



Tomorrow's Tech

2024





**Brian Comiskey**  
Senior Director of Innovation  
and Trends

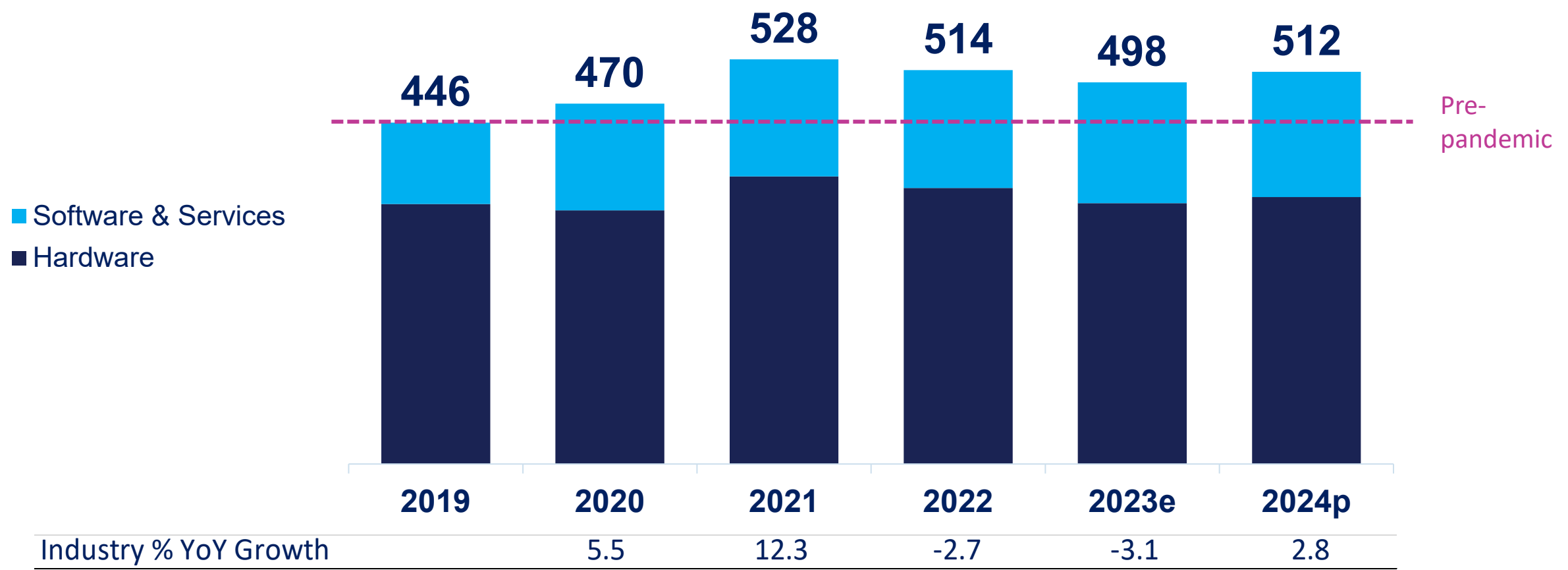




# TODAY

# Forecasting U.S. Consumer Tech Spend

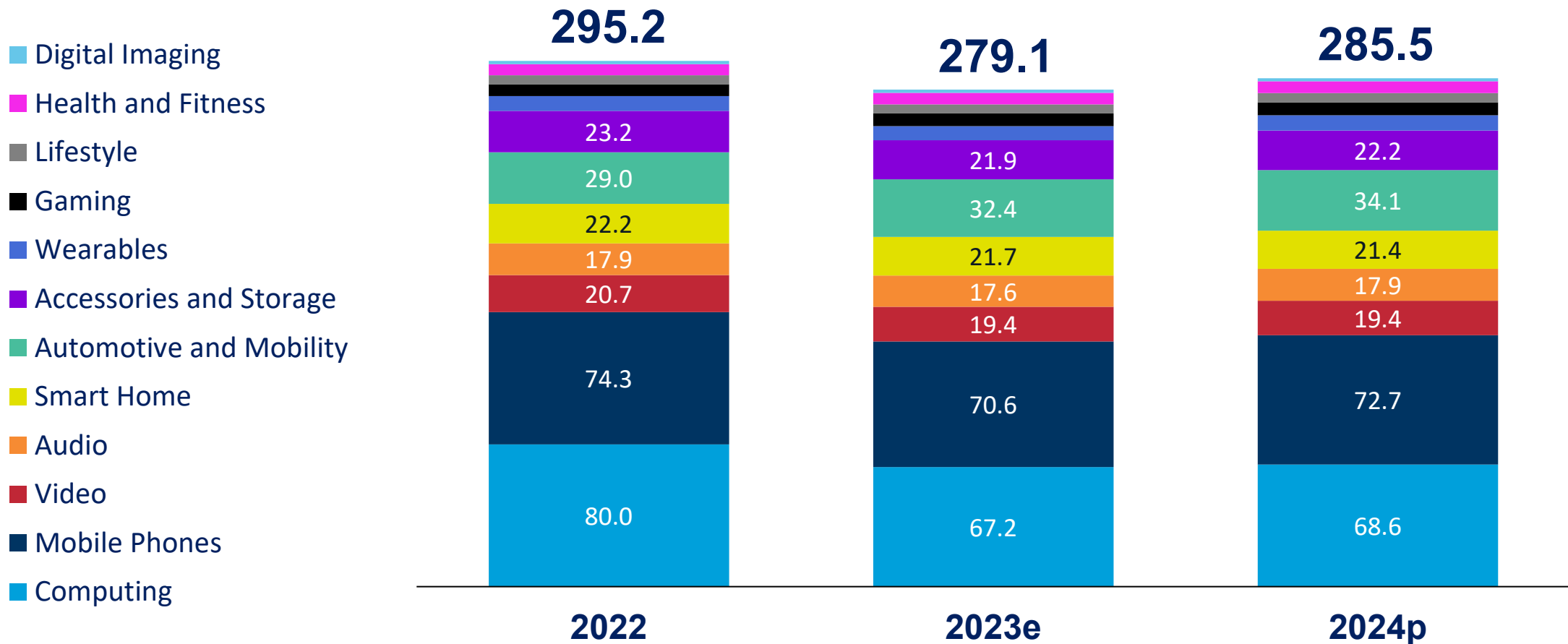
Retail Revenues, \$ Billion



