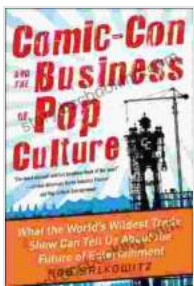


# What the World's Wildest Trade Show Can Tell Us About the Future of Entertainment

CES is the world's largest trade show for consumer electronics. It's a place where companies from all over the world come to show off their latest and greatest products. But CES is more than just a trade show. It's also a glimpse into the future of entertainment.



## Comic-Con and the Business of Pop Culture: What the World's Wildest Trade Show Can Tell Us About the Future of Entertainment: What the World's Wildest ... Tell Us about the Future of Entertainment by Rob Salkowitz

★★★★☆ 4.3 out of 5

Language : English  
File size : 7637 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 305 pages



This year's CES was no different. There were plenty of new gadgets and gizmos on display, but there were also some clear trends that emerged that could have a big impact on the future of entertainment.

### 1. The rise of virtual reality

Virtual reality (VR) was one of the biggest trends at CES this year. There were dozens of VR headsets on display, from high-end models like the

Oculus Rift and HTC Vive to more affordable options like the Samsung Gear VR. VR is still a relatively new technology, but it's rapidly becoming more accessible and affordable. And as VR headsets become more popular, we're likely to see more and more VR content being developed.

VR has the potential to revolutionize the way we experience entertainment. It can transport us to different worlds, let us experience new things, and even make us feel like we're part of the action. VR is still in its early days, but it has the potential to be a major force in the future of entertainment.

## **2. The growth of artificial intelligence**

Artificial intelligence (AI) was another big trend at CES this year. AI is already being used in a variety of ways to improve our lives, from powering self-driving cars to helping us manage our finances. But AI is also having a major impact on the entertainment industry.

AI is being used to create more realistic and immersive experiences in video games and movies. It's also being used to develop new ways to interact with content, such as voice control and gesture recognition. AI is still a developing technology, but it has the potential to revolutionize the way we create and consume entertainment.

## **3. The convergence of technology**

One of the most striking things about CES this year was the way that different technologies are converging. For example, VR headsets are now being used with AI to create more immersive experiences. And AI is being used to develop new ways to interact with content on our TVs and smartphones.

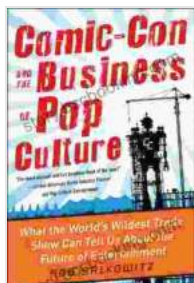
The convergence of technology is creating new possibilities for entertainment. It's allowing us to create more immersive and interactive experiences, and it's making it easier for us to access content on any device, anytime, anywhere.

#### 4. The importance of content

In the end, the future of entertainment is all about content. No matter how advanced the technology becomes, people will always want to be entertained. And that means that the companies that create the best content will be the ones that succeed.

The good news is that there are more opportunities than ever before to create great content. With the rise of streaming services and social media, it's easier than ever for anyone to share their work with the world. And with the help of AI, it's becoming easier to create more realistic and immersive experiences.

The future of entertainment is bright. There are new technologies emerging all the time, and the convergence of these technologies is creating new possibilities for entertainment. But in the end, the future of entertainment is all about content. The companies that create the best content will be the ones that succeed.



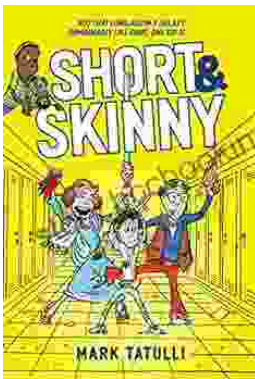
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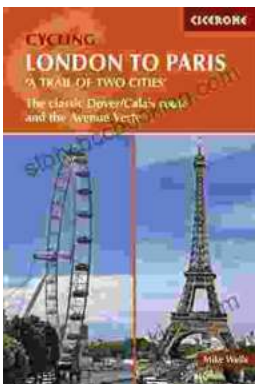
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