction



What was CES 2023?

CES is a technology-focused trade show held annually in Las Vegas, Nevada where manufacturers, suppliers, and developers showcase their latest innovations at conferences and booths. The show has a global reach with over 115,000 attendees and 3,200 exhibitors from 140 countries.

Technologies shown at CES are generally focused on the consumer electronics sector, however in recent years the automotive sector has had an increasing presence. Automotive technologies are now a major part of the show with many key players using it to unveil their latest announcements.

CES 2023 was attended on-site by 9 members of the SBD team, including the CEO, CCO, Director - North America, Production Managers, Analysts and more.

Report Focus

Our 2023 CES Flash Report provides a summary of the key automotive trends, research, products, and announcements from the event.



Credit: Consumer Technology Association.

Example slides from the report



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Electrification (1/2)

EVs stole the marquee for most OEMs



RAM 1500 Revolution

- At CES 2023, the introduction of many new EV models (primarily BEVs) by OEMs was a major focus, with their strategies for electrification continuing to be implemented and prominent in automotive-related announcements.
- Stellantis debuted its BEV pick-up model “RAM 1500 Revolution”. Although it is currently still a concept car, it is approaching mass production. Another concept model “Inception” was also revealed.
- Volkswagen, BMW and Afeela (new brand of Sony and Honda) also showed their newest EV concepts and prototypes with some new diversified features.

A FEELA



STELLANTIS



Useability of EV chargers comes into focus



Valeo charging station

- Several innovations were shown at CES 2023, with an aim to make EV charging easier and more convenient. This is becoming an ever-increasing trend for CES.
- Tier-1 OEMs including EVAR, Valeo and Panasonic showcased their newest technologies and products in EV charging, covering smart pole station solutions.
- Amazon also presented EV-charging-related functions, where users can use Alexa to find EV charging location information and initiate a charge with EVgo (only).
- MapBox, TomTom and WirelessCar showcased their EV routing features designed to optimize routing when charging times are considered.

amazon



Panasonic

TOMTOM



WirelessCar

Cameras

Driver and cabin monitoring innovations to improve safety and add value



Gentex Full Display Mirror



Garmin Unified Cabin

- Several suppliers have unveiled driver and cabin monitoring solutions at CES 2023. These technologies use the driver and cabin monitoring systems to offer drowsiness and distracted driving detection as well as other value-added features.
- Harman showed their Ready Care driver monitoring system which can monitor the driver's eye activity, cognitive load and vitals. It can then classify driver behavior and initiate a personalized in-cabin response to improve safety.
- Xperi's DTS showcased their AutoSense cabin monitoring system which can identify each passenger within the cabin and identify their mood to make song recommendations etc.
- Magna's Driver Monitoring camera can be integrated behind the glass surface of the rear-view mirror.



Large new players in the dashcam market



Amazon Ring Car Cam



Bosch RideCare Companion

- Amazon and Bosch have each unveiled their dual-facing cameras as they enter the dashcam market.
- Amazon's Ring launched their dashcam at CES 2023 which includes dual-facing HD cameras. With the optional Ring Protect Go subscription, users can view a livestream and stream recorded video through LTE connectivity.
- Bosch also unveiled their RideCare companion for ride-sharing vehicles. This includes an internal camera which records the internal cabin and in case of emergency can be used to call Bosch agents for assistance through an LTE connection.



Session: Panasonic media days press conference

Panasonic

A demonstration of how to pursue a “sustainable Innovation”

- Panasonic reaffirmed its goal to achieve net zero operation by 2023 and yearly avoided emissions of 200 million tons of CO2 by 2050 (1% lower than current total). Taking actions to counteract the effects of climate change has become the top priorities of Panasonic.
- **Green Impact plan 2024** – Expand net-zero CO2 factories to 37 in FY2025 from 7 in FY 2021, achieve 99%+ ratio of factory waste recycled in FY2025, increase the use of recycled resin to 90kt in FY2025, etc. Panasonic also announced expanding the scale of using recycled material to manufacture new EV batteries from year 2024 through cooperation with Redwood. This plan also emphasizes the deployment of hydrogen fuel cell, and they are planning to offer the technologies to offices and factories this year with a full-scale business offering next year.
- **EV batteries production capability** – 66 batteries per second, 5.5 million batteries a day, 2 billion batteries per year in Nevada plant and the new Kansas plant built in November is expected to increase 60% of its capability. In addition, Lucid will be one of their biggest customers.
- **Infotainment products** – Panasonic is developing an audio system specifically for EVs, that uses up to 67% less power than traditional audio systems, to ultimately extend the battery range. Voice assistant products can enable customers to use multiple voice assistants including Siri and Alexa, which is achieved by combining Amazon’s Alexa and Apple’s Siri voice experience in a single system, which is an industry first.
- Some other products including the Nano-EX portable air purifiers are also introduced, but most of the products are home products.

