# CES 2023 to spotlight artificial intelligence and automotive technology



The Consumer Electronics Show (CES) is set to commence in Las Vegas on Tuesday, attracting thousands of businesses, from established industry giants such as Samsung, LG, and Sony to innovative start-ups, anticipating an audience of around 100,000 attendees. This annual event is renowned for showcasing not only the latest consumer devices and services but also concept designs that provide insight into the future trajectory of the technology sector.

Industry expert Leo Gebbie from analyst firm CCS Insight has noted a significant focus on artificial intelligence (AI) at this year’s CES, despite a burgeoning phenomenon referred to as “AI fatigue.” Speaking to The Irish News, Gebbie explained that while AI has become an expected subject matter in discussions at technology conferences, there is a growing need for genuinely compelling narratives surrounding it. “CES has pivoted direction in recent years and has increasingly become a show focused on categories like home entertainment and the automotive segment,” he remarked, highlighting the substantial exhibition space allocated to these industries.

Gebbie further elaborated that while AI will be a prevalent theme during keynotes and press conferences, its presence may lack the impactful announcements that once characterised the technology. “AI can play a valuable part [in revitalising interest in smart home segments],” he stated, suggesting that this technology could rekindle excitement in an area experiencing stagnation.

The CES trade show is typically marked by an eclectic mix of innovations, although certain categories have diminished in prominence compared to past events. Devices such as smartphones are less prevalent now, and wearables, once a focal point, have also seen reduced attention. Gebbie anticipates the unveiling of some unconventional gadgets that, despite generating initial excitement, may not maintain longevity in the market.

Fellow analyst Paolo Pescatore, founder of PP Foresight, commented on the evolving landscape of CES, particularly the rise of automotive technology. “At times you could be mistaken for thinking that CES is now more of a car electronics show rather than consumer,” he said. This shift underscores the intersection of technology and automotive industries, as various tech companies delve into automotive solutions, highlighting features like infotainment systems, enhanced transportation methods, AI advancements for safety, and electric vehicle (EV) charging innovations.

Pescatore also mentioned the considerable international representation at CES, with various nations seizing the opportunity to showcase their technological prowess. The UK, among other countries, is expected to have several firms participating in the event. “France typically stands out as one of the most novel and well represented,” he noted, suggesting that the event serves as a platform for countries to position themselves on the global map with niche products often powered by AI.

Moreover, the breadth of the CES encompasses various emerging fields, including robots making a significant impact across multiple sectors and the growing overlaps between fitness, well-being, and sports technology, which continue to benefit from advancements in AI and hardware capabilities. The convergence of these diverse themes and innovations highlights the ongoing evolution within the technology landscape, as companies strive to present the latest developments in artificial intelligence and beyond.

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

## References

* <https://www.ces.tech/press-releases/what-not-to-miss-at-ces-2025/> - Corroborates the attendance and exhibitor details, including the presence of industry giants and startups, and the focus on AI, digital health, and other technologies at CES 2025.
* <https://www.ces.tech/press-releases/what-not-to-miss-at-ces-2025/> - Supports the information about the various categories and themes at CES, such as AI, digital health, and smart communities.
* <https://www.moomoo.com/community/feed/ai-takes-over-ces-2025-with-a-keynote-spotlight-on-113780689928198> - Confirms the significant focus on AI at CES 2025, including keynotes and the introduction of new AI products and technologies.
* <https://www.moomoo.com/community/feed/ai-takes-over-ces-2025-with-a-keynote-spotlight-on-113780689928198> - Details NVIDIA's role in AI at CES 2025, including potential announcements on AI hardware and chips.
* <https://www.ces.tech/topics/artificial-intelligence/> - Highlights the ongoing importance of AI at CES, including its impact on various sectors and the show floor tours focused on AI.
* <https://bounce.com/events/las-vegas/ces-las-vegas> - Provides information on the dates, location, and historical context of CES, as well as its global reach and diverse exhibition categories.
* <https://bounce.com/events/las-vegas/ces-las-vegas> - Supports the mention of automotive technology and other sectors like smart home, robotics, and fitness technology at CES.
* <https://www.ces.tech/press-releases/what-not-to-miss-at-ces-2025/> - Mentions the international representation at CES, including the participation of various countries and their technological showcases.
* <https://www.ces.tech/topics/artificial-intelligence/> - Explains the current and future impact of AI in various fields, including home entertainment and automotive segments.
* <https://www.moomoo.com/community/feed/ai-takes-over-ces-2025-with-a-keynote-spotlight-on-113780689928198> - Discusses the potential for AI to revitalize interest in segments like smart home and the automotive industry.