



## **CES® 2021 Innovation Awards Product Categories**

### **3D Printing**

Any 3D printing device, accessory, software, platform, or any electronic device that facilitates the use of additive manufacturing technologies.

### **Accessibility**

Products and services with innovative features that enable ease of use by disabled persons to improve accessibility for seniors and persons with disabilities, regardless of cognitive, mobile, hearing, or visual abilities.

### **Computer Hardware & Components**

All desktop and notebook computer systems and internal components, including tablets, E-Readers and mobile computing devices.

### **Computer Peripherals & Accessories**

Products designed to connect to and extend the functionality of desktop or portable computer systems or to enable, enhance, connect, power and/or maintain desktop or portable computer systems.

### **Cybersecurity & Personal Privacy**

Products that serve to protect, enhance, manage, or analyze digital security.

### **Digital Imaging/Photography**

Products designed to enhance the visual experience and/or allow the user to capture, store and edit still images or video.

### **Drones & Unmanned Systems**

Consumer drones, consumer UAVs and other unmanned systems that are able to fly, or otherwise move and be operated from a remote location. May include secondary features such as photo/video recording, movement of materials, mapping, wayfinding, search/rescue, or other capabilities.

### **Embedded Technologies**

Silicon chips and integrated components designed to provide functionality to finished products or subassemblies.

### **Fitness & Sports**

Products designed to test, monitor or analyze the fitness and/or sports performance of an individual. May also include sports apparel and equipment that incorporate sensors or other technology.

### **Gaming**

Products (hardware, software, services) designed to allow one or more users to interact with electronic games.



### **Headphones & Personal Audio**

Devices that allow users to listen to audio content, such as music, radio, video, TV, gaming and/or telephone conversations. The devices may incorporate microphones for user voice response or input, and do not have to be designed for use with any specific type of device.

### **Health & Wellness**

Consumer devices, mobile apps and other technologies designed to monitor and analyze health, support well-being, manage disease or provide a therapeutic benefit.

### **High Performance Home Audio/Video**

Separate audio components and speakers that provide for optimal performance and sound reproduction. Items are typically produced in limited quantities and are often handcrafted.

### **Home Appliances**

Products that have a primary function of being used in the home, including major and portable appliances. Products technology may provide home heating and cooling, comfort, aesthetics, convenience, food storage and preparation, and/or cleaning. Products should have significant electronic functionality as a central part of the item's operation.

### **Home Audio/Video Components & Accessories**

Systems and/or speakers designed to provide playback, storage and/or distribution of audio and video signals and content in the home, as well as products designed to enable, enhance, connect, and/or maintain home audio/video systems and components.

### **In-Vehicle Entertainment & Safety**

Products and components designed to be part of an in-vehicle entertainment and information systems.

### **Mobile Devices & Accessories**

Smartphones (iOS and Android) and other mobile handsets. Also includes accessories designed to work with mobile devices, such as cases or chargers.

### **Portable Media Players & Accessories**

Well as the accessories for enabling, enhancing, connecting, carrying, and/or maintaining them.

### **Robotics**

Programmable or otherwise Intelligent machines capable of performing specific tasks or replicating human movement or interactions.

### **Smart Cities**

Products, applications and technologies designed to be incorporated in a smart city, or smart venue, technology ecosystem. Smart cities are designed to improve and enhance the lives of the citizens and businesses who inhabit it.



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### **Smart Home**

Products and accessories that provide a home's inhabitants with sophisticated monitoring and control over the building's functions, and/or enable users to maintain a wired or wireless data network. May also include products and software that provide for remote or conditional access.

### **Software & Mobile Apps**

Programs or operating systems meant to be used on a computer system or mobile device, whether being distributed for free or at a cost.

### **Streaming**

A device, app or service that allows a user to transmit audio and/or video over a network. Offerings can be free or at a cost.

### **Sustainability, Eco-Design & Smart Energy**

Innovative features incorporated into products that are environmentally-friendly, e.g., efficient and clean energy use; manufacturing processes that reduce use of harmful environment substances (e.g., lead, mercury); durability/end of-life (reuse, refurbish, remanufacture, recycle); resource conservation, facilitate the powering and/or charging of consumer electronic products.

### **Vehicle Intelligence & Transportation**

Automotive and other transportation products and services that integrate technology into the driving or riding experience, whether by enhancing safety, navigation, improving the passenger experience, or enabling self-driving functionality.

### **Video Displays**

Devices whose primary purpose is the display of video content, excluding items marketed and sold primarily as computer monitors.

### **Virtual & Augmented Reality**

Products (hardware) designed to provide a virtual or augmented reality experience for one or more users.

### **Wearable Technologies**

Electronic devices worn by the user that may include sensors, processors, displays or other technology for the purpose of sensory enhancement, measurement, computing or data-collection/transmission.