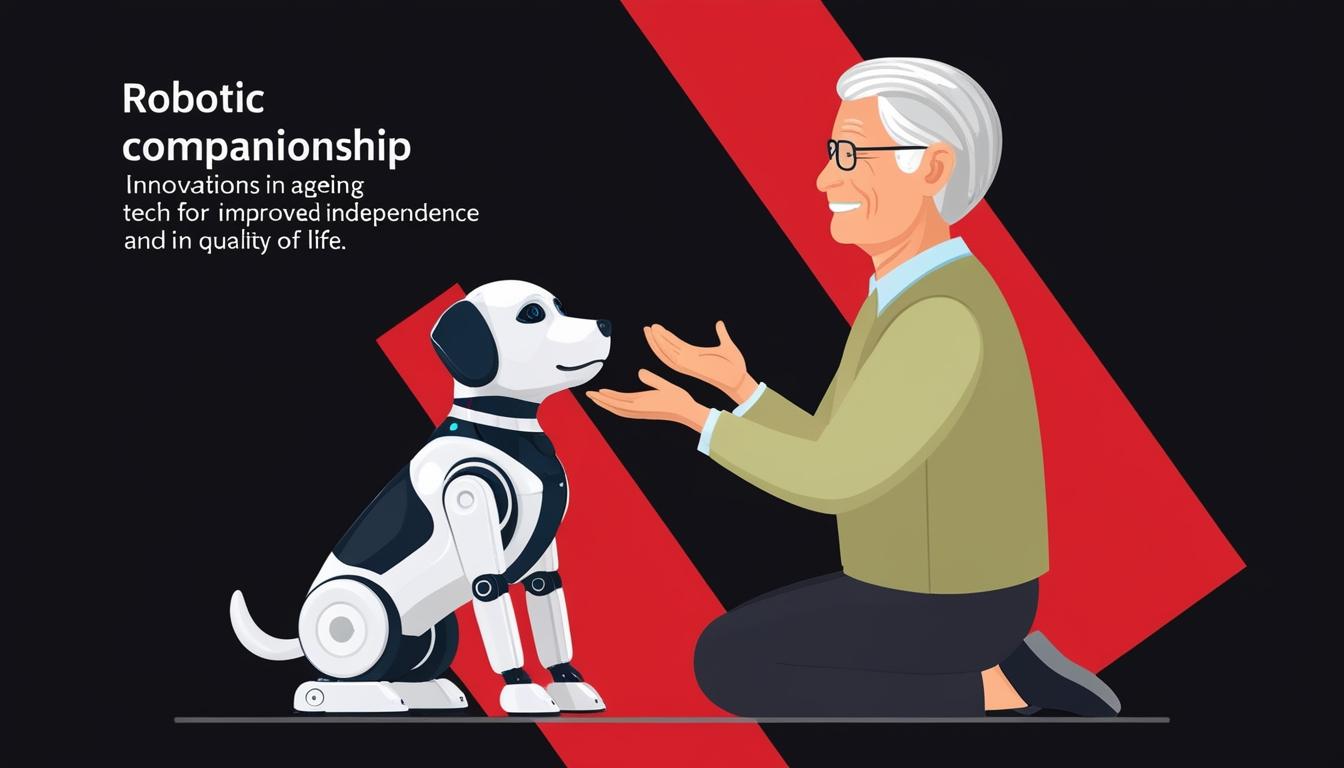
# CES showcases innovations in technology for the ageing population



The recent Consumer Electronics Show (CES) showcased a range of technological innovations aimed at addressing the specific needs of the ageing population, highlighting a growing sector known as 'Age Tech'. The event, which took place in Las Vegas, featured inventions designed to assist seniors in maintaining their independence and improving their quality of life in their own homes.

Patty David, vice president of consumer insights at AARP, noted the substantial interest among older Americans in integrating these technologies into their plans to age in place. David mentioned that "there's a huge interest among older Americans who want to integrate these technologies into their plans to age in their homes." The US market for tech tailored for individuals aged 50 and above is projected to reach $120 billion by the year 2030.

The statistics regarding the global population are striking; data from the United Nations indicates that the proportion of those aged 65 and older is increasing at a faster rate than younger demographics. This urgent demographic shift is propelling entrepreneurs to create innovative solutions for senior care. For instance, Hannah McKenney, CEO of Starling Medical, introduced a device designed to be installed in toilets to test urine for urinary tract infections, a common issue among older adults that often leads to urgent care visits. McKenney stated, "If you're able to seamlessly track their sleep schedule, their eating, their movements, their urinalysis, you can intervene a lot sooner and get them the care that they need."

Research unveiled by AARP and CES organisers identified that almost 90 percent of older adults in the US deem it essential to age at home, although many express concerns regarding their ability to do so. Key technologies that have piqued the interest of seniors include connected medical alert devices, digital blood pressure monitors, electric wheelchairs, indoor security cameras, and medication reminders. These gadgets are designed to ensure safety and increase the chances of independent living for older individuals.

Another innovation displayed at the CES was a robotic dog developed by Tombot, which aims to provide companionship to individuals with dementia. Founder Tom Stevens recounted his motivation for creating the robotic animal, stemming from the difficult experience of having to take his mother's dog away after she was diagnosed with the condition. He remarked, "I looked around for substitutes for live animal companions, but she didn’t like anything that I brought home." The Tombot robot, which resembles a Labrador Retriever puppy, is designed to offer an interactive, low-maintenance companionship experience. Stevens highlighted the positive reactions elicited by the robotic dog, saying, "The reactions are smiles and a desire to be near it and take care of it and care about its wellbeing despite the fact that they understand it’s a robot and not a real animal."

Additionally, the emergence of AI in the realm of beauty was also represented at CES, with Grupo Boticario, a Brazilian beauty company, unveiling a prototype "Smart Lipstick" system. This technology uses artificial intelligence to assist in the application of lipstick, acknowledging that as people age, they may experience declining vision and steadiness in their hands. Milene Haraguchi Padilha, a research scientist at Boticario, expressed the intention behind the product, stating, "We believe that beauty is for all, and this is what we are trying to do with this kind of technology." She added that the positive feedback from users showcases the system's potential to enhance self-esteem, with many testimonials moving enough to bring "tears to our eyes."

Despite the innovative strides being made in senior tech, the AARP report highlights potential barriers to adoption of these technologies. Concerns such as price, ease of use, and data security may deter those who did not grow up in an internet-centric environment from embracing new technologies. David also noted these hesitancies, indicating a need for continued efforts to make these advancements more accessible to the ageing population.

Source: [Noah Wire Services](https://www.noahwire.com)

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