

CES 2023 Must-See Highlights



CES can be an overwhelming experience, full of bright TVs and weird robots. That's why the Lab arrives early before the show officially opens, and hits the show floors to scout for the best-in-show. The following is a list of must-see highlights of CES 2023, organized by the exhibit halls they are located in.

LVCC - West Hall

[Vinfast](#) - Compact, Affordable EVs - Booth 5501

- This up-and-coming Vietnamese electric car manufacturer is showcasing their compact and affordable electric cars, as well as new battery-based solutions to power EVs for longer drives. With Tesla's reputation in free fall, there's plenty of opportunities for emerging EV brands like Vinfast to conquer market share.

[HD Hyundai](#) - Ocean Transformation - Booth 6841

- The world's largest shipbuilding and heavy industries conglomerate is here to showcase their latest Ocean Transformation initiative, which focuses on improving ocean utilization and sustainability.

[John Deere](#) - John Deere Autonomous Tractor - Booth 5617

- John Deere brings its show-stopping autonomous tractor to the show floor; it leverages GPS guidance, stereo cameras, sensors and AI technology to perform essential tasks on the farm without an operator, ushering an automated future for agriculture.

[The Smart Tire Company](#) - Shape Memory Alloy Radial Technology - Booth 3675

- Repurposing material used by NASA for space vehicles, the SMART Tire Company created an airless tire for cars that will not only have better longevity but also lower maintenance, thus enabling new transportation possibilities around the globe.

LVCC - North Hall

[Yarbo](#) - 3-in-1 Yard Care Robot - Booth 9753

- Yarbo is a powerful, autonomous yard care robot made of interchangeable modules that tackles all year-round yard care needs, such as blowing snow away from driveways and sidewalks, mowing lawns, and blowing leaves and debris from yards.

[Robosen](#) - Buzz Lightyear robot - Booth 9815

- Robosen has partnered with Pixar on a Buzz Lightyear robot that's fully programmable and has the ability to carry on conversations with lightning-fast responses using speech recognition technology.

[Withings](#) - U-Scan - Booth 8645

- Withings typically comes to CES with sleek smartwatches and health trackers like last year's Body Scan smart scale, but this year it's upped the ante with U-Scan, an at-home, hands-free urine lab device that lives in your toilet.

[Aeolus Robotics](#) - aeo - Booth 9843

- The future of robot servants is coming nearer! Aeolus Robotics' aeo is a dual-arm humanoid robot that tackles new use cases for domestic tasks like indoor delivery, security, eldercare, kiosk operation, and ultra-violet disinfection, with both arms simultaneously.

[Aalok](#) - Hairbud - Booth 8439

- One of the highlights of Aalok's beauty tech lineup is the Hairbud, a helmet-like instrument for hair growth. The Hairbud uses LED therapy to penetrate hair follicles and stimulate hair growth.

[Eargo](#) - Eargo 7 - Booth 8116

- The Eargo 7 is Eargo's latest self-fitting hearing aid, featuring a new Sound Adjust+ with Clarity Mode, which helps people with hearing loss hear more clearly in noisy environments. Eargo 7 is the company's third generation of hearing aids to be sold over-the-counter; with the FDA's recent ruling creating a new class of hearing aids available without a prescription, Eargo is poised to be a leader in this emerging category.

LVCC - Central Hall

[Nikon](#) - Unreal Ride - Booth 17914

- Nikon is demonstrating the power of motion control and virtual production with its immersive Unreal Ride experience, which allows participants to ride a stationary motorcycle against a giant LED screen, so they can capture a video of themselves riding through a virtual environment as if they were on a real scenic ride.

[Canon](#) - "Cabin in the Woods" immersive experience - Booth 16359

- Camera brand Canon has created an immersive VR experience based on the upcoming M. Night Shyamalan movie Cabin in the Woods, bringing some scary fun to this CES that puts attendees at the center of the story.

[Hisense](#) - Next-gen ULED & Laser TVs - Booth 16659

- It wouldn't be CES without some giant, awe-inspiring TVs and displays, and Hisense certainly delivers. Its smallest laser TV this year features an eye-popping 150-inch screen size, and all of Hisense's giant TVs are complemented by a spinning waterfall background.

[LG](#) - Wireless OLED TV - Booth 15501

- TVs are not just about the displays, and LG is innovating on how we connect devices to the TV by making things truly wireless. Its latest Signature OLED TV uses a wireless transmitter box, allowing it to receive all of its audio and video wirelessly.

[Sony](#) - Afeela EV & PSVR 2 demo - Booth 18600

- Sony is entering the auto market with a new "Afeela" brand EV, which it created in partnership with Honda. In addition, the upcoming PlayStation VR 2 will also be in demonstration with cutting-edge VR technology.

[Samsung](#) - Bespoke AI Oven - Booth 17414

- What if your oven could live stream your cooking progress directly to Twitch? Samsung is also taking on the smart-cooking market with its Bespoke AI Oven that offers optimized cooking settings, monitoring features, and notifications. The oven features an internal camera that can not only recognize 80 dishes and ingredients, but also stream a live feed of what's cooking in the oven to live video platforms.

