CONSUMER ELECTRONICS SHOW (CES)

CLASSES OF 2015 AND 2016

Coming back from the Consumer Electronics Show (CES), we hear all about the Tech community's new favorite products, chosen among thousands presented at the show. These products are touted as being more innovative, more beautiful, more life-altering, and more envy-inducing than the rest. But, what happens to these products a year later? Does being a CES favorite predict their success in the real stores?

CLASS OF 2015: MOST LIKELY TO SUCCEED

**Price, rating and self-reported category rank observed on Amazon.com on January 15, 2016*

Like taking out an old yearbook, we looked at ten products[1] that, in January 2015, were "most likely to succeed". These items made the best product picks by WIRED and PC Magazine in 2015, cutting across ten different product categories. A year later, how are they performing on retail shelves?

Action Camera

Sony 4K Action Camera
Rating on Amazon: **4.2** ★★★★½
Rank in Amazon Category: **#306**
in Sports & Action Video Camera (Top 4%)
# of Reviews on Amazon: **43**
Price on Amazon.com: **$448**
Intended Launch Price: **$500**

Home Security

Netatmo Welcome
Rating on Amazon: **3.8** ★★★★☆
Rank in Amazon Category: **#100**
in Home Security Systems (Top 1%)
# of Reviews on Amazon: **41**
Price on Amazon.com: **$199**
Intended Launch Price: **$199**

Wireless Speaker

Naim Audio Mu-so
Rating on Amazon: **4.4** ★★★★½
Rank in Amazon Category: **#2,560**
in Portable Bluetooth Speakers (Top 1%)
# of Reviews on Amazon: **17**
Price on Amazon.com: **$1,499**
Intended Launch Price: **$1,499**

Television

LG OLED Smart TV (Curved)
Rating on Amazon: **4.4** ★★★★½
Rank in Amazon Category: **#256**
in LED & LCD TVs (Top 1%)
# of Reviews on Amazon: **30**
Price on Amazon.com: **$1,990**
Intended Launch Price: **$3,500**

Laptop

Acer Chromebook 15
Rating on Amazon: **4.3** ★★★★½
Rank in Amazon Category: **#305**
in Laptops (Top 1%)
# of Reviews on Amazon: **346**
Price on Amazon.com: **$279**
Intended Launch Price: **$250 - 300**

Activity Tracker

Withings Activité Pop
Rating on Amazon: **3.6** ★★★★☆
Rank in Amazon Category: **#641**
in Sports & Outdoors (Top 1%)
# of Reviews on Amazon: **432**
Price on Amazon.com: **$119**
Intended Launch Price: **$150**

Gaming Accessory

Mad Catz L.Y.N.X. 9
Rating on Amazon: **3.4** ★★★☆☆
Rank in Amazon Category: **#7,362**
in Video Game Accessories (Top 1%)
# of Reviews on Amazon: **5**
Price on Amazon.com: **$299**
Intended Launch Price: **$299**

Drone

Aviron Bionic Bird
Rating on Amazon: **4.0** ★★★★☆
Rank in Amazon Category: **#2,724**
in Hobbies (Top 1%)
# of Reviews on Amazon: **22**
Price on Amazon.com: **$117**
Intended Launch Price: **$139**

Smart Home Appliance

Dacor Discovery IQ Dual-Fuel Range
Intended Launch Price: **$11,999**

This product never launched, but the Discovery IQ functionality is available in two wall ovens, available from AJ Madison and ABT Electronics.

Smart Wearable

Lenovo Vibe Band VB10
Intended Launch Price: **$89**

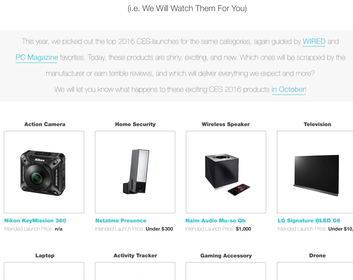
This product never launched and, in fact, Lenovo seems to have abandoned the smartwatch category altogether.

We found that CES favorites released for sale on the open market are likely to sell well. In the chart below, you can see all eight released products ranking* in the top 8% or above in their respective categories on Amazon.com.

However, being a CES top pick in the media does not mean a product will have above-average reviews or high star ratings. In a general sample of over 1,400 Electronics on Amazon, we found that a large majority (78%) are rated 4.0 or above. However, out of the eight CES products, only five rated 4.0 or above.

CES 2015 Favorites: Where Are They Now?

Eight CES 2015 favorite products by Amazon.com rating and category rank in January 2016



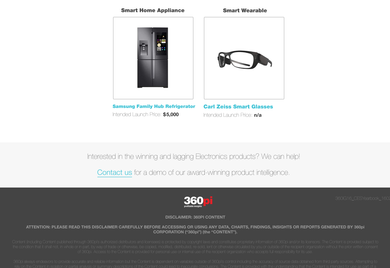
Includes Sony 4K Action Camera, Netatmo Welcome, Naim Audio Mu-so, LG OLED Smart TV (Curved), Acer Chromebook 15, Withings Activité Pop, Mad Catz L.Y.N.X. 9, and Aviron Bionic Bird. Each product shows the Amazon.com star rating, as well as rank in respective category. Amazon's average ratings for Electronics are based on a sample of over 1,400 available Electronics products.
Observed on January 15, 2016.

**Product ranking was determined by Amazon's self-reported rank in a category, divided by the total number of products in that category. For example, a product that was #395 in a category of 800 products would have ranked at top 49%.*

When it comes to retail representation, these CES favorites also vary. We noted which of these products were carried online by 11 major retailers (mass merchants and consumer electronics retailers). Each product was stocked by several retailers, but this number ranged from eight to only one, depending on the level of consumer adoption of the technology, each brand's mass appeal and distribution strategy, and, what retailers believe to be a winning product to have on their shelves. The chart below shows the number of major retailers that carry each product, as well as the number of Amazon Marketplace sellers that list it.

CES 2015 Favorites: Retail Representation

Eight CES 2015 favorite products by number of major retailers and Amazon Marketplace sellers



Indicates the number of major US retailers that list each product for sale online, among 11 mass merchants and consumer electronics retailers. Compares to the number of Amazon Marketplace sellers that list each product.
Observed on January 25, 2016.

CLASS OF 2016: PRODUCTS TO WATCH

(i.e. We Will Watch Them For You)

This year, we picked out the top 2016 CES launches for the same categories, again guided by WIRED and PC Magazine favorites. Today, these products are shiny, exciting, and new. Which ones will be scrapped by the manufacturer or earn terrible reviews, and which will deliver everything we expect and more?

We will let you know what happens to these exciting CES 2016 products in October!

Action Camera

Nikon KeyMission 360
Intended Launch Price: **n/a**

Home Security

Netatmo Presence
Intended Launch Price: **Under $300**

Wireless Speaker

Naim Audio Mu-so Qb
Intended Launch Price: **$1,000**

Television

LG Signature OLED G6
Intended Launch Price: **Under $10,000**

Laptop

Samsung Notebook 9
Intended Launch Price: **n/a**

Activity Tracker

Fitbit Blaze
Intended Launch Price: **$200**

Gaming Accessory

Oculus Rift
Intended Launch Price: **$600**

Drone

Yuneec Typhoon H
Intended Launch Price: **$1,799**

Smart Home Appliance

Samsung Family Hub Refrigerator
Intended Launch Price: **$5,000**

Smart Wearable

Carl Zeiss Smart Glasses
Intended Launch Price: **n/a**

Interested in the winning and lagging Electronics products? We can help!

Contact us for a demo of our award-winning product intelligence.

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