e=estimate p=projection

# The Looming Upgrade Cycle

## Retail Revenues, \$ Billion

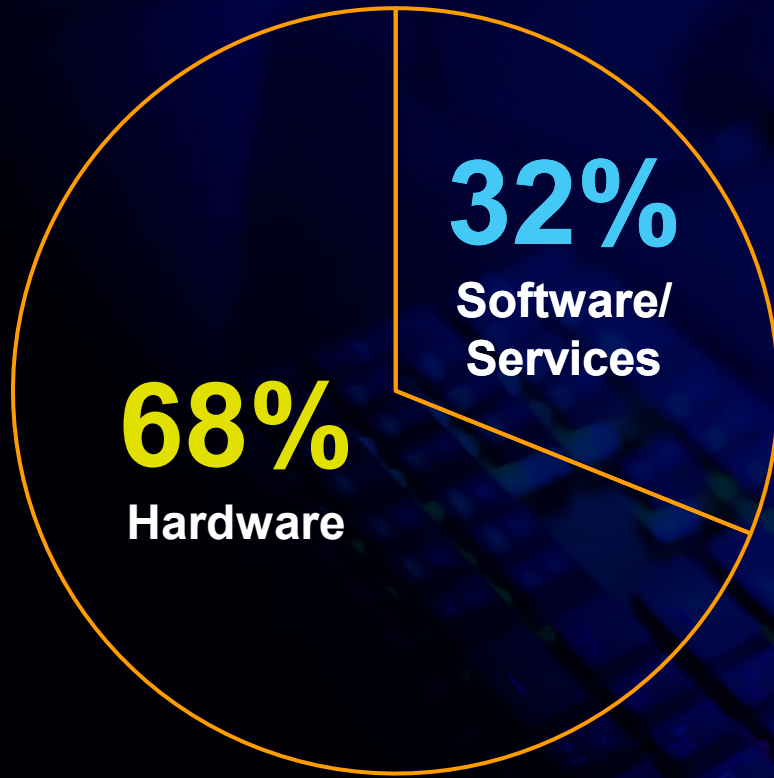






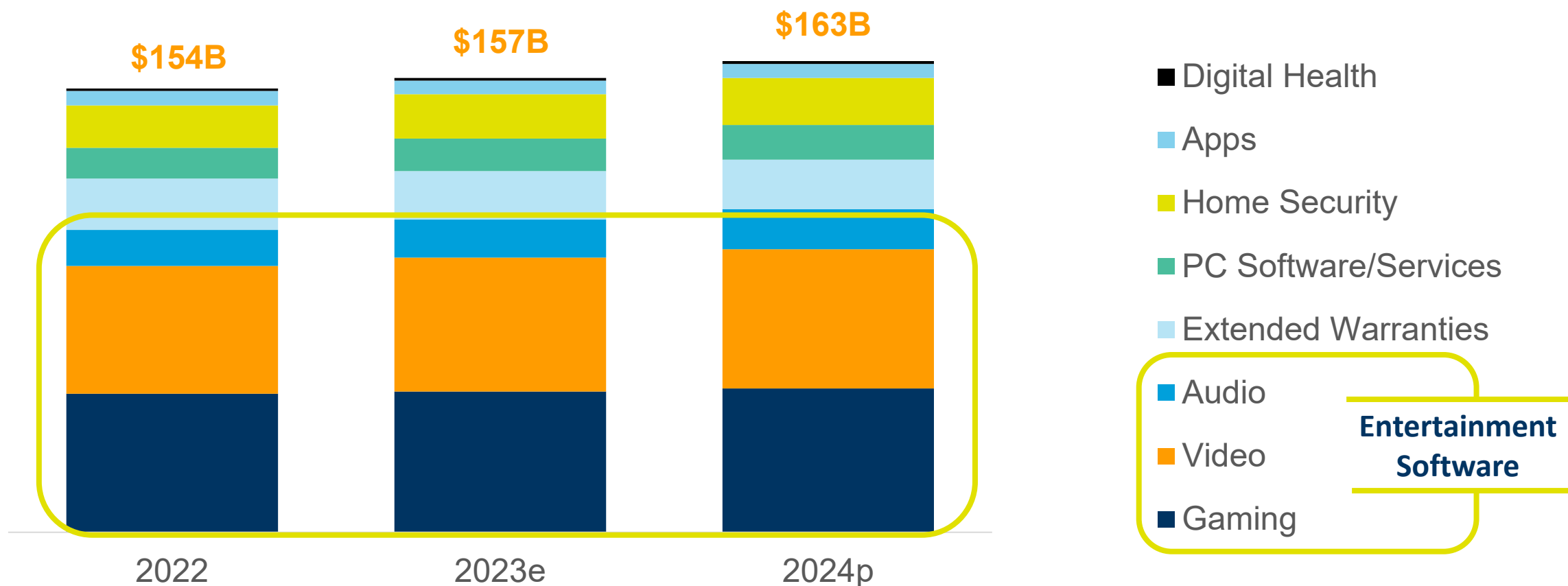
# The Growing Software Pivot

2024 U.S. Consumer Technology Revenues: \$512 Billion



# Entertainment Leads Software Spend

## Consumer Spending on Software







# Generational Power

- ~69 Million** U.S. Gen Z (11-26 YO)
- 86%** of U.S. Gen Z say tech is essential to their lives
- \$** U.S. Gen Z more likely splurge on tech





