# CES 2024: A spotlight on innovation and the ghosts of tech past



CES, the Consumer Electronics Show, is set to commence on Tuesday, January 7th, in Las Vegas, where it will display a range of innovative products from various tech companies and inventors. This year's event is notable for its heightened emphasis on artificial intelligence integration into consumer technology, as noted by coverage from WCCB Charlotte.

The CES has been a platform for groundbreaking and often ambitious inventions for several decades, drawing attention from the tech-savvy and business-minded alike. This year marks the 12th instalment of CES that the WCCB reporter will cover, who anticipates encountering the “next big thing” among independent inventors. Historically, however, while many products introduced have been heralded for their potential, a significant number have failed to achieve commercial success.

Over the years, CES has been home to numerous products that have not lived up to the expectations set by their creators. The laundry-folding robots introduced seven years ago are a prevailing example, which promised to provide a solution for household chores but ended up as a failed enterprise. Other ill-fated inventions include self-rolling suitcases and flying cars, each having garnered interest yet ultimately failed to find a secure foothold in the market.

The announcement of 3D televisions generated significant excitement but ultimately lacked the content needed to sustain a marketable presence. Items such as coffee table computers, eye-tracking controls, and the so-called "smart mirrors" faced similar fates, rendering them obsolete. Historical context can also be drawn from the launch of the BetaMax video recording devices by Sony in the 1980s, which despite their innovative features, lost ground to the VCR and faded into irrelevance.

In addition to products that have flopped, there are also examples of concepts that raised eyebrows. The Rocking Bed, designed to replicate the experience of sleeping on a cruise ship, has not seen sales as its website has since ceased taking orders. Other products, such as the BeddrSleep sensor and the WeltBelt fitness tracker, have also failed to establish a profitable market presence.

However, amidst the backdrop of failures are highlights from CES that have achieved commercial success, such as 4K televisions, streaming players, and foldable smartphones. Technological advancements have not only succeeded through their own launches but have also been acquired by major tech firms, leading to widespread market adoption.

One product that is capturing attention this year is the MirraViz, a dual-projector system that enables two viewers to watch different content on the same screen at the same time. Despite its niche appeal and higher price point, it offers a forward-looking view of personalised viewing experiences.

As CES unfolds this week, the presence of AI continues to loom large over the proceedings, as exhibitors showcase their latest innovations. The WCCB reporter will be covering the developments extensively, providing insights into the tech world’s future as it emerges from this influential showcase. With a blend of cautious optimism and retrospective scrutiny, this event serves as a barometer for the trajectory of consumer electronics and their role in enhancing modern business practices.

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

## Bibliography

1. <https://www.triumfo.us/upcoming-trade-show/ces-show-las-vegas-consumer-electronics-show/> - Corroborates the dates and location of CES 2025, as well as its significance as a platform for showcasing the latest consumer tech innovations.
2. <https://www.sensationsexhibits.com/ces-las-vegas/> - Provides details on the event schedule, venue, and the types of products and innovators that will be featured at CES 2025.
3. <https://opentools.ai/news/ai-hardware-at-ces-2025-proving-ground-for-innovation> - Highlights the emphasis on AI integration into consumer technology at CES 2025 and the challenges and opportunities faced by AI hardware manufacturers.
4. <https://www.triumfo.us/upcoming-trade-show/ces-show-las-vegas-consumer-electronics-show/> - Supports the historical context of CES as a platform for groundbreaking and often ambitious inventions.
5. <https://www.sensationsexhibits.com/ces-las-vegas/> - Lists various innovative tech products that have been showcased at CES, including those that have achieved commercial success and those that have not.
6. <https://opentools.ai/news/ai-hardware-at-ces-2025-proving-ground-for-innovation> - Discusses the examples of AI-powered devices expected at CES 2025 and the skepticism surrounding their practical value.
7. <https://www.triumfo.us/upcoming-trade-show/ces-show-las-vegas-consumer-electronics-show/> - Mentions the global reach and influence of CES, including its role in shaping the future of technology.
8. <https://www.sensationsexhibits.com/ces-las-vegas/> - Details the types of attendees and the networking opportunities available at CES 2025.
9. <https://opentools.ai/news/ai-hardware-at-ces-2025-proving-ground-for-innovation> - Explains the competitive landscape for AI hardware at CES 2025, including the challenges faced by startups and smaller companies.
10. <https://www.triumfo.us/upcoming-trade-show/ces-show-las-vegas-consumer-electronics-show/> - Corroborates the importance of CES as a proving ground for innovation and its impact on the tech industry.
11. <https://www.sensationsexhibits.com/ces-las-vegas/> - Provides an overview of the event's significance and the various activities and showcases that will be available at CES 2025.
12. <https://www.wccbcharlotte.com/2025/01/07/what-the-tech-consumer-electronics-show/> - Please view link - unable to able to access data