[ADT & Ford](#) - Canopy - Booth 15931

- A security camera for the back of your trucks? Why not! Canopy is an innovative vehicle security system for pickup trucks. Created as a joint venture between Ford and ADT, Canopy can help prevent theft from vehicles by using image sensors and AI detection technologies to alert car owners when theft is being attempted.

Venetian Expo, LV. 1, aka. Eureka Park

[Xander](#) - XanderGlasses - Booth 60517

- Xander uses AR to enhance daily, in-person communication for individuals, families, and teams affected by hearing loss. XanderGlasses combine technology with sensory substitution. In circumstances when you can't hear what someone is saying, their glasses will let you see what someone is saying in real-time.

[Heat It](#) - Heat It Mosquito Bite Treatment - Booth 60710

- Pesky mosquito bites have you perpetually scratched during the summer months? Heat It's smart phone dongle will heat to 51 degrees Celsius so that users can apply the device to their skin in order to relieve the itching sensation via hyperthermia.

[Nova](#) - H1 Audio Earrings - Booth 60702

- The NOVA H1 Audio Earrings are the first wireless earphones embedded in Earrings that utilizes directional sound technology. Directional Sound technology is a unique out-of-ear technology developed and patented by NOVA to create a completely new audio experience.

[Blok](#) - Blok Smart Cutting Board - Booth 61706

- BLOK's embedded digital display and beautiful wood prep surface, allows users to learn how to cook healthy and delicious meals via live and on-demand cooking classes led by expert chefs while interacting with friends and family.

[Playfinity](#) - Backyard League - Booth 60701

- Playfinity has invented a connected baseball that digitally gamifies the traditional ball-and-stick sport that is baseball. The smart baseball will provide feedback to an application which provides feedback to the user for their on-field performance. Application enables players from around the world to compete against one another in challenges that tie back to on-diamond action.

[Smarthive](#) - Hive Controller - Booth 63017

- Fancy yourself an at-home apiarist? Smarthive has invented lightweight portable equipment that allows you to extract honeycombs, shake bees, and connect to an application to let users control everything bee-related from their phone.

[Rematch Sports](#) - Rematch Interactive Theater - Booth 61211

- Rematch, the Sporting Time Machine, transports fans back to re-live iconic sporting moments through immersive theatrical events. Rematch events break the barriers of time and provide a fun, interactive entertainment format that blends the free flow of a festival, with completely fresh theatrical reinterpretations of the greatest stories in sport.

[Ohm's Quest](#) - Ohm's Quest Escape Room (In A Box) - Booth 61201

- Inspired by Escape Rooms, Ohm's Quest is a screen-free electronic puzzle console with thrilling, interactive audio adventures.

Venetian Expo, LV. 2

[Kohler](#) - Sprig Shower Infusion System - Booth 52921

- If you ever wanted your showers to smell nicer, you're in luck — the new Sprig Shower Infusion System is here to turn your bathroom into a spa. It infuses the water stream with a combination of scents via various shower pods, like eucalyptus, chamomile, and lavender, as well as skincare ingredients like hyaluronic acid.

[Vessel Houses](#) - Vessel E7P - Booth 52315A

- Vessel Houses has brought its E7P cabin to the show floor, one of its pre-fabricated smart cabins suited for all terrains with minimal environmental impact and zero construction waste. Built with modular, sleek design and myriad smart home features (not to mention its panoramic windows and sizable deck!), the E7P offers a glamping experience like no other.

[Moen](#) - Smart Water System - Booth 52026

- If you seemingly stumble upon a garden in the middle of the show floor, you've probably found the Moen booth, where the bathroom tech brand is demonstrating its new smart water management system. With a Smart Sprinkler Controller, a companion mobile app, and Smart Wireless Soil Sensors, Moen aims to take the guesswork out of watering, and help homeowners and landscapers to get a healthier, greener lawn in no time.

[5Gen Care](#) - ChillaxBaby - Booth 54561

- ChillaxBaby's Baby Mood Pro is a smart baby monitor that uses AI technologies to track the mood of your babies and analyze what they need. The touch control mood light soother offers soft glow and soothing sounds to comfort your baby when they wake up. With the sleep training support of ChillaxCare app, it assists parents to establish healthy sleep routines.

[Formlabs](#) - Hasbro Selfie Series - Booth 54217

- Ever wanted to get a Star Wars action figure that looks like you? 3D printing startup Formlabs is bringing the Hasbro Selfie Series to CES, offering attendees an opportunity to create and purchase a custom figure in their likeness.

[Miko Robotics](#) - Miko 3 - Booth 54753

- Miko 3 is an advanced AI robot toy made to engage, educate and entertain kids. The robot is a programmable and voice activated STEM toy that can also play chess with kids with personalizable levels of difficulty.