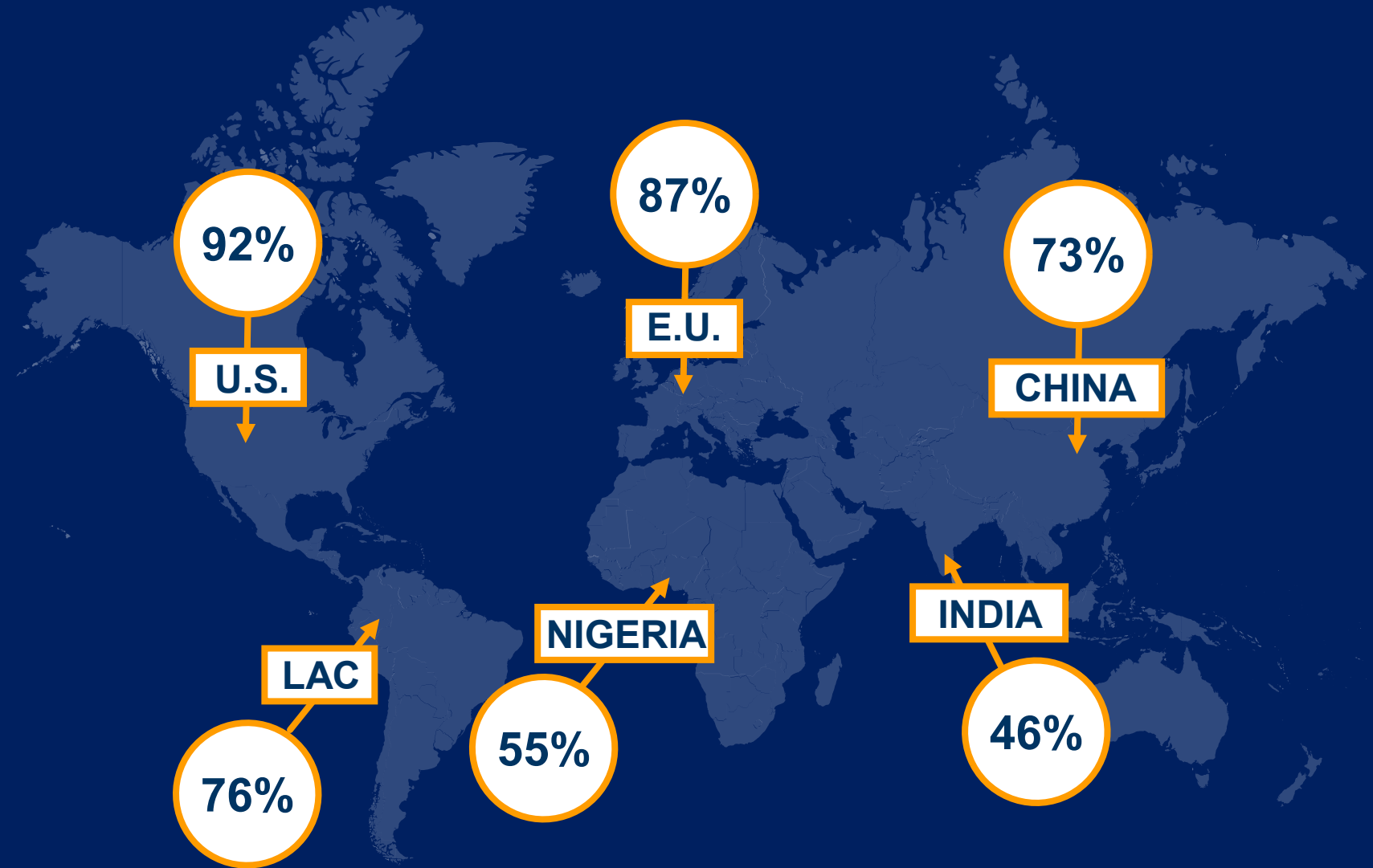


# Global Connectivity Acceleration

**5.4 Billion**  
people are connected to  
the internet today.

**90%**  
of the global Gen Z reside  
in emerging markets.

**1 Billion**  
more expected to come  
online by 2027





# Digital Infrastructure Evolves

**Advancing  
Connectivity**



**NextG**



**IoT/Edge**



**Li-Fi**



**Cybersecurity**



**Cloud**



**AI & Robotics**

**Digital Utilities**





