Disruptive Digital Technologies, Artificial Intelligence, IoT, 5G, Blockchain…

Gary Shapiro, President & CEO, CTA – Consumer Technology Association, USA

The conversation around disruptive digital technologies is one we need to continue and to better understand as we look to learn and improve from a challenging past year

- The pandemic strained our health systems, schools, and businesses
- We stayed connected, kept working, and technology made doctor visits safer

The pandemic sparked a digital transformation that changed the way we do everyday things

- AR and VR used in health care to help us cope with stress and anxiety
- Robots and drones delivering food, goods and medical supplies
- And digital health – helping us stay healthy through AI-assisted diagnosis and monitoring

Now, consumers expect easy-to-use, intuitive digital experiences across channels and devices

- At height of pandemic, 10 years of e-commerce growth happened in 90 days
- Our CTA research show us what the 'new normal' will look like and the major role technology will continue to play

Even as the pandemic winds down, consumers will continue to value convenience and safety

- 'No contact' tech innovations – tap payments, touchless displays – will still be popular
- And trends including the use of remote health services, popularity of in-home fitness technology and shopping online will continue to grow

5G has become an essential piece of the puzzle for the future of health care

- Low-latency communications and large-scale device connections that 5G will enable

CTA advocates for policy that promotes regulatory flexibilities related to IoT, including cybersecurity

- Educate consumers about the importance of IoT security best practices
- And work with industry leaders and lawmakers to support innovation in blockchain technology – make data exchanges safer, faster and more transparent

AI – a foundational technology – will transform every industry

- Improve efficiency, transform education, finance, medicine
- Make us safer, healthier

Competition is fierce with China

- Trained millions of engineers, mathematicians, data analysts, software experts
- Gathers huge data from population – the fuel of AI

The EU is the other big arena for AI policymaking

- European Commission expected to issue legislative proposal + impact on regulation of AI
  - Will issue on April 21
- CTA comments to Commission:
  - Further develop assessment of economic impact of over-reaching/burdensome new legislation
  - Commission should proceed carefully to ensure AI products and services are developed

Must be careful of broad restrictions and mandates choking tech

- Weigh benefits against harms
- Different rules may be needed for AI in healthcare v. AI in agricultures

We want a light-touch, flexible, risk-based approach

- grounded in science...
- and focused on consensus-based standards over one-size-fits-all mandates
- This is the right approach for consumers and businesses alike

We need smart policies, regulatory and non-regulatory, around smart technologies