

2021 AREAS OF FOCUS



CONNECTED LIVING

Home as the epicenter for modern living

Next-generation smart home applications and virtual technologies have turned the home into our operating system for work, school, entertainment, socializing, exercising, health and wellness.

Smart Home | 5G / Mobile
Convergence | Telemedicine
Aging in Place | Security & Privacy



NEXT GEN ENTERTAINMENT

Multi-screened and multi-format

The way we consume content is ever-evolving, with more immersion and interactivity. New platforms, formats and technologies provide additional opportunities to create and deliver a broader range of entertainment and lifestyle experiences.

OTT | Gaming | Virtual Reality
Augmented Reality | Mixed Reality



FUTURE OF WORK

The hybrid workforce

The future of work will be distributed. Hybrid workplace models with teams spread out globally as well as in-person will require newer, richer collaboration tools which better enable teams to work together and/or asynchronously.

Collaborative Tools | Mixed Reality
AI / ML | Robotics | Security & Privacy



PERSONALIZED EXPERIENCES

Contextual interactions with customers

Consumers deserve and demand experiences that are customized to their individual preferences. Advances in data and technologies enable a better understanding of consumers and create opportunities to develop new offerings and delivery models.

AdTech | MarTech | Security & Privacy | AI / ML



SPORTSTECH

Investing in and building the future of sports

Startups are actively changing the world of competitive and professional sports providing players and teams with a competitive edge built on technology and innovation.

Esports | VR / AR / Mixed Reality
AI / ML | Cloud Production |
Computer Vision