CES2026 TREND GUIDE PREVIEW

NAVIGATING THE SEA OF STARTUPS

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OMNICOM AT CES 2026
TREND GUIDE PREVIEW

OVERVIEW

1,100 startups. 835 booths. And that's just Eureka Park. The density at CES's Eureka Park makes floor navigation difficult; the diversity makes pattern recognition even harder. The purpose of this report is to help you see through the noise. Here, we've identified eight trends that signal where startup innovation is heading—not what's hot this week, but what these companies collectively suggest about our near-term future.

The overarching theme connecting several trends is agentic AI, or systems that take autonomous action rather than waiting for commands. This shows up everywhere from edge computing (local agents that act without cloud round-trips) to robotics (physical agents that navigate and decide) to industrial automation (workflow agents that coordinate operations), and voice interfaces (agents that execute multi-step tasks from spoken requests). The shift from "AI that responds" to "AI that acts" will be visible across Eureka Park.

1,102 startups identified (Eureka Park + startup-tagged exhibitors)

372 actively seeking funding (34%)

744 with substantive company descriptions

8 trend themes

40+ curated companies highlighted

WHAT THIS REPORT COVERS

Cross-cutting technology trends visible in the startup landscape—themes that span industries and signal where innovation is heading.

KEY TAKEAWAYS

1. AI is decentralizing

The startup landscape suggests a fragmentation of AI infrastructure away from cloud-only architectures. Edge chips, on-device inference, and local LLM deployment point toward a future where AI capability is embedded at the point of use—not rented from hyperscalers. The drivers: privacy requirements, latency constraints, and cost pressure.

2. Robots are leaving controlled environments

Robotics startups are solving navigation and manipulation in unstructured spaces—sidewalks, homes, retail floors, hospital corridors. The trajectory points toward physical automation that operates alongside humans rather than behind factory fencing. Consumer and commercial service applications are maturing faster than industrial-only players expected.

3. Spaces that sense and respond

The proliferation of vision, environmental, and biometric sensors suggests spaces that continuously perceive and respond. Buildings, vehicles, cities, and products are gaining embedded awareness. The immediate implication: businesses will have access to unprecedented behavioral and environmental data. The longer-term question: what does “private space” mean when everything senses?

4. Carbon is becoming a supply chain input

Climate-focused startups are shifting from “capture and store” to “capture and convert.” CO2 and waste streams are being treated as feedstocks for fuels, materials, and chemicals—not externalities to offset. This signals a transition from sustainability-as-cost to sustainability-as-supply-chain, where carbon has economic value rather than just regulatory penalty.

TREND 1: THE END OF CLOUD-DEPENDENT AI

AI CAPABILITY IS FRAGMENTING AWAY FROM CENTRALIZED INFRASTRUCTURE

Strategic Context

The dominant AI architecture of 2023-2024—cloud-based models accessed via API—is already being challenged. Startups at CES 2026 are building the hardware and software layers that enable AI to run locally: specialized chips for edge inference, neuromorphic processors that mimic biological computation, platforms that deploy LLMs on-device without cloud connectivity.

The forces driving decentralization are practical: enterprises with data residency requirements can't send sensitive information to third-party clouds; latency-sensitive applications (robotics, vehicles, real-time monitoring) can't wait for round-trips; cost-conscious deployments can't sustain per-token API pricing at scale. Privacy regulation is accelerating the shift.

CONSUMER BEHAVIOR IMPLICATIONS:

Most consumers don't currently distinguish between local and cloud AI—the interface looks the same. But as AI becomes embedded in more sensitive contexts (health monitoring, home security, personal assistants with memory), awareness will grow. Products that can credibly claim "your data never leaves this device" may command premium positioning. The early signals are already visible in smartphone marketing.

WHAT THIS MEANS FOR BRANDS AND AGENCIES:

Data governance and AI capability will become intertwined decisions.

On-device AI enables personalization without centralized data collection.

Edge deployment may reduce ongoing AI costs but increases upfront hardware complexity.

Key questions for vendors: "Where does inference run?" and "What happens to user data?"

