

THIS IS MATRIX

Innovation in Hong Kong

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Innovation in HK

Hong Kong, seen by many as the heart of East Asia, has a vibrant and growing consumer technology scene, and was the perfect place for Matrix Innovation to visit. We were looking to achieve three things:

1. To source on-trend, tech products for retail that we can deliver in the short to medium term
2. To expand our supplier network to give us a more comprehensive exposure in the world of electronics
3. To identify technologies that haven't yet reached the industries Matrix operates within

We saw almost 15,000 exhibitors in a number of trade shows, but in this presentation we'll look at some of the more cutting edge technologies we saw emerging

Health Monitoring

With the explosion of wearables, following Apple's watch and Fitbit before them, we saw a large number of technologies looking at health monitoring.

Within this category, we saw trends around sleep, heartrate and beauty.



CASE STUDY

Defiderm™ is a low-cost and ultra-portable skin-health monitoring device.

Products like this could be an effective channel for beauty brands to increase customer acquisition and loyalty



Key Brand: **actiMirror**

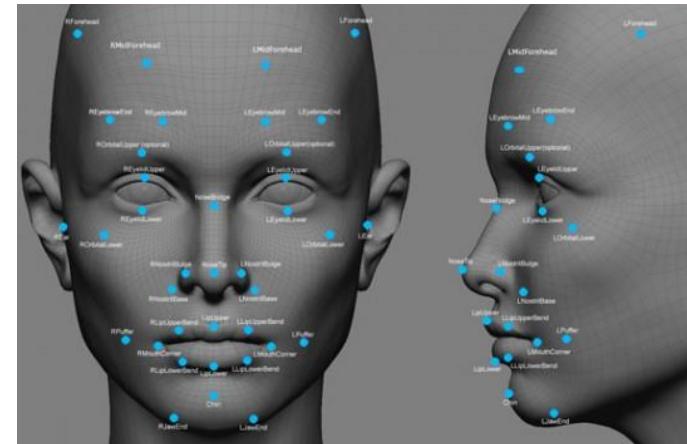
ActiMirror is looking to bring the mirror into the 21st century.

As you walk past, their mirrors instantly estimate your gender, age and mood.

Brands can then use this information to:

- Display personalised ads
 - ‘Augment’ clothes onto your reflection
 - Offer information about products

We believe that this technology could be massive in Hotel and Retail in particular – serving a smarter and more personal experience to customers, while collecting deep and meaningful data.



Virtual Reality

An area of technology that has had a huge amount of exposure over the last 12 months, but growth in VR has been concentrated at the top end.

The focus in HK was on making VR more immersive, using accessories that let you roam free, ride on or climb around your virtual worlds.

However, there is no more engaging medium, and brands will increasingly turn to VR to deliver content and engage customers.



The Future of Play

As kids look beyond traditional toy brands, parents are challenged to engage them in a way that's in keeping with their digital world.

There was a large amount of innovation around 3D sketching and printing.

It's clearly an area to keep an eye on, although results are still too inconsistent



A number of companies were also engaging with mind-control gaming to help encourage concentration. The child wears a headset, which converts brainwaves to digital activity

Key Brand:

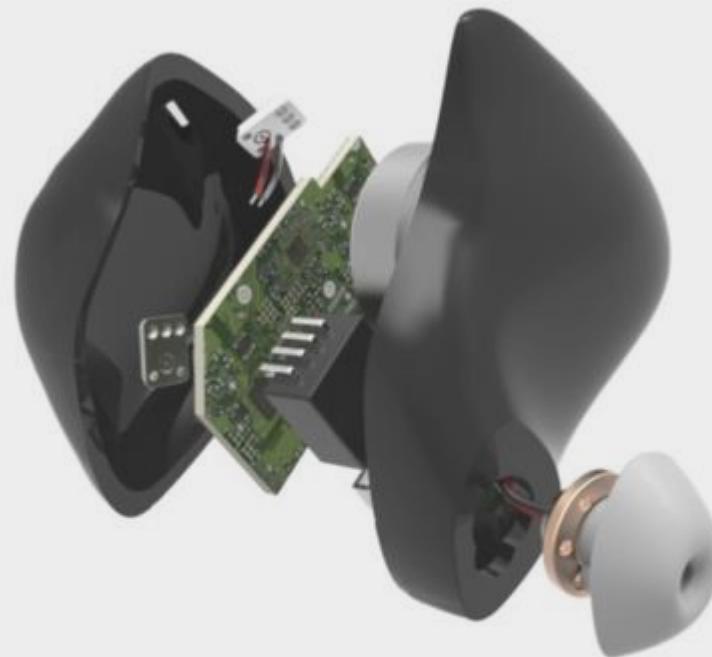


WAVERLY LABS

There has been talk of this technology for a while, but this is the most advanced piece of technology to date.

The headphone links to your smartphones, and then translates language live.

This technology could spell the end of the language barrier – a relevant problem across sectors, but particularly in travel



Technology
*wearable technology + speech recognition
+ machine translation + voice synthesis*

'Smart' Home Accessories

One of the most developed trend across the trade-shows, was the deepening of the 'connected home' trend.

Increasingly, our household items will be controlled wirelessly, with security being one of the first areas to garner interest.

We also saw a noticeable trend in biometric security, with everything from notebooks to doors lockable by iris or fingerprint recognition



Personal Transportation

Small, portable, electronic transportation was another clear trend, with solutions focussing on versatility.

Again, price points were challenging for the High-Street consumer, and safety concerns are an issue, but there's a clear appetite for new ways of finding our way around cities.



Mobile Accessories

As such a large part of the UK's tech spend still sits with mobile accessories, we paid particular attention to this category.

Photography and audio were the key themes, including zoom lenses, 360 cameras, earbuds and wireless charging.



CASE STUDY

NanoFixIt™ use nanotechnology to create products that enhance your phone.

We were particularly impressed by a screen wipe which hardens your phone screen by 2000%.



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