Beat: Technology

SHOWSTOPPERS 2026: CES 2026, Las Vegas, Nevada, USA

Premier Press and Media Event: CES 2026

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USPA NEWS - Las Vegas, Nevada (1/4/26): The premier press and media event of CES 2026 was the annual Showstoppers 2026 which began with the pre-Showstoppers press conference at the Mandalay Bay Events Center on Sunday, 1/4/26. For the last few years, JETRO (Japan External Trade Organization) based in California has introduced several Japanese start-up companies related to various consumer technologies with emphasis on Artificial Intelligence (AI), Sustainability and Electric Mobility. In 2026, ten (10) Japanese start-up companies participated with eight (8) out of the 10 presenting their innovative products on 1/4/26. Ms. Mio Kawada, EVP of JETRO, began the presentations giving the history and background of the goals and recent developments within JETRO. Several Japanese start-up companies include: 1. SWIPE VIDEO; 2. GAGUGEKI; 3. HELLO SPACE; 4. INNOVATIVE SPACE CARRIER; 5. POCKET RD; 6. PORTALGRAPH and 7. QLAY. QLAY was a most interesting start-up as it was technology to detect usage of AI to enhance employment interviews based on eye tracking algorithms and speech analytics. The formal Showstoppers 2026 commenced on Tuesday, 1/6/26, at the Bellagio Resort from 1800 to 2100.

Las Vegas, Nevada (1/6/26): The Showstoppers Pre-CES Press Conference concluded on 1/4/26 at the Mandalay Bay Resorts with the JETRO Start-up presentations consisting of up and coming Japanese companies. As mentioned before, eight (8) live presentations out of ten (10) start-up companies during the entire presentation. On Tuesday, 1/6/26, the formal Showstoppers 2026 commenced at the Bellagio Resort, Ballroom 6. Six (6) examples of various start-ups presented their innovative products at the Showstoppers 2026: 1. ROKID Smart Glasses: innovative AI and AR glasses; 2. NEO Hybrid Speakers with a Twist: Headphone and Speaker in one convenient package; 3. JOYCALLS: AI powered companion for Senior adults; 4. SHARGE Smart Glasses: AI and AR glasses; 5. ELOQUENS: AI powered automated emails that feel human; and 6. IFA (Innovation For All) Berlin: the premier consumer technology show in Messe Berlin and for the IFA 2026 occurring on 4 to 8 September, 2026.

Showstoppers 2026 (1/6/26): Finally, one of the most interesting presentations that evening was AI CHEF: a microwave-like device powered by AI that can cook pre-specified recipes in an instant. Recipes and ingredients were powered by AI and once placed in the oven, it prepares the dish exactly as specified whether depending on what type of cuisine was inputted to the oven prior.

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