TREND 1: KEY COMPANIES

Edge AI Chips & Accelerators

COMPANY	ABOUT	LOCATION
Blumind*	Analog AI chips claiming 100-1000x power reduction through neuromorphic architecture. Targets AIoT, robotics, smart home, health wearables.	Eureka Park, 60844
AidALL*	Intelligent robots built on on-device computing and neuromorphic AI. Edge intelligence enabling autonomous operation without cloud dependency.	Eureka Park, 62643
NovoViz*	Swiss fabless semiconductor advancing computational single-photon imaging. Edge-native vision processing for autonomous systems.	Eureka Park, 61220

On-Device AI Platforms

COMPANY	ABOUT	LOCATION
FAKE EYES*	On-device mobility aid using XR and Vision AI. Real-time hazard detection and voice guidance without network connectivity.	Eureka Park, 62738
GLEC Inc*	AI tachographs combining dual-CPU edge AI for freight trucks with fleet management. ISO-14083-compliant carbon measurement.	Eureka Park, 63600
AniMed Technology*	Edge intelligence and fiber optic sensing. Next-generation sensing technologies with on-device AI processing.	Eureka Park, 63200
IDB Inc*	AIoT safety systems integrating on-device edge and cloud intelligence. Anomaly detection and hazard prediction.	Eureka Park, 62833

* Companies marked with an asterisk are actively seeking funding. See the Appendix for financial details.

TREND 2: MACHINES THAT MOVE THROUGH THE WORLD

ROBOTICS IS EXPANDING FROM FACTORIES INTO EVERYDAY ENVIRONMENTS

Strategic Context

The robotics companies at CES 2026 are notably different from five years ago. Then, most were building for structured industrial environments—assembly lines, warehouses, controlled spaces. Now, a critical mass is solving for unstructured environments: sidewalks with pedestrians, homes with furniture that moves, retail floors with browsing shoppers, hospital corridors with patients and staff.

The underlying capability advances are in navigation (SLAM, path planning in dynamic environments), manipulation (handling objects of varying shapes and weights), and human interaction (operating safely alongside people rather than in fenced-off zones). These were hard problems that kept robots confined; they're increasingly solved problems enabling robots to roam.

CONSUMER BEHAVIOR IMPLICATIONS:

Consumers will encounter robots in more contexts—delivering packages, cleaning commercial spaces, providing information in stores, assisting in healthcare settings. Initial reactions will likely vary widely. Some will treat robots as tools; others will anthropomorphize heavily. Brands deploying robots will need to consider how robotic interaction affects brand perception—a clunky robot may damage perception more than no robot at all.

WHAT THIS MEANS FOR BRANDS AND AGENCIES:

Service and retail robots are approaching viable deployment.

Robotic interaction becomes a brand touchpoint requiring design attention.

Early deployments will generate disproportionate attention—positive and negative.

Key questions for vendors: "What environments is this actually deployed in today?" and "How do people react when it fails?"

TREND 2: KEY COMPANIES

Humanoid & Service Robots

COMPANY	ABOUT	LOCATION
OrULink*	Human-robot interaction company redefining how robots coexist with people. Focus on intuitive, safe collaboration.	Eureka Park, 62919
RheoFit*	Pioneering intersection of robotics and rehabilitation. Physical therapy robots that adapt to patient needs.	Eureka Park, 62919
Auria Robotics*	AI platform and modular companion robot supporting children with autism. Affordable, accessible therapeutic robotics.	Eureka Park, 61035
StarBot*	AI-powered humanoid robots for service industries—restaurants, hotels, retail. Commercial deployment focus.	Eureka Park, 60648

Manipulation & Mobility Systems

COMPANY	ABOUT	LOCATION
ATDev*	Robotic mobility systems including FDA-cleared Reflex smart rehab device and next-generation robotic wheelchair platform.	Eureka Park, 61261
Robotin*	Household robotics specialist. Claims inventor status for certain home robot categories. Consumer-focused design.	Eureka Park, 62041
Haply Robotics*	Canadian leader in haptic and robotics technologies. Inverse3 platform for precision manipulation and feedback.	Venetian L2, 55235
Heima Inc*	Open operating system for humanoid robots. Combines perception, autonomy, and developer tools in unified platform.	Venetian L2, 51967

Autonomous Navigation

COMPANY	ABOUT	LOCATION
NEOIA*	Autonomous, waterless photovoltaic cleaning robot. Solar panel maintenance without water or manual intervention.	Eureka Park, 60401
RoboQ*	Physical + AI platform for continuous 24/7 autonomous robot operations. Infrastructure for always-on robotic systems.	Eureka Park, 62833

* Companies marked with an asterisk are actively seeking funding. See the Appendix for financial details.

