



THE GLOBAL STAGE FOR INNOVATION

day1



Location based ads will appear on the Apple Watch

At this week's Consumer Electronics Show in Las Vegas, mobile-marketing firm TapSense plans to release an Apple Watch ad-buying service. The watch's main screen allows the display of several tiny icons, including for email, weather, time, and potentially a few favourite service and retail apps.

If a consumer is using a transit app on the watch to monitor delays, for example, an advertiser could insert a marketing offer that would light up on the watch face for a ride-sharing service or a deal at a coffee shop nearby.

If a consumer shows interest in an ad, such as raising the wrist for a better look, WatchKit allows for notifications that expand and take up more room on the screen. Conversely, a disinterested consumer could tap an "X" mark to exit the ad,



Wearables everywhere, but few under \$100. Enter Lenovo's Vibe Band VB10.

The device has an e-ink display — which makes sure everything is always visible, even in the sunlight — as well as phone notifications from social media and SMS messaging systems. Of course, other wrist wearables also tout similar features. If the press photos are any indication, users can toggle different displays, including one that resembles an analog watch.



Driverless Mercedes-Benz F 015 is pure Luxury in Motion

Mercedes-Benz is jumping into the fray once more with its latest "autonomous" vehicle, the F 015 Luxury in Motion "visionary concept" car, which the company unveiled in Las Vegas on Monday. It's supposed to be a symbol of the sort of ideas that Mercedes-Benz envisions for the future.

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Sharp unveils 'Beyond 4K' 4K TV and eye-piercing 8K TV

The 8K TV, also sans model number, will be 85-inches and will deliver a genuine resolution of 7680 x 4320 pixels (no sub pixel tricks needed), a 120Hz refresh rate and 12-bit colour. We'll give you time to wipe the saliva from your mouth.

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Every Samsung product will be connected to the web by 2020

Samsung TVs and all products will be web-connected in five years during a keynote speech Monday night at the 2015 International Consumer Electronics Show— a huge promise that shows how serious the company is taking the future of smart home and the Internet of Things (IoT). **The Internet of Things refers to products and things that can be web-connected, anything from smart thermostats and garage doors to tennis racquets and your bed using Machine to Machine conversations (M2M).**



With the new 3Doodler pen, drawing in midair isn't just make-believe

Drawing in mid-air is about to become a thing. 3Doodler works much like a handheld 3D printer. The pen pushes PLA (or ABS) plastic through a super-heated nozzle at pen's end, which then instantly cools. The shapes you draw in space with 3Doodler then become real things.

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Intel's Curie module for wearables can fit on a coat button

Intel one-upped itself at CES 2015, announcing a new wearable module that can fit on devices no bigger than a coat button.

Curie is based on Intel's Quark SoC, and Krzanich said another dedicated processor can quickly and precisely identify different sporting activities. Wearing Curie during the keynote, Krzanich was able to record how many steps he took onstage.



Wearable for golf clubs helps perfect your swing

The M-Tracer is essentially a wearable for the golf club. It attaches to the bottom of the golf grip and collects data in real time about the swing. It tracks and records the swing path, speed, face angle at impact, tempo and other measurements that track performance. It tracks and records the swing path, speed, face angle at impact, tempo and other measurements that track performance.