



## CES 2020 – Innovations to benefit older adults

*Industry Market Trends, Research & Analysis*

**If the Consumer Electronics Show (CES) were held in March, it would have been canceled.** Winter coronavirus cancellations include Mobile World Congress (previous attendance 100,000) South by Southwest (previous attendance 50,000), the Health IT conference HIMSS (45,000). This is a very big deal side effect, not discussed much in midst of the other virus-related news. But events like these are the way innovators launch their offerings and concepts with demonstrations and in-person feedback, form relationships and find prospects. It is also the way the media sees and then talks about what's new and interesting. Without events, product launches would be more like trees in the forest falling silently unobserved.

**Luckily CES 2020 was held in January.** And therefore 127,000 eagerly attended and thus were overwhelmed, exhausted and repeatedly amazed. As I was slogging past the crowds, I paused in front of the Omron [Forpheus table tennis training robot](#), demonstrating the ability to read emotions in your face and [adjust its game](#) to the player. As the company says, this was a demo of Artificial Intelligence – Omron is an industrial automation company, not a table tennis coach. We can imagine a future, Omron says, in which the ability to read our emotions in our face can help a technology, perhaps in a car or at home, read our face and adjust its behavior to what we need – a concept that will make a major difference to older adults.

**How should technology innovation be viewed?** Whether a caregiver, an adult child, an advisor to families, technology innovation matters now more than ever. Imagine dividing technology into categories of Essential, Non-Essential. Most would agree that a cellphone today is an essential technology, a smartphone might be non-essential. Wi-Fi might be increasingly essential, along with home security technology to keep older adult family members safe. But as the professional [caregiver shortage worsens](#); life expectancy lengthens into the 80's and 90's; individuals struggle with hearing loss; and a growing percentage (46%) of older women live alone, other technology may move from non-essential to unavoidable, including fall detection technology, voice first technology, in-home robots, and other innovations that just a few years ago might have seemed more like science fiction.

**What CES tech matters?** I saw many offerings, some in market now, some prototypes, like the [Labrador Systems in-home robot](#) – imagine a cart that could be instructed by voice to move around the house and bring its contents to those in wheelchairs or who had difficulty walking. Sponsors of these innovation events included [AARP's Innovation Lab](#) where startups were featured to demo their ideas, and [CTA Foundation](#) which offered new product pitch presentations and gave awards. What resonated -- and will potentially be of use to older adults today or in the very near term? Here are five worth considering:

**Zibrio Smart Scale.** The Zibrio SmartScale measures balance with a 60-second test. The user stands still on the SmartScale for 60 seconds with their eyes open, and the SmartScale gives them a balance score from 1-10. A lower score is associated with an increased risk of falling in adults age 65+. Upon completion of the balance test, the platform displays the balance score and lights up red, yellow, or green to communicate the score's fall-risk level (high, medium, low). The associated app, Zibrio Balance Coach the app offers personalized insights into the



## CES 2020 – Innovations to benefit older adults

*Industry Market Trends, Research & Analysis*

user's balance score, by helping the user to understand which lifestyle factors may be helping or hurting their score. Learn more at [Zibrio Smart Scale](#). (Available now, but delivery will be in July.)

**Addison Care.** This Virtual Caregiver is called Addison Care™ is named after its augmented reality virtual caregiver, Addison – this is a state of the art, 3D animated caregiver designed to engage aging and chronically ill clients throughout the home to supplement their care and to provide various health and safety features. Appearing on 15-inch monitors strategically placed throughout the residence, Addison carries on two-way conversations, and is programmed for a user's personal needs and plans of care. Addison through Electronic Caregiver also offers available upgrades, including GPS, med reminders, and a physician on-demand service pocketMD. Learn more at [Addison Care](#). (In market through partners)

**Essence Group 3D Sensing Fall Detector.** Essence's new Fall Detector is a battery-operated wireless radar-based device that provides accurate fall verification – immediately alerting healthcare providers. The radar forms part of the Essence SmartCare's Care@Home senior monitoring platform. The platform uses an integrated series of devices placed around the house with a variety of safety measures including activity monitoring, voice-activated panic buttons and various fall detection and prevention methods. Learn more at [Essence Group](#). (In market through partners.)

**[Intuition Robotics Digital Companions.](#)** In 2018, the Israeli firm's first 'Digital Companion', ElliQ, won a [CES innovation award](#). However, the company claims that it was just a demonstration of AI capability. And by 2020's CES, they translated this initial experiment into a capability called AutoQ. "In a car powered by AutoQ, there is no question as to how to optimize your vehicle: the car is doing the work for you -- setting the mood after a stressful day, with the right music, temperature and seat positioning. Or perhaps your car communicates that, despite your battery being half-charged, you are approaching the last charging station for a long stretch of highway and re-directs you to make a stop." Learn more at [Intuition Robotics](#). (Through car manufacturers.)

**Somatix SafeBeing.** Somatix is a provider of SafeBeing™, a Remote Patient Monitoring software platform built around the use of a wearable band. The solution uses gesture detection technology and machine learning algorithms to analyze a user's gesture data in real-time. The algorithms remotely and passively detect physical and emotional indicators for generating insights on risk factors for adverse events, activity levels, sleep quality, poor medical compliance, falls, and dehydration. Learn more at [Somatix](#). In market now.