

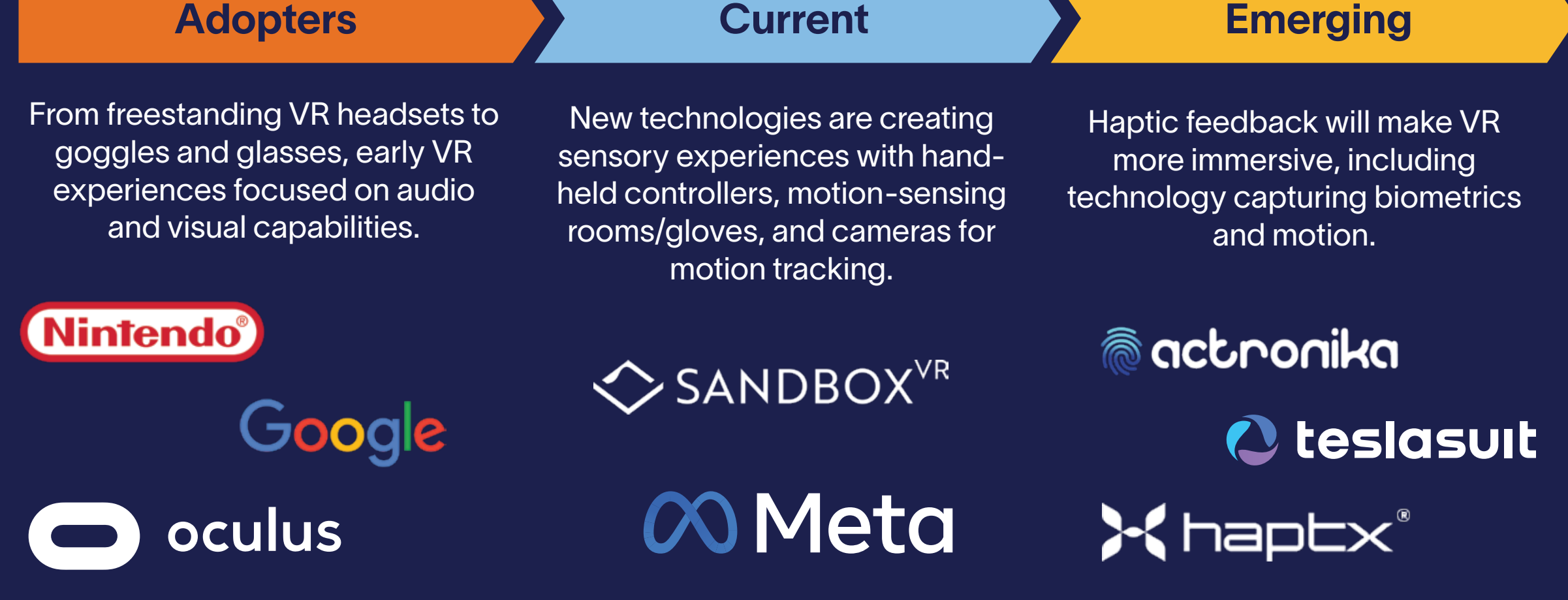
# Device Trends: 2023 Outlook

How will trends in devices affect Tech and Telecom product strategy?

The 2023 Consumer Electronic Show (CES) highlighted key developments in the device market anticipated over the next year, including advances in virtual reality, neuro-tech, artificial intelligence, and batteries.