Key Takeaway

The goal to achieve high-level sustainability was the theme throughout the press conference, Panasonic announced some long-term and short-term objectives to realize the goal. In terms of the automotive field, the EV battery is still the centre of work and Panasonic is expanding their production capability. Besides EV batteries, Panasonic is also presenting some in-vehicle features including the voice assistant system supporting multi assistants.

Discussion Panel:

- Allan Swan – President, Panasonic Energy of North America
- Megan Pollock – Vice President of Branding & Strategic Communication, Panasonic North America
- Tastsuo Ogawa – Group Chief Technology Officer, Panasonic Holdings Corporation
- Andrew Poliak – President, Panasonic Automotive Systems Company of America
- Megan Lee – Chairwoman and CEO, Panasonic Corporation of North America
- Arianne Walker – Chief Evangelist of Amazon Smart vehicles
- Michelle Esgar – Director, Marketing & Experience, Panasonic Consumer Electronics Company





Innovation Award Winners – Cybersecurity & Personal Privacy

With increased connectivity comes increased security risk and privacy issues. This year the CES Innovation Awards featured blockchain enabled tech ranging from cryptocurrency wallets and the world's first Crypto & NFT Wallet app.

Company

Product


BOSCH

Bosch AIShield is an AI-security solution designed to protect AI-based medical devices in the face of emerging security threats. AI systems are at the epicenter of security, safety and privacy concerns in healthcare industry.


QSIM+

QSIMPLUS Quantum Communication (QC) systems that create 100% hacker-proof, ultra-secure communications are time consuming and extremely expensive to create. Our product, QSIMpro, cuts these time and costs by removing the need for typically necessary hardware. Multiple trial and error is no longer needed and even QC non-experts can use our product.


ZKRYPTO

Zkrypto Inc. Azeroth is the world's first Crypto & NFT Wallet app to deliver combined support for anonymous and auditable transactions on the public blockchain. Azeroth mobile app is a user-friendly Crypto & NFT digital wallet that guards against hostile activities and finally enables consumers to trade diverse portfolios with security and resilience.

SAMSUNG

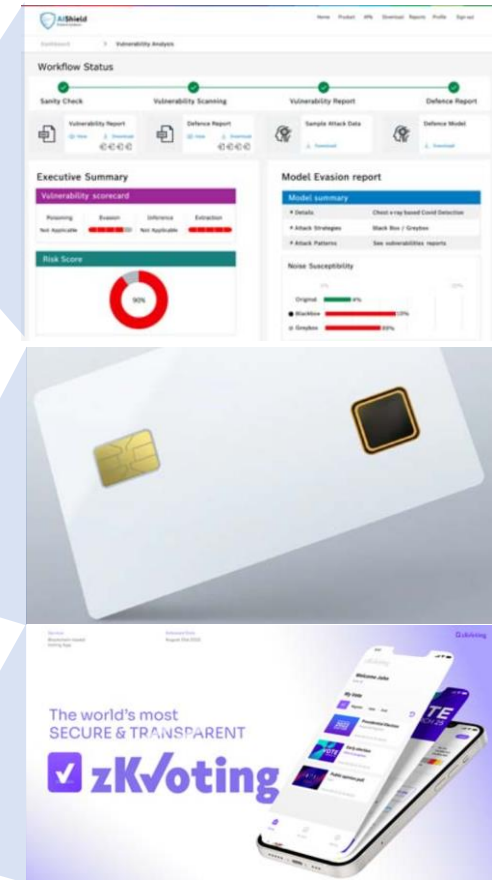
Samsung Electronics Samsung's S3B512C integrates a fingerprint sensor, a Security Element (SE) and a Secure Processor (SP) on a single chip, along with enhanced security features made possible by Samsung's proprietary fingerprint authentication algorithm and anti-spoofing technology.



Safee is a phone case that conceals an anti-aggression device that can be activated in less than 3 seconds and offers up to 5 self-defense features. The user activates the Safee case by pressing the push button 3 times in a row and The 130 Decibel alarm presents in the case is activated.


ZKRYPTO

Zkrypto Inc. / Hanyang University zkVoting is the first public blockchain voting app to utilize ZKP (Zero Knowledge Proof) technology. It leverage the trusted public blockchain ecosystem and ZKP technology to deliver the first voting platform that ensures absolute secrecy, guaranteed legitimate information without revealing voter identification and ballot content, and is resistant to adversarial coercion.





