

storytech

telling stories,

curating connections.



TREND 01
THE EXECUTIVE EDGE

THE EXECUTIVE EDGE

Edge compute and accelerated hardware mean everything happens **locally + immediately.**



THE EXECUTIVE EDGE SHIFT

We know that AI is already well beyond prompting. It's time to stop talking about it and to **start building**.

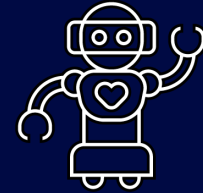
GENERATIVE AI



VERTICAL AI



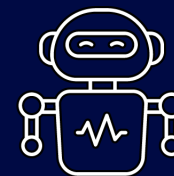
PHYSICAL AI



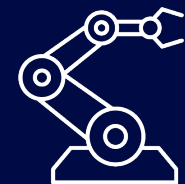
DIGITAL TWINS



AGENTIC AI



INDUSTRIAL AI



PERCEIVE



ACT



REASON



LEARN





The Foundry Space

A new hub at CES for global leaders to showcase breakthroughs in **AI and quantum technologies**, including NVIDIA, AWS, IBM, AMD, Hitachi, etc.

Biometrics dashboard

Manu

Proportion of
weight lost

15%

Age

34

Health history

Hypertension

Joint pain

Weight lost

↓ 46.5 lbs

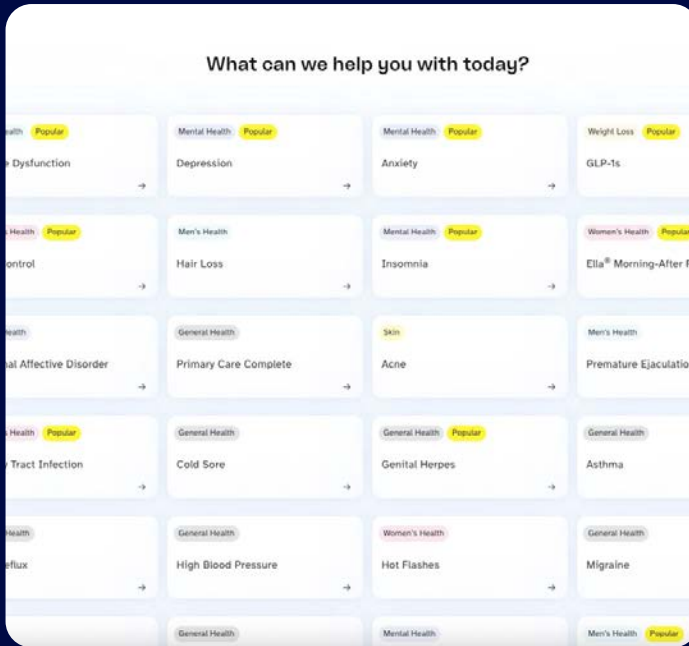
TREND 02

FUTURE OF LIVING

Journey

13 weeks





Digital health platforms

Everything from asthma to acne to anxiety can now be treated through a digital marketplace



AI-driven personalization

Intelligent systems learn patient preferences and needs to develop customized programs



Remote coaching

Physicians and mental health professionals are available on-demand for support

Enterprise-level infection intervention
Outbreak response and control
Reduced maintenance and facilities cost

INTERVENTION | 10-YEAR COMPARISON

ANNUAL
Cleaning
Cost per shift
\$.7 MIL
10-year cost

AUTOMATED Disinfection Technology

Integrated System

\$170K

10-year cost



FUTURE OF LIVING

From doctor-centric to
app-centric

From insurance to
subscriptions

From episodic care to
continuous monitoring



BIRTH CONTROL

- LEMONAID
- GoodRx
- nurx
- hers
- pill
- SimpleHealth
- twentyeight
- pandia health
- alpha

Companies supply a mix of oral products, patches, and vaginal rings, and Plan B.*

INFECTIOUS DISEASES

- nurx
- LEMONAID
- GoodRx
- ro

PrEP: Truvada
COLD SORE | FLU | UTI | SINUS INFECTION | GENITAL HERPES
UTI | COLD SORE
COLD SORE: Valacyclovir
GENITAL HERPES: Valacyclovir

MENTAL HEALTH

- kick
- hims
- hers
- LEMONAID
- MAVEN

ANXIETY: Propranolol
DEPRESSION | ANXIETY
DEPRESSION | ANXIETY | OTHER

SMOKING CESSATION/SUBSTANCE USE DISORDERS

- GoodRx
- LEMONAID
- ro
- RORY

OPIATE OVERDOSE | SMOKING CESSATION
SMOKING CESSATION: Bupropion | Varenicline
SMOKING CESSATION: Bupropion | Nicotine gum

