



## Focus on Business

**T**he crunch of leaves underfoot and squirrels in search of acorns are welcome signs of Autumn.

The first crisp breeze and shorter days signal the languid days of summer are gone. But there is a renewed spark in the fall as many of us return to the office after working remotely during the pandemic and the kids are finally back in school. It's energizing to connect again with colleagues and see familiar faces. Although Zoom and Teams are wonderful platforms to bring people together virtually, there really is no substitute for in-person interactions. And because of the importance of networking, CTA is thrilled to announce that it will host its annual Hall of Fame dinner in New York at the Metropolitan Pavilion on November 11, and its media event CES Unveiled, the night before at the Rainbow Room. Please join us for an inspiring evening as we honor the 2020 and 2021 classes of the Hall of Fame and the winners of the Innovation Entrepreneur Awards. Registration opens at [CTA.tech](http://CTA.tech) on October 14.

In this issue, *i3* talks with Managing Director for HP North America, Stephanie Dismore, who discusses HP's channel first strategy, the company's diversity and inclusion initiatives and how HP responded to the rise of remote education during the pandemic. She also discusses if the industry-wide semiconductor shortage will pressure holiday sales. She says, "Availability of key components will most likely remain constrained into early 2022, but we are working with key suppliers to increase their commitments,

maximizing supply usage to reduce backlog, and streamline processes and workflows to improve efficiencies into the holiday season."

CTA also just released its new report *Coping with Crisis: SME Supply Chain Issues in the Pandemic Era*. Read *i3*'s analysis for more insights into the challenges this situation presents for our economy. Our lead feature delves into the 5G rollout, how it is progressing and some unique 5G applications from 3D printers to managing farm field nutrients. We also examine how LiDAR is improving the driving experience making it safer. Although there are many competitors, some LiDAR makers are looking beyond vehicles to smart city infrastructure applications for their technologies.

What's more we look into quantum computing, how gesture control is evolving, the future of augmented reality and the latest news on streaming business models. We also look at the top five revenue generators in the consumer technology market and part II of our analysis on how to best connect smart cities. CTA analysts also look at the factors consumers weigh as they consider whether they should install a project themselves or hire a professional. Our *Market Beat* and *Stats & Facts* columns take a deep dive into the variables that determine this decision. We want to hear from you, please send comments to: [cstevens@CTA.tech](mailto:cstevens@CTA.tech).

Cindy Loffler Stevens,  
Editor-in-Chief

# **i3** 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)<sup>®</sup> 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<sup>®</sup> – 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<sup>®</sup> and International Consumer Electronics Show<sup>®</sup> are trademarks owned by CTA.

*It Is Innovation (i3)* (USPS 022897 Vol. 9, No. 5) 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