TREND 3: AMBIENT SENSING BECOMES INFRASTRUCTURE

SPACES ARE GAINING THE ABILITY TO CONTINUOUSLY PERCEIVE AND RESPOND

Strategic Context

CES 2026 appears set to reveal the shift from sensing-as-feature to sensing-as-infrastructure. Rather than discrete devices that measure specific things on demand, startups are building sensing layers that continuously monitor environments—buildings that know where people are, vehicles that perceive everything around them, products that understand how they're being used.

The enabling technologies span multiple modalities: computer vision (cameras that interpret scenes, not just capture them), LiDAR and radar (3D spatial awareness in all conditions), environmental sensors (air quality, temperature, humidity, occupancy), and biometric sensing (continuous health monitoring from non-invasive sensors). What's new isn't any single modality—it's the integration into ambient, always-on systems.

CONSUMER BEHAVIOR IMPLICATIONS:

As sensing becomes ambient, consumers will develop new expectations and concerns. They'll expect spaces to respond to their presence—lights that adjust, climate that adapts, services that anticipate. They'll also become more aware of being sensed, even in spaces they previously considered private. Transparency about what's sensed and how data is used will become a differentiator.

WHAT THIS MEANS FOR BRANDS AND AGENCIES:

Customer journey data will become dramatically richer in physical spaces.

Real-time behavioral sensing enables personalization previously limited to digital channels.

Privacy and transparency will become competitive positioning, not just compliance.

Key questions for vendors: "What data is collected vs. what's processed locally?" and "How do consumers know they're being sensed?"

TREND 3: KEY COMPANIES

Vision & Perception Systems

COMPANY	ABOUT	LOCATION
DeepFusion AI*	Perceptive Sensor Fusion AI using 4D imaging radar for 360° perception. CES 2026 Innovation Award winner.	Eureka Park, 63416
MountAIn*	Physical AI middleware for “offline” environments. CES Innovation Award-winning platform.	Eureka Park, 60711
Cephia AI*	AI-driven multimodal sensing combining metalens innovation with software intelligence.	Eureka Park, 61048

Environmental & Spatial Sensing

COMPANY	ABOUT	LOCATION
Plantelligence*	Smart hardware and sensors making plant care intuitive. Environmental sensing for consumer horticulture.	Eureka Park, 60442
ASC (Applied Sensor Co.)*	Smart textile company turning physical spaces into data sources. Unobtrusive monitoring through fabric sensors.	Eureka Park, 60452
Ailicorn*	Indoor accident prevention through integrated hardware and software. Presence and hazard detection.	Eureka Park, 62201

Biometric & Health Sensing

COMPANY	ABOUT	LOCATION
Accurate Meditech*	Sensor hub measuring blood pressure continuously without inflatable cuff. FDA-reviewed technology.	Venetian L2, 54609
AniMed Technology*	Edge intelligence and fiber optic sensing for next-generation health and environmental monitoring.	Eureka Park, 63200
Daivurjnt*	Tools for neurodivergent individuals. Visual sensing to help navigate social and environmental cues.	Eureka Park, 61259

* Companies marked with an asterisk are actively seeking funding. See the Appendix for financial details.

TREND 4: CARBON AS AN ECONOMIC INPUT

CO2 AND OTHER BYPRODUCTS ARE BECOMING RESOURCES, NOT SIMPLY WASTE

Strategic Context

The carbon narrative at CES has evolved. Previous years featured carbon measurement, carbon offsets, and carbon capture-for-storage. This year, a notable cluster of startups treats carbon as an economic input—a raw material to be processed into products rather than a waste stream to be buried or offset.

Ambius (ANA) converts atmospheric CO2 directly into ethanol. Aerleum produces sustainable fuels from captured CO2. CARBONVATE creates materials that absorb more carbon than production emits. ALGBIO converts wastewater and CO2 into biofuels and bioplastics. The pattern: carbon as a manufacturing input with commercial value.

This shift matters because it changes the economics. Carbon capture as compliance is a cost center. Carbon capture as feedstock is a production input that competes with alternatives. When the output is ethanol, fuel, or materials, the business case depends on conversion efficiency and market prices—not on regulatory penalties or ESG preferences.

