Beat: Technology

CES 2026: Powered by the Consumer Technology Association (CTA)

CES 2026: Las Vegas, Nevada

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USPA NEWS - Las Vegas, Nevada (1/4/26 to 1/9/26): The annual Internatinal CES 2026 commenced at the Mandalay Bay Resorts on Sunday, 1/4/26, for the CES Unveiled which is the premier press and media event prior to the formal opening of the CES on Tuesday, 1/6/26. CES Unveiled was a chance to meet and network with various CES Exhibitors who are introducing their newest products and innovation to the consumer technology market in the upcoming show. There was a mixture of big established companies as well as smaller start-ups at the CES Unveiled from several domestic and international countries. It is also a nice and relaxed introduction and atmosphere to the world's largest consumer electronic exhibition held at various locations in Las Vegas, Nevada: Mandalay Bay Convention Center, the entire Las Vegas Convention Center (LVCC), the Venetian Expo and Convention Center, the ARIA Resort for the CES C-Space and the Fountainbleau Hotel for the CES Foundry. Other preshow highlights were the Press Day held on Monday, 1/5/26, at Mandalay Bay, followed by the Samsung's First Look Press Conference at the Wynn Hotel. On Tuesday evening, 1/6/26, LENOVO held it's press conference at the famous SPHERE.

Las Vegas, Nevada (1/6/26 to 1/9/26): The annual internationa CES 2026 was full of world premiers and innovative technology for the global consumer market. This is a brief summary of what transpired during the brief four (4) day exhibition in Las Vegas for 2026. The Press Day began with the LG Press Conference premiering the LG OLED Wallpaper TV which is the thinnest OLED display yet to be available. The LEGO Group premiered their Smart Brick while the Hyundai Group introduced the Atlas Robot Prototype in anctipication for the the final Atlas Robot Product. The North Dakota Company, Doosan, introduced it's Rogue X3 Concept which is a smart hybrid tractor which can be either petrol, diesel, electric or all of the above. The evening of 1/5/26 was highlighted by Samsung's First Look 2026 Press Conference at the Wynn Resorts with world premier of the first Micro RGB 135-inch TV and the Galaxy Z Trifold mobile phone. Also present were a Korena K-pop group and the famous Korean fried chicken. On 1/7/26, the highlight was the LENOVO Press Conference at the SPHERE which included announements and world premiers: collaboration with NVIDIA, Intel and Microsoft. Also, AURA Edition with QIRA AI

In additiion, Motorola announced the world premier of it's Signature Series Mobile Phones. On the third day, DRAKONG and Fender announced their collaboration for the world premier of the INFANACORE Smart Guitar Sound System at the Westgate Resort. In the North Hall of the LVCC, Incheon-IFEZ AI exhibit the future plans of making Incheon an example of an AI-powered smart city near Seoul, South Korea. Other world premiers included the LEO JETBIKE at the West Hall of the LVCC which is a single-seater flying recreational vehicle. Also, at the LVCC West Hall, Garmin premiered it's new INSTINCT 3 smart watch. At the LVCC Central Hall, AFEELA was exhibited which is a collaboration between Sony Electronics and Honda Motors Group for electric mobility. Finally, at the Ceasars Palace, the Seoul Business Agency held is annual Innovatin Forum with seven competiting and participating countries: Netherlands, France, Israel, Canada, Switzerland, Japan and South Korea.

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