METABOLIC & OTHER CHRONIC CONDITIONS

- GoodRx
- LEMONAID

VITAMIN D DEFICIENCY
ACID REFLUX | HYPOTHYROIDISM | CHOLESTEROL/STATIN TREATMENT

SEXUAL HEALTH

- ro
- hims
- LEMONAID
- GoodRx
- BL'NK-HEALTH
- hers
- RORY

ED: Sildenafil | Tadalafil
PREMATURE EJACULATION: Sertraline | Benzocaine 4%
ENLARGED PROSTATE: Future target (most likely alpha-blockers and 5-alpha reductase inhibitors)
ED: Sildenafil | Tadalafil | Avanafil
PREMATURE EJACULATION: Sertraline | Lidocaine
ERECTILE DYSFUNCTION
PREMATURE EJACULATION
ERECTILE DYSFUNCTION
PREMATURE EJACULATION
ED: Sildenafil
SEX DRIVE: Filibanserin
YEAST INFECTION: Miconazole
SEXUAL HEALTH: Vaginal Estradiol Cream | HOT FLASHES: Paroxetine | Venlafaxine

DERMATOLOGY*

- alpha
- Curology
- GoodRx
- LEMONAID
- hers
- Dear Brightly+
- Apostrophe

ACNE: Tretinoin Cream | Benzacn | Epiduo | Doxycycline
SKIN HEALTH: Tretinoin Cream
Combination of: Clindamycin | Azelaic acid | Tretinoin | Niacinamide | Zinc Pyritnone | Tranexamic acid | Metronidazole
ACNE
ACNE: Niacinamide | Clindamycin phosphate | Tretinoin
ANTI-AGING: Tretinoin | Niacinamide
MELASMA: Tretinoin | Kojic acid | Hydroquinone | Hydrocortisone
Tretinoin
ACNE: Tretinoin | Doxycycline | Minocycline | Spironolactone | Cephalexin | Clindamycin | Metronidazole | Benzoyl Peroxide
ROSACEA: Metronidazole | Doxycycline

HAIR LOSS/EYELASH GROWTH

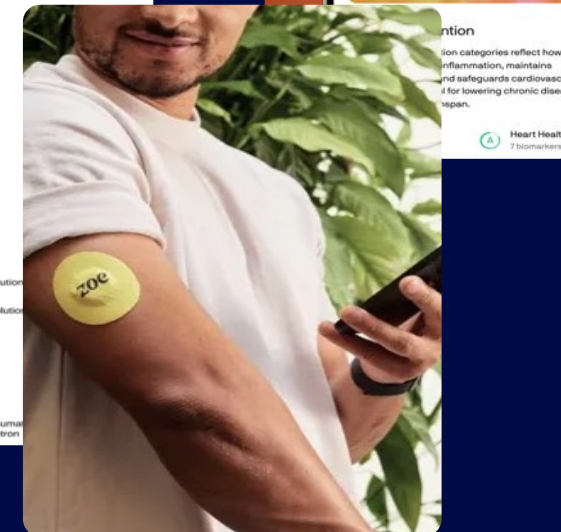
- ro
- hims
- Keeps
- LEMONAID
- BL'NK-HEALTH
- GoodRx
- hers
- RORY

HAIR LOSS: Minoxidil | Finasteride
HAIR LOSS: Minoxidil | Finasteride
HAIR LOSS: Minoxidil | Finasteride
HAIR LOSS: Finasteride
HAIR LOSS: Finasteride
HAIR LOSS
EYELASH GROWTH
HAIR LOSS: Minoxidil
EYELASH GROWTH: Bimatoprost ophthalmic solution
HAIR LOSS: Minoxidil
EYELASH GROWTH: Bimatoprost ophthalmic solution

