# CES 2024 set to unveil groundbreaking innovations in consumer technology



The world's largest Consumer Electronics Show (CES) is set to take place in Las Vegas this January, showcasing an array of innovations that promise to shape the future of consumer technology. Expected to attract nearly 150,000 attendees and over 4,500 exhibitors, the event kicks off officially on January 7, with anticipatory buzz already building through exclusive previews and presentations that have begun ahead of the main event.

Among the highlights of this year's CES are advances in AI technology, which is anticipated to play a pivotal role in consumer products. Following previous disappointments in this area, event organisers have noted a shift towards developing AI agents that operate autonomously and strive to replicate human decision-making processes. This trend raises significant discussion about the implications for privacy and consumer control within these advanced systems.

Speaking to CBT News, industry analysts suggest that while AI technology is omnipresent at this year’s show, understanding its practical application will be crucial for consumers. The emergence of viable AI-driven agents indicates a tangible evolution in technology that could redefine everyday interactions.

One of the important themes expected to receive attention at the CES is "age-tech." As life expectancy increases and more seniors seek to live independently, the need for technology that facilitates safety, companionship, and an improved quality of life is set to rise. This year, many exhibitors are expected to present devices specifically designed to support the aging population, providing tools that empower them in day-to-day living.

Innovations in smart home integration will also be a focal point this year. Despite the promise of seamless integration across various platforms like Apple, Amazon, and Google through the introduction of “Matter” in 2024, discrepancies in interoperability have persisted. Observers are keen to see whether manufacturers have finally resolved these challenges, culminating in smarter, more user-friendly home systems.

Furthermore, with children increasingly immersed in technology from a young age, tools designed to assist parents in managing screen time, maintaining online safety, and protecting privacy are set to be prominently featured. The CES will showcase leading-edge innovations that provide necessary guidance for parents navigating the digital realm alongside their children.

In addition to these trends, wearables and fitness technology are expected to experience a resurgence at CES, following a period of stagnation. The upcoming expo will highlight new advancements, including tools for recovery, performance trackers, and sleep-enhancing devices, pointing to an ongoing fusion of fitness technology with broader wellness goals.

Furthermore, automotive technology will take centre stage as vehicles increasingly transform into complex gadgets. Innovations such as solar-powered cars, cutting-edge windshield displays, and the much-anticipated appearance of flying cars promise to captivate attendees. Two companies are expected to showcase their flying car prototypes, with one granting attendees the unique opportunity for a solo flight—illustrating the rapid evolution of automotive capabilities.

With an impressive lineup of emerging technologies, this year's CES offers a glimpse into what the future might hold, presenting a plethora of groundbreaking advancements across various sectors. From AI to vehicular innovation, the event is set to not only display a range of gadgets but also indicate significant trends that could transform business practices and consumer experiences in the coming years.

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

## Bibliography

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3. <https://www.vml.com/insight/ces-2025-trends> - Discusses the emphasis on AI technology and its practical applications at CES 2025.
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