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## Here's A Hot, Tech-Infused Gift Guide For The Millennial On Your List




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Thousands of shoppers taking advantage of Christmas bargains. But Millennial trends for the holidays [+]

It's that time of year when holiday gift buying scenario is basically in full swing. While we've made it past Black Friday and Cyber Monday (with record sales, no less), many people, particularly Millennials, will still be tackling their holiday shopping list into the next few weeks. Indeed, Jordan Rost, VP of Consumer Insights at Nielsen says, "Millennials are early adopters of e-commerce. They are most likely to either shop early or catch up quickly at the end." But an interesting new study from Edelman, commissioned by eBay reveals even more insights. The team found two particularly provocative points regarding Millennial shopping behavior. Indeed, a third of Millennials (34%) tend to choose gifts based on what they like versus what the recipient likes, and 1 in 5 (23%) millennials consider whether the recipient will post a photo of the gift on social media when buying a holiday gift  . Thus, given the trend to document nearly all things across one tech platform or another, here are a few tech-related possibilities for the Millennial on your list or from peer-to-peer contemporaries, that may make the posting cut.

1) **The Gift of Innovation** –Most millennials are on the move and dashing from one place to the next. Thus, mobile phones and accessories have to be protected from the occasional accidental drop or, worse yet, water. I found a company called Catalyst last year during CES, and it seems to keep delivering break-throughs. The company manufactures protective waterproof cases and accessories for electronic devices and just a couple of weeks ago, was even named CES 2018 Innovation Awards Honoree for the design and development of the Catalyst case for AirPods.

As we all know, AirPods are useful but slippery, easy to drop and easily lost. Thus, Catalyst created an unprecedented, premium protective case that is made of a soft premium silicone to prevent any issues. The case is waterproof to 3.3 feet (1m) and drop-proof to 4 feet (1.2m). The product comes in several colors and provides easy access to the charge port. It even includes a carabiner that allows the case to be easily attached to a belt loop. Added bonus? The Catalyst waterproof case for the new iPhone is the next level in the company's high-performance waterproof and drop proof cases. Boasting 33 feet (10m) waterproof protection and 6.6 feet (2m) impact (i.e. dropped it on the floor, again) protection, this case is the answer to a lot of people's problems.



Courtesy of Catalyst  
Catalyst AirPods