# CES 2025 poised for AI-driven innovations and product unveilings



As the technology sector rallies for the much-anticipated CES 2025, the stage is set for an array of innovations and product unveilings in Las Vegas from January 7th. The event is shaping up to be a focal point for advancements not only in traditional categories such as televisions and laptops, but also in emerging fields of artificial intelligence (AI) and automation that promise to reshape business practices across various industries.

Historically renowned for showcasing new televisions and computing devices, this year’s CES emphasises a notable trend: the pervasive integration of AI technology. The Verge outlines that almost every category of product, from consumer electronics to automotive innovations, is expected to highlight AI capabilities.

Television manufacturers are poised to showcase their latest models featuring enhancements driven by AI. Brands like Samsung, LG, and TCL are set to unveil larger screens, with many models exceeding 75 inches. Industry experts are particularly curious about Samsung and LG's advancements in AI capabilities that promise to enhance user experience, potentially even integrating AI chatbots into future televisions. As Chris Welch states in The Verge, “consumers have been gravitating toward larger TVs over the last several years” and this trend is expected to continue.

The smart home sector anticipates a significant influx of new products aimed at enhancing connectivity and convenience within domestic spaces. Companies including Aqara, Nanoleaf, and Lutron will be presenting gadgets designed to elevate home automation. Notably, the emerging Aliro standard is predicted to catalyse developments in smart locks, fostering easier security solutions. Also emphasising AI’s role, there are expectations around advanced home energy management systems, utilising AI to optimise energy consumption and reduce costs across households. Jennifer Pattison Tuohy remarked that “this is one of the most compelling reasons to add connectivity to your home” amid a broader focus on energy conservation.

In the automobile sector, despite a quieter presence from major manufacturers, there are still updates on electrification and AI integration in vehicles. Honda plans to unveil more details about its innovative Honda Zero lineup, while BMW showcases its "Neue Klasse" platform, which integrates advanced user interfaces and operating systems. Andrew J. Hawkins notes that “with the threat of tariffs and reduced incentives hanging over the EV market, it’s not surprising to see fewer plug-in vehicles” on display.

The laptop segment is poised for excitement, driven largely by the launch of next-generation graphics processing units (GPUs) from companies like Nvidia and AMD. Anticipation surrounds the new Arrow Lake chips and associated graphics enhancements, but there is also scepticism around proclaiming innovations as “AI PCs,” with many experts suggesting these may only introduce incremental benefits. Antonio G. Di Benedetto comments that “the entire PC space feels like it’s about to blow up" with the awaited launch of these new technologies.

Gaming enthusiasts will have their sights set on newly unveiled GPUs, with Nvidia's much-lauded RTX 50-series anticipated to take centre stage on the CES opening day. In tandem, AMD is expected to reveal its competitive RDNA 4 series GPUs. Tom Warren highlights that the combination of powerful new graphics offerings with the latest laptops could signal a fresh era for gaming.

While smartphones may be taking a backseat at the show, innovations in wearable technology are gaining traction. With a focus on AR headsets, smart glasses, and niche wearables, there is strong potential for advances in health monitoring integrated with AI utilities, continuing the trend of healthcare tech at CES. Allison Johnson observes the ongoing interest in "not-phones," which provide specific functionalities beyond traditional smartphones.

CES 2025 is set to be a culmination of exciting developments across various domains of technology, particularly around AI automation. Industry participants and consumers alike will be observing how these trends unfold, possibly reshaping business practices and consumer behaviours in the near future.

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

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