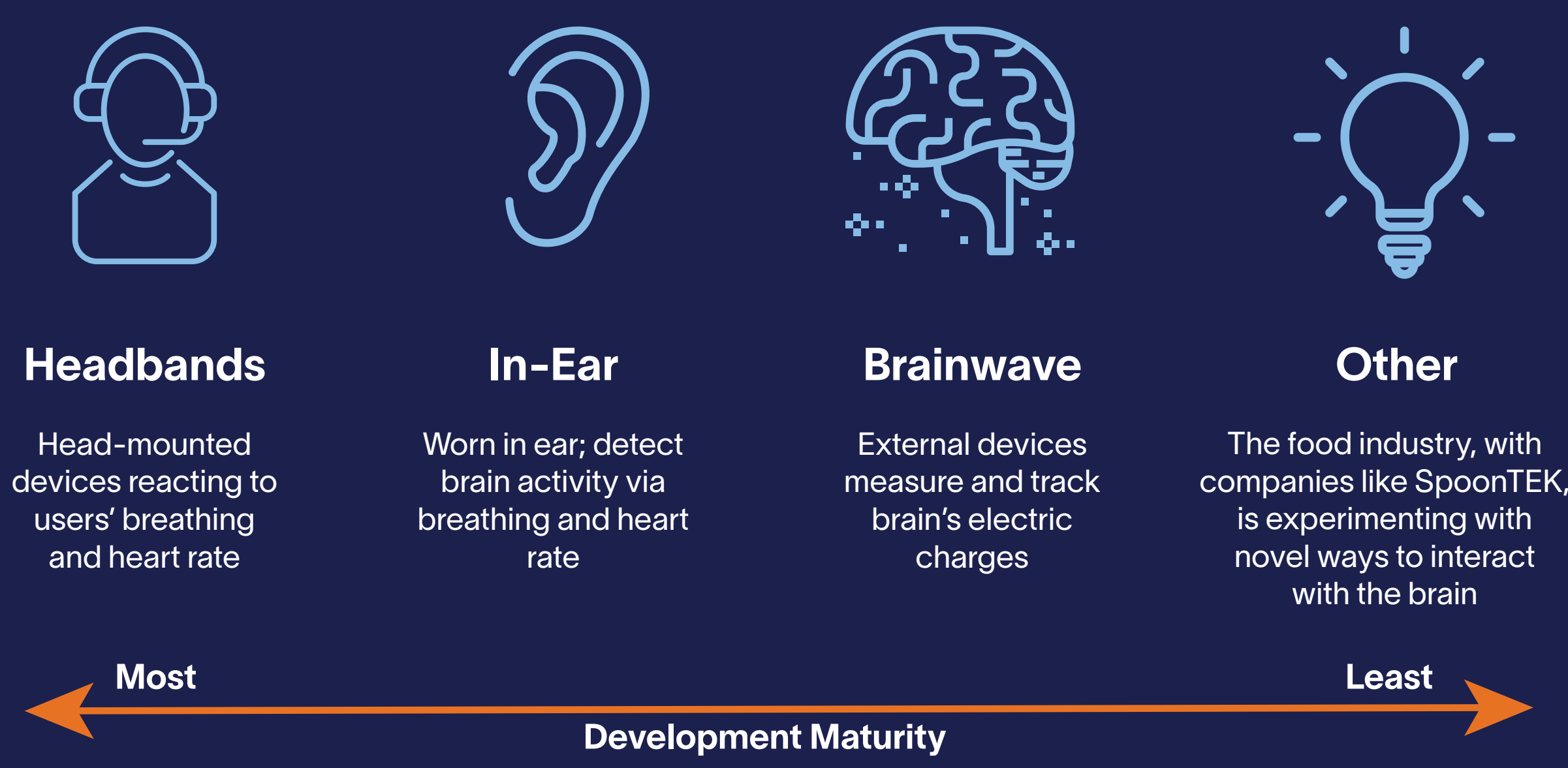
## Virtual Reality (VR)

VR has historically been a strictly visual experience, but new innovations in haptic feedback technology offer more immersive experiences.



