

# January 11, 2017

## 3-Minute Market Minder Transcript

Hello, friends, and welcome to *Big T's 3-Minute Market Minder*. Today I want to tell you about another piece of transformational technology that I came across while at CES. And this is a term that you're going to hear a lot about in 2017.

By the way, CES is the Consumer Electronics Show. It's kind of like taking a spaceship to the future. The technology at CES is the latest and greatest technology that will show up in American homes over the next several years.

So there is a term that was being bandied around CES and you're going to hear a lot about it in 2017, and that is this term: "Zero UI." So what does Zero UI mean? Zero UI means the end of the user interface, the graphical user interface.

So think about the ways that we've interacted with technology over the last 50 years. In the beginning, we had punch cards that we would put into machines. Then we had command lines—remember the old DOS? We would have to type in DOS commands.

Then we had Windows, where we would have a graphical user interface where we could interact with our computers. Then we had the touchscreen on the iPhone that gave us a whole brand-new way of interacting with computers.

Now, Zero UI is about completely doing away with a traditional form of interacting with computers—such as the mouse, or the touchscreen, or the graphical user interface—and relying on artificial intelligence, voice commands, hand movements that are interpreted by our technological devices that can automatically tell what we are trying to do.

You're going to see this massive push take place across corporate America, and it'll happen in consumer electronics and it'll also happen on the B-to-B [Business to Business] side, where there is going to be a move away from your traditional user interface and more of a reliance on voice-based command systems.

Now, a company that is betting an enormous amount of money on this is Amazon. So, Amazon is coming out with these little discs here, and they're called Echoes. And the Amazon Echo device—they have this version here, and then they have a bigger version there—what they're trying to do with Echo is they're trying to make Echo be the center of your home.

And while I was at CES, one of the biggest themes there was companies that were creating devices such as televisions, computers, lightbulbs, thermostats, that all had connectivity built into them that would work with Amazon's Echo device. And the name of the digital assistant—the AI that Amazon uses—is called Alexa. And the whole show, all I was hearing was Alexa, Alexa, Alexa, Alexa.

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So as we move forward here, what I think we're going to start seeing is this rise of this Zero UI, and it will come in the form of these digital personal assistants. And so far, the leader in the home is Amazon with its Echo device and its Alexa digital assistant.

So as you look at different consumer electronics companies, as you look at new products that are coming to market, pay special attention to those products that are touting compatibility with the Alexa AI system. Because, just like when Apple came out with their string of connected devices, I think that Amazon is really onto something here where they're going to be creating their own ecosystem of devices that can interoperate with the Alexa system.

And so as we look out through the future, and we say, "Okay, what's that next big trend in consumer electronics?" I think that next big trend is going to be in these voice-operated, connected devices, with something like Alexa sitting at the heart of your entire home-control system.

So the key takeaway here is: Zero UI is coming, and so far, Amazon's Alexa/Echo product looks to be the leader in the space. But I imagine it won't be long before we see Apple and Google wading into this digital assistant home space with some competing devices. It is going to be fun watching these behemoths fight it out in the marketplace.

All right friends, that is enough out of me. I will catch up with you in the next video. And I want you to always remember: Let the Game Come to You!