CONSUMER BEHAVIOR IMPLICATIONS:

Consumers are increasingly skeptical of sustainability claims—greenwashing has eroded trust. Products made from captured carbon rather than products that merely offset carbon represent a more tangible claim. “Made from atmospheric CO2” is harder to dismiss than “carbon neutral through offsets.” Brands able to incorporate carbon-derived materials into products may find more credible sustainability messaging.

WHAT THIS MEANS FOR BRANDS AND AGENCIES:

Carbon-derived materials may offer differentiated sustainability stories.

Supply chain innovation could source inputs from carbon-capture streams.

The economics are maturing but not yet competitive for most applications.

Key questions for vendors: “What’s your cost per unit of output?” and “How does that compare to conventional alternatives?”

TREND 4: KEY COMPANIES

Carbon Capture & Conversion

COMPANY	ABOUT	LOCATION
ANA (Ambius Inc)*	Atmosphere-to-Ethanol technology (CARBASIA) directly converting atmospheric CO2 into ethanol. Made-in-Japan system.	LVCC North Hall, 9666
Aerleum	Sustainable fuels and chemicals from CO2 captured directly from air. Targeting aviation and maritime decarbonization.	Eureka Park, 60903
ALGBIO*	Wastewater treatment combined with CO2 capture. Produces biofuel, bioplastic, and carbon credits.	Eureka Park, 63432
CARBONVATE	Carbon-capture technology combined with bio-based compounding. Materials that absorb more carbon than they emit.	Eureka Park, 62201

Circular Economy & Materials

COMPANY	ABOUT	LOCATION
Electrowater*	Advanced electrochemical water treatment. Circular approach to industrial water processing.	Eureka Park, 62833
H&B Materials*	PFAS-free textile coatings using bio-based materials. Sustainable manufacturing chemistry.	Eureka Park, 60711
PV Circonomy	Circular solutions turning end-of-life solar panels into energy. Panel recycling and material recovery.	Eureka Park, 62201
Batterfly*	AI-powered EV battery lifecycle management—monitoring, evaluation, certification, and recycling.	Eureka Park, 61700

* Companies marked with an asterisk are actively seeking funding. See the Appendix for financial details.

TREND 5: SPATIAL INTERFACES REPLACE SCREENS

AR/VR/MR IS FINDING SPECIFIC APPLICATIONS BEYOND HARDWARE DEMOS

Strategic Context

The spatial computing hype cycle has cooled since its peak. What remains at CES 2026 is more interesting than the hype: startups building spatial interfaces for specific use cases rather than general-purpose "metaverse" platforms. Surgery, training, design visualization, accessibility—applications where spatial interaction solves a real problem that screens don't solve as well.

The hardware remains clunky and the user base remains small. But the trajectory is visible: interfaces that exist in physical space rather than on rectangles. The timeline is uncertain—spatial computing has been "five years away" for a decade. What's different now is the specificity of applications and the maturity of underlying technology (passthrough quality, hand tracking, spatial audio).

CONSUMER BEHAVIOR IMPLICATIONS:

Most consumers won't interact with spatial interfaces in 2026. But early adopters in specific contexts—training, gaming, certain professional applications—will develop new interaction expectations that eventually migrate to mass markets. The consumers who experience high-quality spatial training at work will have different expectations for digital interaction than those who haven't.

WHAT THIS MEANS FOR BRANDS AND AGENCIES:

Spatial remains niche but specific applications are maturing.

Training and visualization use cases may be more immediate than consumer entertainment.

The skills to create spatial experiences are still scarce and expensive.

Key questions for vendors: "What's the actual installed base for your platform?" and "What problem does this solve better than a screen?"