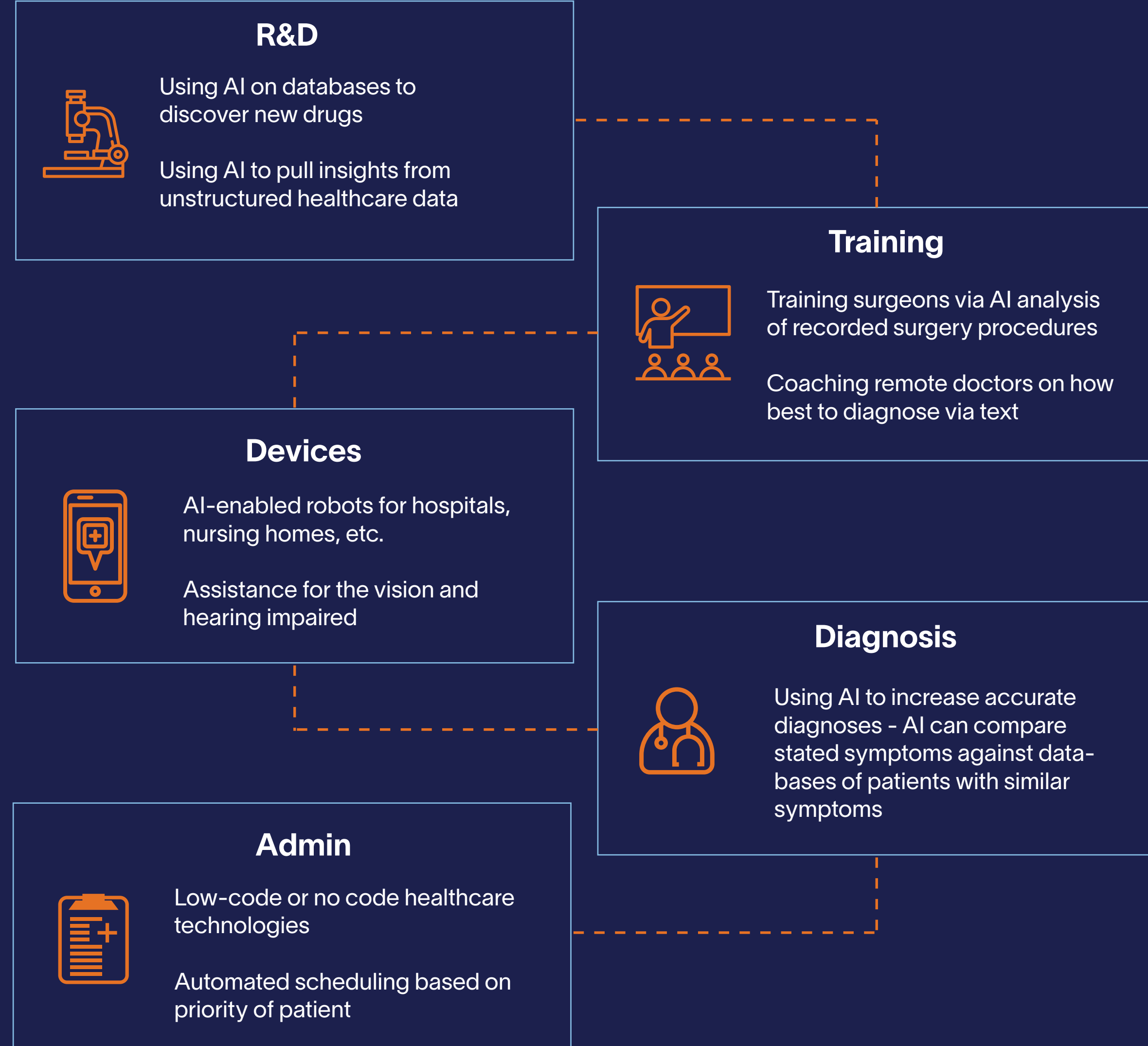
## Neurotech

Neurotech is an emerging technology lacking a standard accepted format across the market, opening the door for new applications to emerge and compete for dominance as the industry develops.