MIGRAINES

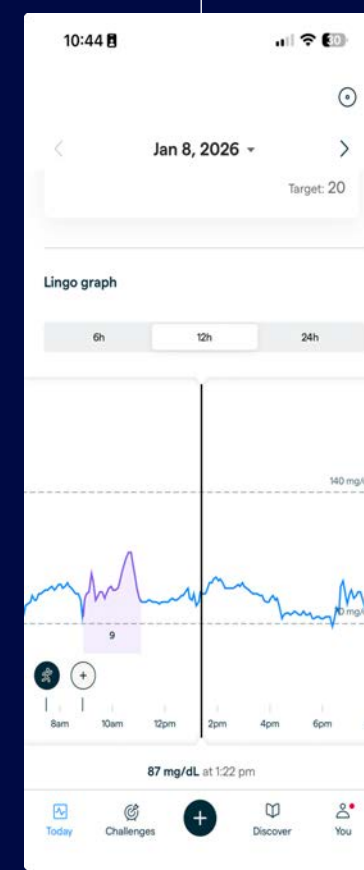
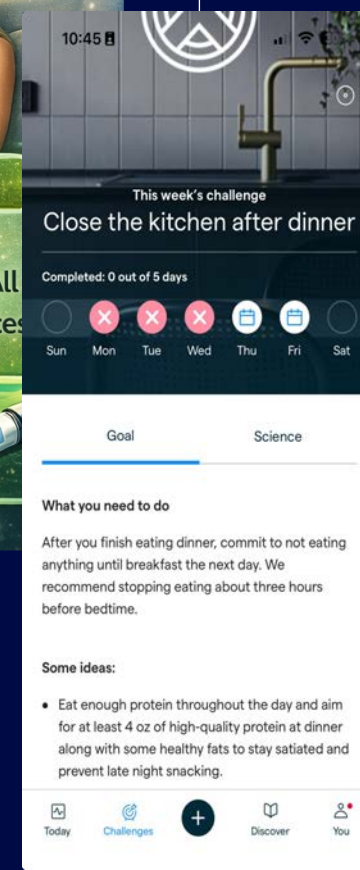
- cove
- LEMONAID

ACUTE: Naproxen | Sumatriptan | Rizatriptan | Ondansetron (add-on nausea)
PREVENTATIVE: Propranolol | Metoprolol | Amitriptyline | Topiramate
Topamax | Amitriptyline | Metoprolol | Sumatriptan | Rizatriptan | Metoclopramide | Ondansetron



FUTURE OF LIVING SHIFT

GLP-1s have now evolved into a complex ecosystem of health services, products, apps, and subscriptions.