Summary

HOLON

- Holon is a start-up brand owned by Benteler International AG that aims at developing purpose-built autonomous vehicles.
- Holon presented its autonomous shuttle with the design by Pininfarina and development is in partnership with Beep and Mobileye.
- The vehicle will feature level 4 autonomous capabilities developed in partnership with industry leaders such as Mobileye.



Video/Pic

Highlights

The **HOLON Mover** autonomous shuttle was premiered at CES 2023. The Mover is a purpose-built vehicle for mobility as a service is conceived for ride pooling and ride-hailing, and more.

The Mover reaches a maximum speed of 60 km/h (37mph) and has a claimed range of about 290 km (180 miles) and is capable of SAE Level 4 autonomy based on Mobileye Drive thanks to two camera-powered independent perception systems, as well as radar and lidar. Passenger capacity is up to 15 people.

The Holon mover features double-wing doors with photo-electric sensors and automatically extending ramps to ensure the best accessibility. Also, information in Braille and audiovisual guides will be provided.

The pilot project for the Mover is set to begin in Germany, but production of the Holon mover will start in 2025 in the US with further plans to expand in Europe, the Middle East, and Asia.

Find out more

[HOLON company website](https://www.holon.com)

Maturity



Concept Planned On sale

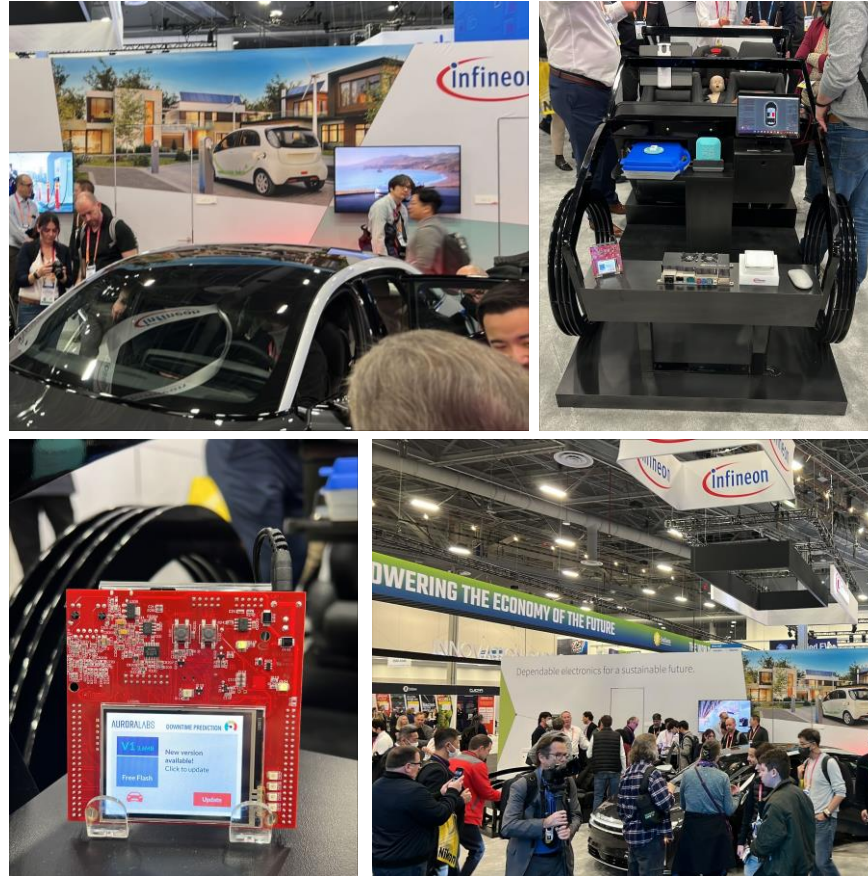


Summary



- Aurora Labs is a start-up founded in 2016 and focusing on automotive software intelligence to work on creating safer, more efficient, and sustainable mobility.
- Aurora Labs and Infineon demonstrated AI-Driven, Secure, Redundant OTA Updates with Zero Downtime.

Video/Pic



Highlights

Aurora Labs, in partnership with Infineon, demonstrated an AI tool which can **provide secure and fully redundant OTA updates** with zero downtime to Infineon AURIX TC3xx and TC4xx microcontrollers. This has potential benefits to Tier-1s & OEMs by allowing updates without the use of A/B switching of memory, which may save cost through reduced RAM system overhead and may significantly reduce OTA update install time.

Aurora Labs claim that the technology deliver data more efficiently reducing costs of device hardware and data transmission by up to 98% as well as resolution time.

[Find out more](#)

[Argus Cyber Security wins CES 2023 Innovation Award](#)

Maturity



Concept Planned On sale



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