TREND 5: KEY COMPANIES

Immersive Experiences & Content

COMPANY	ABOUT	LOCATION
BlueCapsule*	VR and metaverse software building immersive virtual spaces. Enterprise and entertainment applications.	Eureka Park, 63416
Gakugeki*	VR entertainment collaborating with anime studios and VTuber agencies. Next-generation fan experiences.	Eureka Park, 62801
Brelyon*	Ultra-immersive displays backed by Lockheed Martin and LG. Multi-viewer 3D without headsets.	LVCC Central, 14454

Spatial Computing & 3D

COMPANY	ABOUT	LOCATION
ClearSurgery*	Mixed Reality Sphere for surgeons—immersive environment centralizing surgical information.	Eureka Park, 60711
CubicSpace Technologies*	Software plugins for natural, comfortable 3D user experiences. Focus on intuitive spatial interaction.	Eureka Park, 60840
CUBIXEL*	Optical high-tech company acquiring, processing, and converting 3D information. Holographic displays.	Eureka Park, 62738

XR Applications

COMPANY	ABOUT	LOCATION
FAKE EYES*	On-device XR mobility aid for vision-impaired users. Accessibility through augmented reality.	Eureka Park, 62738
IFNEWWORLD*	XR solutions merging reality and digital interaction. Cross-platform spatial experiences.	Eureka Park, 63416
Motion Informatics*	Neurorehabilitation technology using spatial computing. Muscle signal reading for therapy.	Eureka Park, 61701

* Companies marked with an asterisk are actively seeking funding. See the Appendix for financial details.

TREND 6: DEVICES ARE DISAPPEARING

GADGETS ARE SHRINKING, INTEGRATING, AND BECOMING INVISIBLE

Strategic Context

The trajectory of consumer electronics has been toward the smaller, the lighter, the less obtrusive. Smartphones shrunk computers; smartwatches shrunk smartphones; and now a cluster of startups is pursuing the next step: devices that are worn unconsciously, embedded in clothing or jewelry, or adhered directly to skin.

Smart rings (ZzzRing), adhesive patches (CareWear, PointFit, WisMedical), hearables that double as health monitors (ELEHEAR), smart textiles (ASC), and microneedle systems (Golden Crow) represent different approaches to the same thesis: the most powerful interface is the one you forget you're wearing.

The obstacles remain significant: battery life in tiny form factors, computing power in minimal space, durability against body movement and moisture. But the direction is clear. Devices are getting closer to the body, smaller in footprint, and more continuous in operation.

CONSUMER BEHAVIOR IMPLICATIONS:

As devices disappear, the interaction model shifts. There's no screen to tap, no device to pull from a pocket. Interfaces become ambient—voice, gesture, or automatic based on sensed context. Consumers accustomed to discrete device interactions will need to develop new mental models for always-on, always-sensing, invisible technology. Trust becomes more important when you can't see what the device is doing.

WHAT THIS MEANS FOR BRANDS AND AGENCIES:

New form factors create new product categories and brand opportunities.

Always-on devices generate continuous data streams.

Invisible technology raises new questions about consent and awareness.

Key questions for vendors: "What's the actual battery life?" and "How does the user control what's being sensed?"

TREND 6: KEY COMPANIES

Smart Rings & Miniature Wearables

COMPANY	ABOUT	LOCATION
ZzzRing (Six and a Half Weeks)*	World's first perovskite solar smart ring. Blends solar charging with intelligent health monitoring.	Eureka Park, 60467
THA srl*	GhostLight invisible security technology. Smart home automation without visible devices.	Eureka Park, 61465

Patches & Skin Tech

COMPANY	ABOUT	LOCATION
CareWear*	Ultra-thin wearable light-therapy patches. Digital-health-powered recovery through skin-adhered devices.	Venetian L2, 55132
Golden Crow*	World's first commercial gold nanorods. Microneedle phototherapy patches for skin treatment.	Eureka Park, 63416
WisMedical*	Ultra-thin, lightweight wearable patch system for at-home sleep diagnosis.	Venetian L2, 50523
PointFit	Skin patch tracking health through sweat. Non-invasive, continuous biomarker monitoring.	Eureka Park, 63200

Hearables & Audio Wearables

COMPANY	ABOUT	LOCATION
ELEHEAR*	AI-driven OTC hearing aids. Proprietary VOCCLEAR algorithm with ultra-low latency and intelligent noise reduction.	Venetian/Palazzo Suites, Venetian
xMEMS Labs	PiezoMEMS platform redefining sound in miniature form factors. Solid-state speakers for true wireless.	Venetian/Palazzo Suites, Suite 34-208

Smart Textiles

COMPANY	ABOUT	LOCATION
ASC (Applied Sensor Co.)*	Smart textile company turning physical spaces into discreet data sources. Fabric-based sensing.	Eureka Park, 60452

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TREND 7: SOFTWARE EATS THE FACTORY

MANUFACTURING IS BECOMING SOFTWARE-DEFINED AND AI-OPTIMIZED

Strategic Context

The digitization of manufacturing is not new, but the depth is increasing. Startups at CES 2026 are building AI systems that don't just monitor production—they control it. Visual inspection that catches defects in real-time. Predictive maintenance that schedules repairs before failures. Logistics optimization that routes materials dynamically. Digital twins that simulate production changes before physical implementation.

