# Samsung unveils Vision AI for smarter home entertainment



In a significant move to elevate the functionality of home entertainment devices, Samsung is unveiling its new artificial intelligence-powered features for televisions under the branding Samsung Vision AI. This innovative technology aims to transform conventional televisions into "intelligent partners" that not only enhance the viewing experience but also offer functionalities such as home security monitoring.

The announcement was made in anticipation of the CES technology show in Las Vegas, set to commence on Tuesday. This prominent event, which attracts over 100,000 attendees, is renowned for unveiling thousands of cutting-edge products and technologies.

Samsung’s Vision AI encompasses a variety of features designed to personalise content for each viewer. Among its capabilities, the technology can translate foreign language programmes in real-time and instantly provide additional information about on-screen content, such as programme details, actor biographies, or even ingredient lists for recipes featured in cooking shows.

The company stated that these advancements would further solidify televisions as central hubs in the realm of smart homes. Building upon the ongoing AI revolution, Samsung is positioning itself alongside other major technology firms in striving for leadership within the sector. The Vision AI tools will operate in conjunction with Samsung's existing SmartThings ecosystem, which connects various smart devices and appliances throughout the home.

This integration is poised to equip users with daily insights and home management updates derived from data collected by connected devices. For instance, users could easily receive summaries of who has approached their doorstep via a smart doorbell or keep track of their pets while away from home, all controllable through voice commands.

SW Yong, president and head of the vision display business at Samsung, articulated the company's vision by stating, “Samsung sees TVs not as one-directional devices for passive consumption but as interactive, intelligent partners that adapt to your needs." He added, “With Samsung Vision AI, we’re reimagining what screens can do, connecting entertainment, personalisation, and lifestyle solutions into one seamless experience to simplify your life.”

In addition to televisions, Samsung has also introduced AI capabilities to other products, notably a new beauty mirror that scans a user's face and provides personalised beauty insights, including recommendations for cosmetic products tailored to the individual's skin type.

This strategic deployment of AI in consumer technology reflects a broader trend within various industries, where businesses are increasingly integrating automation and intelligent systems to enhance operational efficiency, drive growth, and improve customer experience.

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

## References

* <https://ackodrive.com/news/ces-2025-samsung-vision-ai-brings-on-device-intelligence-to-t-vs/> - Corroborates the introduction of Samsung Vision AI, its integration across Samsung's television range, and features like AI Upscaling, Auto HDR Remastering, and Adaptive Sound Pro.
* <https://ackodrive.com/news/ces-2025-samsung-vision-ai-brings-on-device-intelligence-to-t-vs/> - Supports the Click to Search functionality and the role of Samsung's new SolarCell remote in accessing on-screen content information.
* <https://news.samsung.com/za/samsungs-ai-for-all-vision-unveiled-at-ces-2024> - Provides context on Samsung's broader AI vision, including the integration with SmartThings and the enhancement of smart home functionalities.
* <https://news.samsung.com/za/samsungs-ai-for-all-vision-unveiled-at-ces-2024> - Details the use of Spatial AI, SmartThings, and other AI-enabled features to create a personalized home management experience.
* <https://news.samsung.com/za/samsungs-ai-for-all-vision-unveiled-at-ces-2024> - Explains the security and privacy measures, such as Samsung Knox Matrix and Knox Vault, to protect user data across connected devices.
* <https://www.samsung.com/levant/ai-products/> - Lists various Samsung AI products and features, including those integrated into televisions and other consumer devices.
* <https://ackodrive.com/news/ces-2025-samsung-vision-ai-brings-on-device-intelligence-to-t-vs/> - Mentions the announcement at CES and the positioning of TVs as central hubs in smart homes.
* <https://news.samsung.com/za/samsungs-ai-for-all-vision-unveiled-at-ces-2024> - Describes the integration of AI with Bixby voice assistant and its role in smart home management.
* <https://news.samsung.com/za/samsungs-ai-for-all-vision-unveiled-at-ces-2024> - Details the home-to-car capabilities and the partnership with HARMAN to enhance the driving experience.
* <https://www.samsung.com/levant/ai-products/> - Provides examples of other AI-enabled products, such as the beauty mirror, and their personalized features.