



## Chinese companies shine at CES in Las Vegas

The Hisense exhibition area at the 2022 Consumer Electronics Show in Las Vegas. Chinese firms were flexing their tech muscles in smartphones, lidar laser scanning, autonomous driving and smart TVs to be adopted in China. — Ti Gong



Samsung's Galaxy S21 FE 5G, with a super-thin design and 32-mega-pixel front camera, is unveiled at CES 2022. It has been displayed at a Shanghai store to accept pre-orders, starting from 4,599 yuan (US\$721).

### Zhu Shenshen

Fancy smartphones, augmented reality glasses, new display technology TVs and lidar for autonomous cars were among the mix of innovations and wacky products on show at the Consumer Electronics Show (CES). Many have been developed by Chinese firms and some are soon to be adopted in China.

Chinese companies, from TV maker Hisense and smartphone brand OnePlus to carmaker Geely Auto and Shanghai-based Hesai, were all flexing their tech muscles at the four-day CES, the world's biggest tech show concluded in Las Vegas last weekend.

Overseas giants AMD, Intel, NVIDIA, Qualcomm, Samsung and Sony all released new technologies and products during the show, most of them to be available soon in China.

Among the CES debuts, OnePlus 10 Pro, a flagship model with 32-mega-pixel front camera, will be released in China this week while Samsung's Galaxy S21 FE 5G model has already been displayed in a Shanghai store on

bustling Nanjing Road.

Newly released chips for laptops and desktops will be adopted in Lenovo or Acer computers in the first quarter.

Beyond the buzziest products, the development of artificial intelligence, metaverse and smart driving are noteworthy trends of the show. These technologies, covering chips and platforms, were destined to be widely adopted in smartphone, laptop, electronic and car applications in the near future, probably this year.

They are opening gateways to future lifestyles, such as creating 3D avatars in an affordable computer, supporting immersive games, exploring either the metaverse or a digital universe, and driving an intelligent car.

Chip giant NVIDIA officially released its free online tool Omniverse to millions of individual artists and creators as a 3D design collaboration and virtual world simulation platform.

"Now we not only have a rendering tool but a complete ecosystem full of possibilities," said Shanghai-based digital artist Xu Zhelong.

## A virtual world accessible by AR/VR gadgets

TECH firms have kicked off wacky AR/VR products with evolving technology and riding the wave of the metaverse. After all, Facebook has changed its official name to Meta. AR/VR devices are seen as core components in the shift toward the metaverse.

Qualcomm announced during CES a collaboration with Microsoft to expand and accelerate AR to usher in "new gateways to the metaverse." It is co-developing AR chips to enable power efficient, lightweight AR glasses to deliver rich and immersive experiences.

"The merging of physical and digital spaces is real and accelerating, in virtual reality and augmented reality, a trend we see amplifying as the metaverse takes shape," said Cristiano Amon, Qualcomm's CEO. Japan-based Sony launched new PlayStation VR2 gadgets for its PS5 console. This headset comes with upgrades of its predecessor, with expanded field of view and rendering. It also includes eye tracking technology that makes virtual avatars more expressive. Sony is focusing more on VR user experience improvement than whether it's metaverse or not, Eguchi Tatsuo, president of Sony Interactive Entertainment (Shanghai) Ltd, told Shanghai Daily.

Sony has expanded its production capacity for PlayStation 5 which has faced supply shortages in China since its debut in May. More China-developed games will land on the PlayStation platform and spread globally this year, Shanghai Daily learned.

The augmented and virtual reality industry market is expected to top out at US\$4.43 billion in 2021. Fueled by catalysts like metaverse and cloud games, the value will escalate to US\$36.11 billion, at an annual growth rate (CAGR) of 68.4 percent, according to researcher International Data Corp (IDC).



By developing motion capture, chips and 3D rendering tools released at CES, designers including Shanghai-based Xu Zhelong can easily create avatars and virtual 3D items that can be used in the gaming, film, VR and advertising sectors.