# TOMORROW



# Trends Shaping the World

**Artificial Intelligence**



Food

Mobility

Gaming

**Sustainability**



Fintech

Health

Content

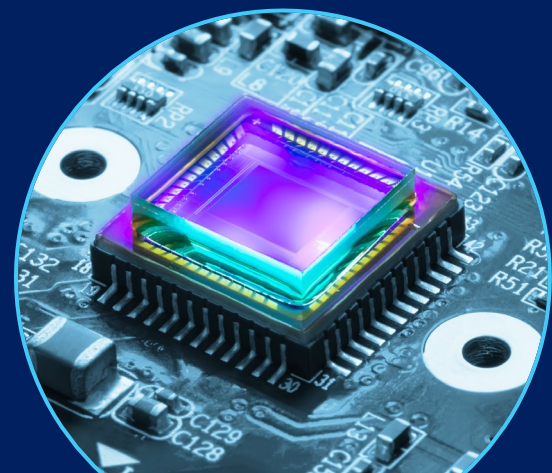
**Inclusivity**







# AI Ecosystem: Beyond Generative AI



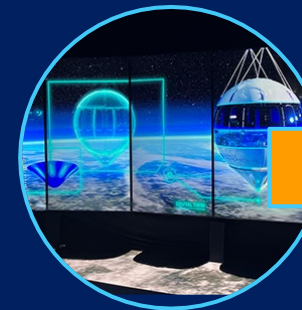
**Chips & Sensors**



**Data Infrastructure**



**Platforms**

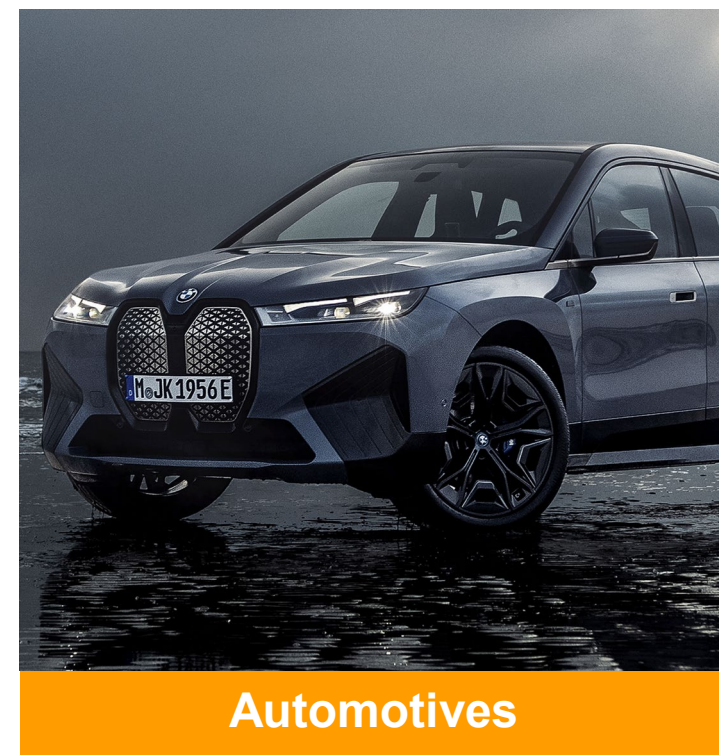
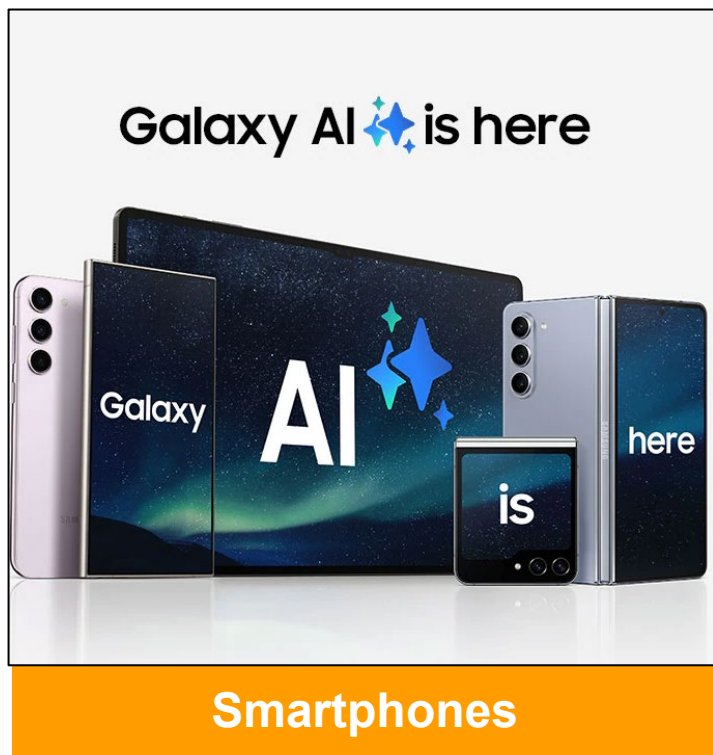