TREND 03
ROBOTS RISING

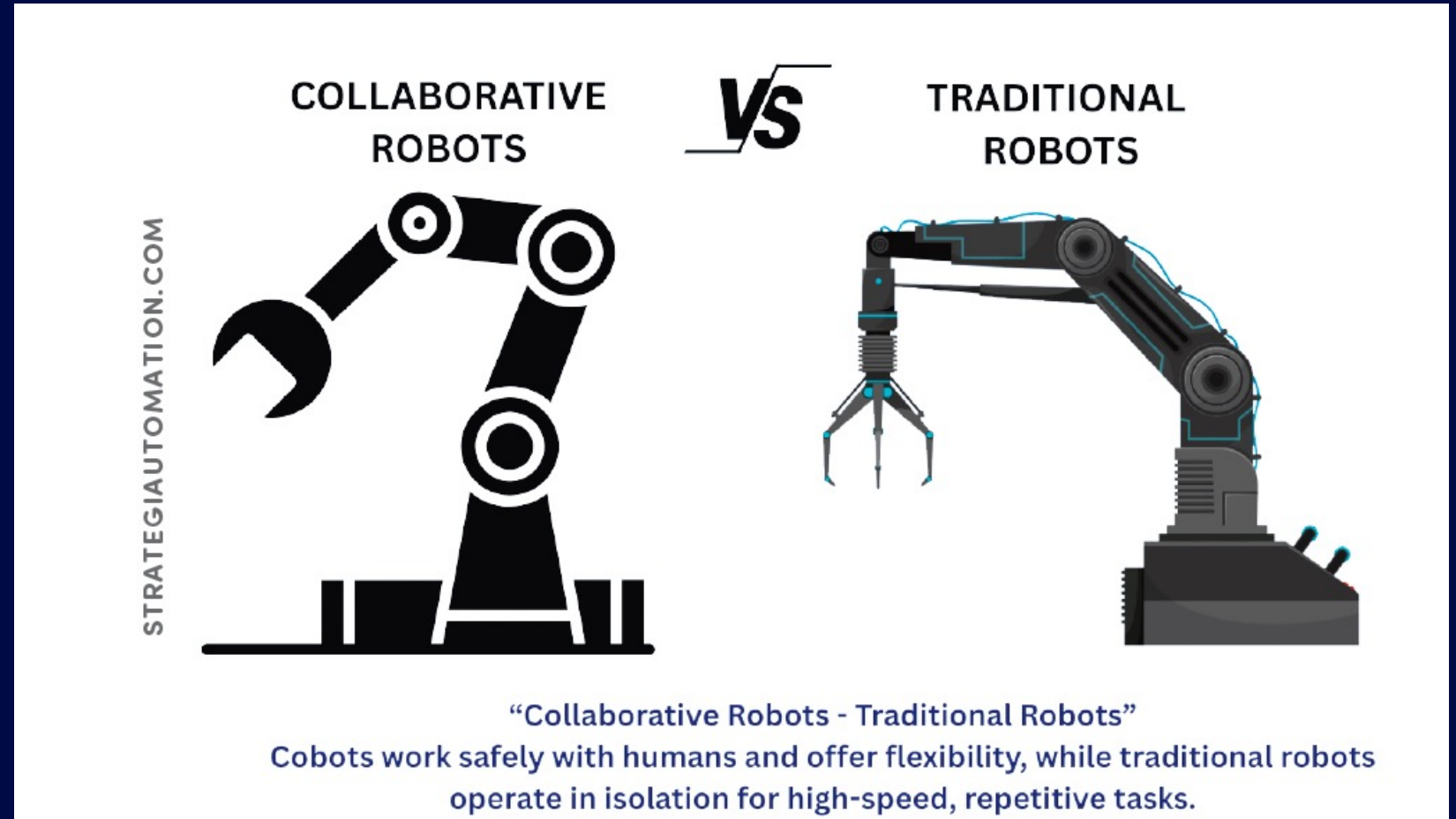


ROBOTS RISING SIGNALS

Precise perception
(sensors, LIDAR,
cameras)

Advanced AI models
interpreting complex
environmental data)

Dexterous robots capable
of high-sensitivity tasks



ROBOTS RISING

EXAMPLE



Sharpa

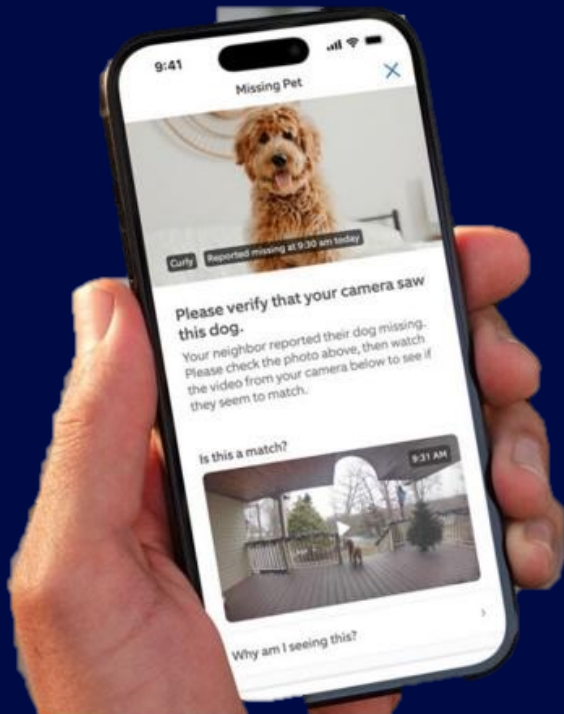
These robots are built with a human-like upper-body for range of motion, with high accuracy (e.g., identifying and testing a ripe blueberry without breaking) and success across long-horizon tasks.

The image features a large, complex industrial engine, possibly a gas turbine or jet engine, mounted on a blue mobile cart with wheels. The engine is shown in a semi-transparent wireframe style, revealing its internal components. The cart is blue and has a small orange light on its side. The background is dark blue with a faint grid pattern. The text 'TREND 04 SUSTAINABILITY' is overlaid in the center in white, bold, sans-serif font.

TREND 04
SUSTAINABILITY

SUSTAINABILITY

The circular economy is no longer an ethics story. It's a **systems story**.





Siemens – Disney Throne

The Siemens booth featured a large-scale 3D-printed throne based on Disney's King Louie — using digital twin tech to identify pre-production errors, and produced via AI-powered robots.



National Geographic SharkFest

storytech
WITH A GLANCE

TREND 05
M & E INNOVATION

BULL SHARK
BANDITS

BULL SHARK
VS HAMMERHEAD

MOST EXTREME
SHARK

Music and Dance

MILTON



M&E INNOVATION

Embedded AI
processors

Intent-based search +
adaptive interfaces

Robust device
ecosystems



LG AI TV

presents

AI Concierge

storytech

telling stories,

curating connections.