The pattern extends beyond traditional manufacturing. Warehouses, logistics networks, agricultural operations, and service environments are all becoming software-defined—systems where software doesn't just track operations but directs them. The factory is the most mature application, but the architecture applies broadly.

CONSUMER BEHAVIOR IMPLICATIONS:

Consumers rarely see manufacturing directly, but they experience its outputs: product quality, availability, customization options, and price. AI-optimized manufacturing should eventually yield more consistent quality (fewer defects), broader customization (smaller batch sizes become economical), and potentially lower prices (efficiency gains). These are second-order effects consumers may not attribute to manufacturing intelligence.

WHAT THIS MEANS FOR BRANDS AND AGENCIES:

Supply chain and manufacturing intelligence becomes source of competitive advantage.

Quality and customization claims become more credible as manufacturing gets smarter.

"Made by AI" may become a product attribute—positive or negative depending on context.

Key questions for vendors: "What's the measurable improvement in defect rate or throughput?" and "How does this integrate with existing systems?"

TREND 7: KEY COMPANIES

Visual Inspection & Quality Control

COMPANY	ABOUT	LOCATION
AcademicSight (Pro Sicht)*	AI-powered visual inspection and traceability for manufacturing. Edge-cloud platform detecting surface defects.	Eureka Park, 63432
Aura Bilisim*	Mobile, plug-and-play slow-motion vision and edge analytics. PLC-integrated event tagging for production lines.	Eureka Park, 63432
Digiforming*	AI-powered sheet metal forming intelligence. Reduces trial-and-error in manufacturing processes.	Eureka Park, 63432

Industrial AI & Automation

COMPANY	ABOUT	LOCATION
aiOla*	Voice-agentic workflows transforming frontline speech into structured, validated data for enterprise systems.	Eureka Park, 61313
GasolineAI*	AI-driven combustion control for industrial applications. Deep-tech optimization of industrial processes.	Eureka Park, 62201
THE ENGINEER*	Factory automation and AI-driven design technologies. XAI system for manufacturing intelligence.	Eureka Park, 63416

Logistics & Supply Chain

COMPANY	ABOUT	LOCATION
FCM MOBILITY*	AI-powered, zero-emission micro-mobility for smart waste logistics. Data-driven urban operations.	Eureka Park, 63432
AmberRoad*	AI that delivers measurable profit on logistics and operations. ROI-focused industrial AI.	Eureka Park, 61453
All Good Energy*	Supply chain resilience through AI-powered logistics optimization.	Eureka Park, 62201

* Companies marked with an asterisk are actively seeking funding. See the Appendix for financial details.

TREND 8: VOICE BECOMES A FIRST-CLASS INTERFACE

SPECIALIZED VOICE AI IS MOVING BEYOND GENERAL-PURPOSE ASSISTANTS

Strategic Context

Voice interfaces have existed for years, but general-purpose voice assistants (Alexa, Siri, Google Assistant) plateaued in capability and adoption. The voice AI startups at CES 2026 are taking a different approach: specialized voice interfaces for specific contexts and workflows.

Factory floors where hands are occupied. Healthcare settings where documentation interrupts care. Accessibility applications where voice is the primary modality. Education contexts where spoken interaction is pedagogically valuable. These are environments where voice isn't a convenience feature—it's the most practical interface.

The underlying technology has improved substantially. Speech recognition accuracy, natural language understanding, and multilingual capability have all advanced. What's emerging are applications that leverage these improvements for specific, high-value use cases rather than general-purpose assistant functions.

CONSUMER BEHAVIOR IMPLICATIONS:

Consumers who experience high-quality specialized voice interfaces—voice-controlled industrial equipment, voice-documented healthcare encounters, voice-first accessibility tools—will develop expectations that bleed into other contexts. The gap between "voice AI that works" and "voice AI that's frustrating" will become more apparent as exposure to the former increases.