**Digital Twins**



**Robotics**

# The AI Hardware Upgrade







# Redefining TV as the Intelligent Hub



Smart Home  
Command Center



On-Board Cameras



E-Commerce  
Platforms



Interactive & Non-  
Linear Viewing





# The Future of Mobility







# Powering a Green Future



## MATERIALS

Graphene could **reduce battery carbon footprint by 25%**



## INFRASTRUCTURE

Renewables generated **12% total electricity globally** in 2022



## EXPERIMENTATION

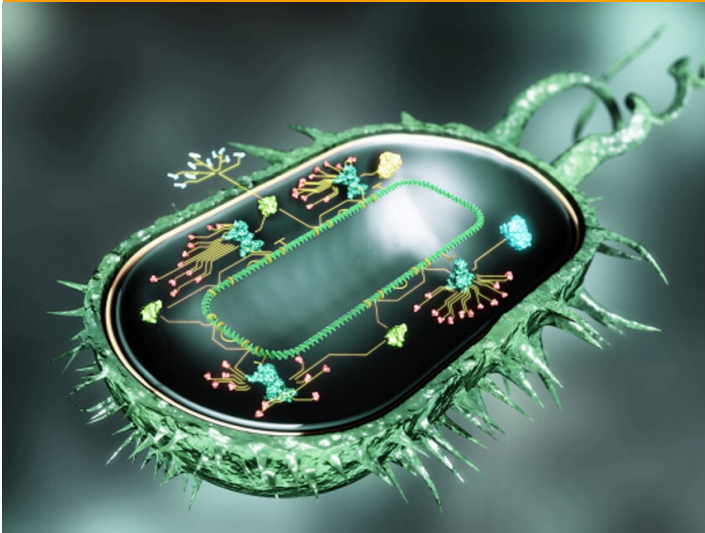
**\$326B** invested globally into hydrogen and nuclear fusion in past year





# Material Advancements

## Bio & Synthetic Bio



- **Biofuels & Bioplastics**
- **Waste to Packaging**
- **Microorganisms**
- **Synthetic Microbes**

## Circular



- **Mechanical Recycling**
- **Purification**
- **Depolymerization**
- **Conversion**

# Applying Biotech Innovation

**\$477 Billion**

biotech market expected to reach \$4T by 2030.

**\$57 Billion**

invested into U.S. biotech firms, accounting for 35% of all global investment.

**3100+**

biotech startups with VC investment globally.

Sources: [Pitchbook](#), [Crunchbase](#), [McKinsey](#)

## Industrial Applications





# Rethinking the Energy Ecosystem

**\$35 Trillion**

global spend required for climate transition tech by 2030.

**190**

countries committed to achieve net-zero by 2050.

