

# Marketers keep trying to make the metaverse happen and other CES observations

Article

Another Consumer Electronics Show (CES) has come and gone, introducing the world to everything from a **self-driving stroller** to an **accessible PlayStation 5 controller**.

It would be impossible to give a rundown of everything announced at the Las Vegas event, but here are a few things we think retailers should keep an eye on.

**Metaverse minus the headgear.** **Metaverse companies have had a hard time getting nongaming consumers to commit** to expensive and cumbersome headsets. At CES, a new crop of technologies touted the 3D experience sans headpiece.

- Brelyon's Fusion desktop monitor provides users the 3D-visual experience without any glasses. The company says the **panoramic screen** is the "world's largest field of view" for an OLED display.
- **3D Game Market** will release its consumer monitor, the 3DGM, in the coming months, per Mashable. The 3DGM is a 32-inch glasses-free 3D desktop monitor that uses eye-tracking technology to optimize the 3D visuals based on where users are standing.
- **Lenovo's Project Chronos** aims to blend the virtual and physical worlds with virtual avatars that replicate users' real-world actions. An RGB depth camera captures user movements and translates them onto the screen, said The Verge.
- Neither Brelyon's Fusion nor Lenovo's Project Chronos are available for consumers to purchase. But these may be early signs that virtual reality is leaving headgear in 2022.

**Electric-city:** Though **less than 2% of the US population will drive an electric car** this year, there were still a couple of significant electric vehicle (EV) announcements at CES.

- Volkswagen is coming after **Tesla's reign**, with a car that can drive over 400 miles on a single charge. Though it won't be available until 2026, Volkswagen's test model at CES featured a **colorful patchwork of QR codes** that act as camouflage and provide "an interface between the physical and digital worlds," per Mashable.
- Sony is partnering with Honda on an EV prototype, **the Afeela**. According to Hypebeast, car features include multiple interior screens powered by Epic Games and a customizable "Media Bar" that can relay information. Who needs a horn?

**Getting smarter:** This year at CES, the smart home became even more connected.

- Ring's latest home security camera is an autonomous drone that can fly around to give users a perspective of any room they want when they aren't home. It's **Ring's "most ambitious product yet,"** per The Verge.

- Samsung is reentering the smart home hardware game with its **SmartThings Station**, a wireless charging pad. Not only does the device charge a wide variety of gadgets, it can also control devices like TVs, thermostats, lighting, and power outlets with the SmartThings app.
- But **one name rose above all others** this year: Matter. The open-source smart home technology is compatible with Amazon Alexa, Apple HomeKit, Google Home, and Samsung SmartThings, meaning it works with just about any device you may have in your home.

**Key takeaways:** The metaverse isn't dead, life is a highway for EVs, and in the smart home of 2023, it's all about creating connections with ease.

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