

# 7 THINGS YOU NEED TO KNOW FROM



1

Who needs hands anymore? Voice enabled everything is coming to an object near you! Amazon's **Alexa** took CES by storm. Many platforms, from Apple's Siri and Microsoft's Cortana to Google's Assistant and Samsung's Viv, want to be your conversational partner, but Alexa easily leads the race. [Alexareadmore](#)



**LEGO** has continued to innovate and keep kids interested in brilliant ways. This year is no different. Kids can now create interactive robots with their LEGO sets by using **BOOST** add-ons and an app that communicates the commands.

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Cars are going to drive themselves,—and move over, Tesla, **Faraday Futures** debuted their **FF91** Electronic self driving car. It is driven using Automated Intelligence and has AR features and is also now the fastest vehicle available to man. 0 to 60 in 2.5 seconds!



**Razer Project Valerie:** [Project Valerie](#) crams three 17-inch 4K-resolution displays into a 12-pound body for the ultimate on-the-go gaming and productivity experience. It's just a concept for now, but likely the future of laptops (which never went away!).

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Robots are taking over! A **robot barista** poured a perfect cup of joe, showing how humans who make coffee for a living could eventually be out of a job. [Watch here!](#)



**TV Content chaos continues:** "Netflix stunned the show with the announcement that it added 130 new countries for its streaming TV service to bring its total to 190, calling it 'the birth of a new global Internet TV network.'" (abs-cbn)

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"Starting in 2020, **50 billion** connected devices will generate **\$9 trillion** in sales creating **600 zettabytes** of data yearly." (Ad Week)



**WHAT DOES ALL THIS MEAN FOR ADVERTISING?**