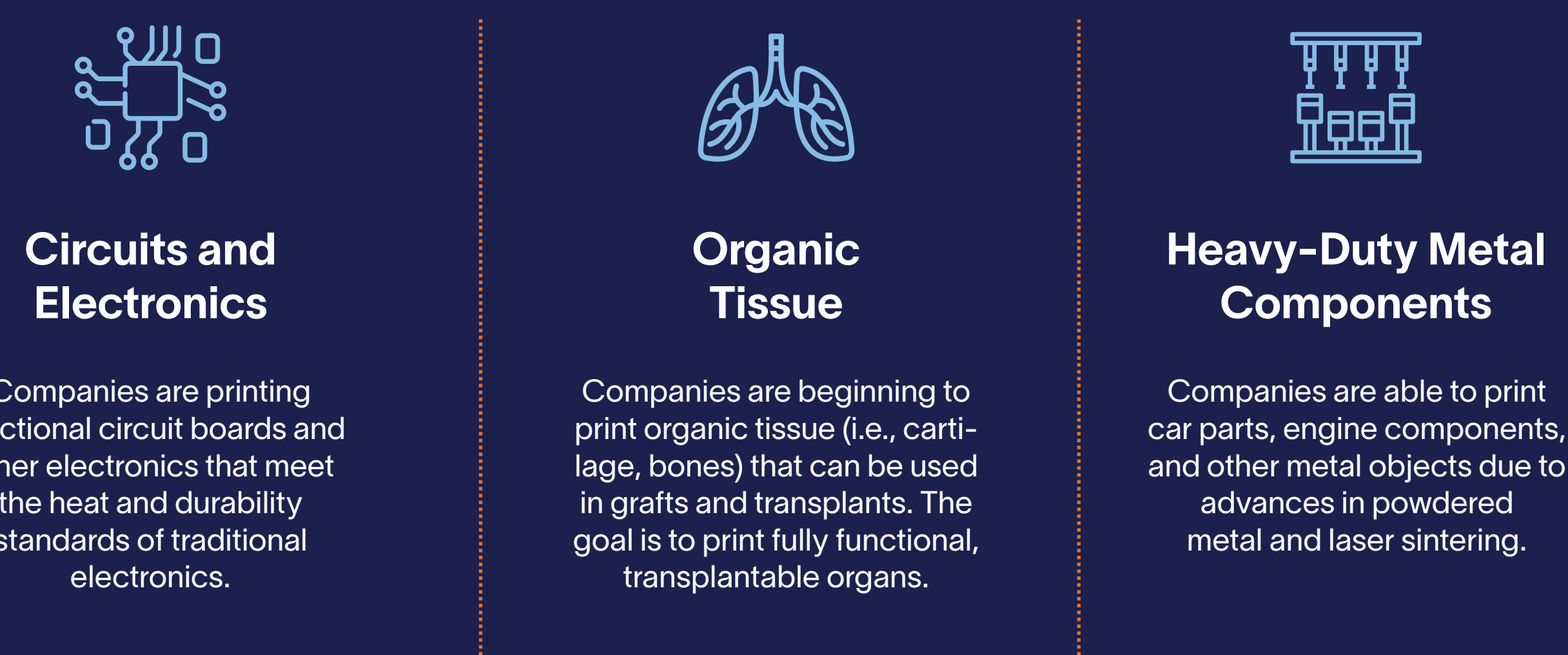
## Artificial Intelligence (AI) in Healthcare

AI technology is spawning new healthcare applications in research, operations, and diagnosis.