**\$27.4 Billion**

capital raised across nearly 1,400 deals in 2023.



## INFRASTRUCTURE

- Sustainable Building
- Circular Economy & Reclamation
- Carbon Sequestration
- Resiliency



## EXPERIMENTATION

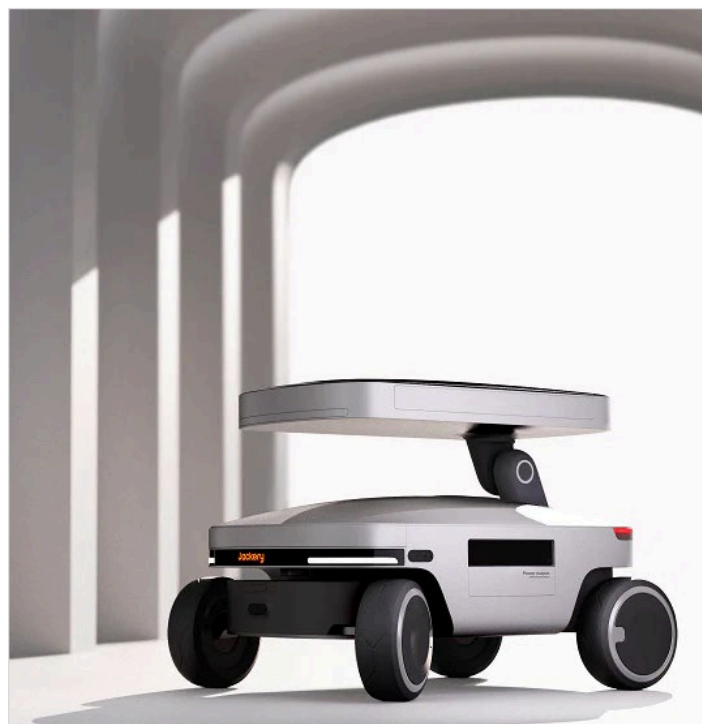
- Renewables
- Green Hydrogen
- Fuel Cells
- Battery Tech



# Emerging Sustainable Products



**Exeger – *Powerfoyle***



**Jackery – *Solar Mars Bot***



**Midbar - *Air Farm***



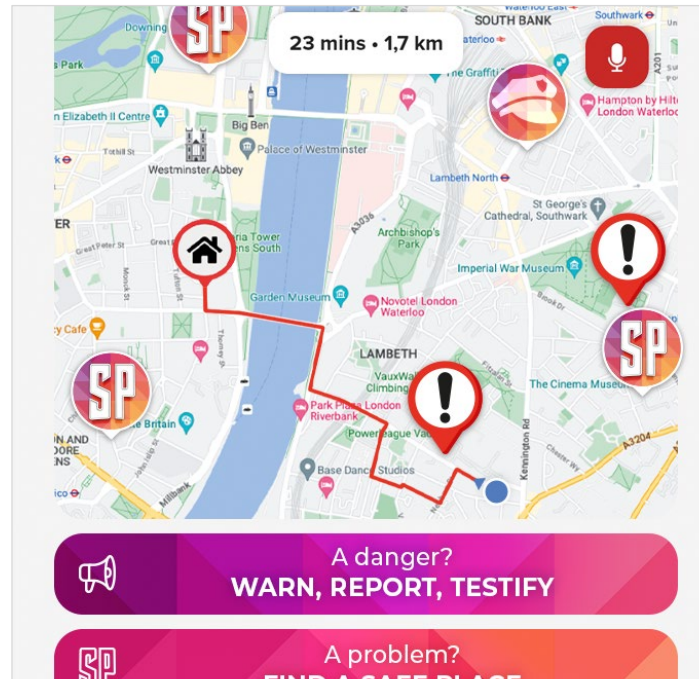
# Embracing Inclusive Tech Design



# Inspiring Inclusive Innovation



**Garmin –  
Venu 3**



**UMAY –  
Secure Walking Tool**



**EssilorLuxottica –  
Hearable Glasses**