



# Advancing Tech

Whether you're spending time this summer at the beach, the mountains or your favorite city spot — this season always flies by too fast. The best moments for me are soaking up the sun on the beach, enjoying luscious peaches, strawberries and watermelon, and biking, running or kayaking. Although we still have a few lazy days left, soon the pace of business will accelerate for autumn.

**I**n this issue, we look at the power of NEXTGEN TV that is providing new interactive experiences. We also examine how close we are to achieving the goal of self-driving vehicles and the promise they offer in safety, efficiencies and independence for the elderly and disabled. And for an inspiring take on self-driving vehicles, we highlight the first Indy Autonomous Challenge to be held at the Indianapolis Motor Speedway on October 23 that was announced at CES. Thirty student teams from over 40 universities and 11 countries, will race their Dallara AV-21 race cars 20 laps hoping to win and helping to solve "edge case" scenarios like avoiding obstacles at high speeds while maintaining vehicular control.

There have been many lessons learned from the pandemic on the rollout of smart cities. Read some of these observations in *i3*'s C4 column and how the Industry can best move forward. And CTA's Tiffany Moore recently spoke with Intel's CDIO Dawn Jones to discuss the important benefits for companies that advance diversity and inclusion including fast-tracking innovation.

Meanwhile, disrupted supply chains are impacting businesses around the globe, particularly from

COVID-19 related problems. Cesar Remis, head of Mexico's Office for the Implementation of the USMCA, explains how migrating from a cost-efficiency supply chain structure to a more resilient scheme can minimize the risk of future disruptions. He notes that the USMCA are ideal partners to advance the U.S.' nearshoring and onshoring efforts for supply chain resilience.

To wrap up, we take a look at America's favorite products. CTA's 23rd Annual *U.S. Consumer Technology Ownership & Market Potential Study* finds 4K UHD TVs and two-in-one notebook PCs saw the largest gains in home ownership. Other products making significant advances over the past year include smart home and connected fitness equipment. *i3*'s Market Beat column has more details. We want to hear from you, please send comments to [cstevens@CTA.tech](mailto:cstevens@CTA.tech).

Cindy Loffler Stevens,  
Editor-in-Chief

## **i**3 IT IS INNOVATION

**PRESIDENT AND CEO**  
Gary Shapiro

**SENIOR VICE PRESIDENT**  
Jean Foster

**EDITOR-IN-CHIEF**  
Cindy Loffler Stevens

**SENIOR CREATIVE  
MANAGER**  
John Lindsey

**MANAGER,  
CREATIVE DIRECTION**  
Matt Patchett

**GRAPHIC DESIGNER**  
Ian Shields

**EDITORIAL CONTRIBUTORS**

Gary Arlen, Robert Calem,  
Steve Koenig, Natalie Hope McDonald, Susan  
Schreiner, Murray Slovick

**EDITORIAL ADVISORY BOARD**

Kari Aakre, Intel; Dave Arland, Arland  
Communications; Peter Brinkman, Casio; Gabriele  
Collier, HDMI; Kristen Cook, The Marketing Shack;  
Danielle Deabler, NPR Labs; John Dunstan,  
Netgear; Sean Durkin, Tencent; Bill Kircos, Intel;  
Chris Loncto, Sharp Electronics Corp.;  
Daniel Pidgeon, Sears Home Services; David Steel,  
Samsung; John Taylor, LG Electronics

**DESIGN, PRODUCTION AND PUBLISHING MANAGEMENT**



**PROJECT MANAGER**  
Katie Mason

**ART DIRECTOR**  
Alexandra Tzoumas

*It Is Innovation (i3)* is published as a service to the members of the Consumer Technology Association (CTA)® and to key players in the consumer technology industry. As North America's largest technology trade association, CTA is the tech sector. Our members are the world's leading innovators – from startups to global brands – helping support more than 18 million American jobs. CTA owns and produces CES® – the largest, most influential tech event on the planet. Find us at [CTA.tech](http://CTA.tech). Follow us @CTAtech.

The opinions expressed in articles are those of the authors and not necessarily those of CTA. Comments, questions and letters to the editor are welcome. Address responses to: *It Is Innovation (i3)*, Consumer Technology Association, 1919 South Eads St., Arlington, VA 22202, tel: 703 907 7600.

© 2021 Consumer Technology Association

Articles from this issue may be reproduced in whole or in part, provided full credit is given to CTA.

CES® and International Consumer Electronics Show® are trademarks owned by CTA.

*It Is Innovation (i3)* (USPS 022897 Vol. 9, No. 4) is published bi-monthly by the Consumer Technology Association, 1919 South Eads St., Arlington, VA 22202. Periodicals Postage Paid at Arlington, VA and at additional mailing offices. POSTMASTER: Send address changes to *It Is Innovation*, CTA, 1919 South Eads St., Arlington, VA 22202. Canadian Publications Agreement No. 41502062. U.S. & Canada—\$24.99 a year; \$5 for a single issue Mexico—\$39.99 a year; \$7.50 for a single issue Elsewhere—\$49.99 a year; \$9.00 for a single issue ISSN 23257350