WHAT THIS MEANS FOR BRANDS AND AGENCIES:

Voice interfaces are maturing for specific professional and accessibility contexts. Brand voice—literally—becomes a design consideration for voice interfaces.

Voice-first experiences may be more relevant for specific audiences than general population.

Some key questions for vendors: "What's the actual recognition accuracy in noisy environments?" and "How does this handle domain-specific vocabulary?"

TREND 8: KEY COMPANIES

Voice AI Platforms

COMPANY	ABOUT	LOCATION
aiOla*	Frontline speech transformed into structured enterprise data. Voice-agentic workflows for industrial applications.	Eureka Park, 61313
DIGIPAIR*	ChatGPT-like agentic assistant for enterprise. Employees interact with business systems via conversation.	Eureka Park, 60415
Analytics-model*	Analytics powered by conversational AI. Autonomous dashboard generation from natural language queries.	Eureka Park, 60853

Specialized Voice Applications

COMPANY	ABOUT	LOCATION
Haylo Tech*	AI-powered wearable headband supporting focus and retention. Voice interaction for neurotypical and neurodivergent learners.	Eureka Park, 63200
Tracup (Hyper AI)	Voice-first wearable technology. AI audio glasses and pocket-size smart recorders.	Eureka Park, 61662
Tokoshie*	AI-driven CAD platform with voice interaction. Design through spoken commands.	Eureka Park, 62801
Tutorus Labs	EdTech leveraging generative AI and natural language. Voice-enabled learning platforms.	Eureka Park, 62845

* Companies marked with an asterisk are actively seeking funding. See the Appendix for financial details.

APPENDIX: FUNDING LANDSCAPE

Overview

Of the 1,102 startups identified at CES 2026, 372 (34%) are actively seeking funding. The distribution skews heavily toward early-stage:

STAGE	COUNT	% OF FUNDRAISING
Pre-seed	110	30%
Seed	146	39%
Series A	95	26%
Series B+	21	6%

AMOUNT SOUGHT	COUNT	%
< $250K	42	11%
$250K - $2M	177	48%
$2M - $15M	122	33%
$15M+	31	8%

Featured Companies Seeking Funding

COMPANY	TREND	STAGE	AMOUNT	LOCATION
Blumind	Edge AI	Series A	$2-15M	M-60844
AidALL	Edge AI / Robotics	Seed	$250K-2M	M-62643
DeepFusion AI	Ambient Sensing	Series A	$250K-2M	M-63416
ANA (Ambius)	Carbon Economy	Pre-seed	>$50M	A-9666
ZzzRing	Disappearing Devices	Seed	$250K-2M	M-60467
ELEHEAR	Disappearing Devices	Series A	$2-15M	U-Venetian
aiOla	Voice / Industrial	Series A	$2-15M	M-61313
ClearSurgery	Spatial Interfaces	Seed	$250K-2M	M-60711
ATDev	Robotics	Series A	$2-15M	M-61261
Batterfly	Carbon Economy	Seed	$250K-2M	M-61700

APPENDIX: METHODOLOGY

Classification Approach

Startup identi ication: Exhibitors were classified as startups if located in Eureka Park
(Eureka Park) OR tagged with “Startups” category in CES exhibitor database. This yielded 1,102 companies.

Trend assignment: Each trend was defined by keyword sets applied to company names, descriptions, and category tags. Companies could match multiple trends. Exhibitors with descriptions under 50 characters were excluded from trend analysis.

Curation: For each trend, exhibitors were scored based on: description quality (length and specificity), funding status, Eureka Park location, and presence of notable keywords (first, only, patent, award, breakthrough). Top-scoring exhibitors were selected for inclusion.

Data Sources

- CES 2026 exhibitor database (extracted December 2025)
- 3,482 total exhibitors; 1,102 classified as startups
- 744 startups with substantive descriptions

Trend Keyword Sets

Each trend used specific keyword matching. Full keyword lists available in classification documentation.

Limitations

- Company descriptions are self-reported and vary in quality
- Funding information is self-disclosed and may be incomplete
- Keyword matching captures explicit mentions; some relevant companies may use different terminology
- This report focuses on cross-cutting themes; vertical-specific startups may be covered in companion reports

Question or comments? Reach out to Greg Brown (greg.brown@omc.com).