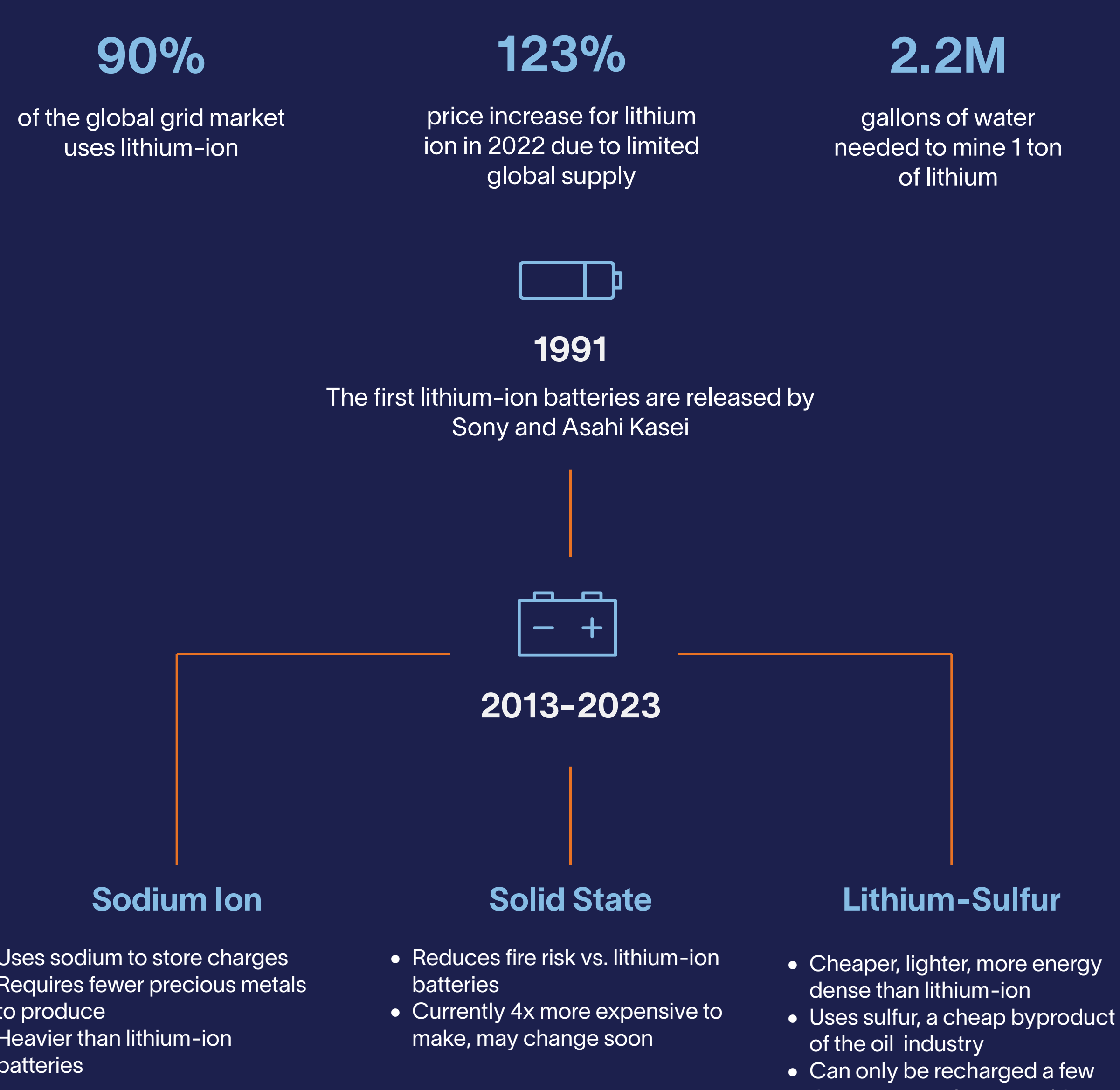
## 3D Printing

Innovations in 3D printing are moving beyond basic plastic products and enabling the printing of new, increasingly complex objects.



## Lithium-Ion Batteries

Lithium-ion batteries have become the standard, but a limited supply of lithium may pave the way for new battery types to take over.



Contact a member of the Altman Solon team to learn what these device trends mean for your product strategy.



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### About Altman Solon

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