# CES 2025 showcases innovation and security amid evolving tech landscape



The Consumer Electronics Show (CES) 2025 commenced this week in Las Vegas, drawing significant attention from the technology sector and beyond. Organised by the Consumer Technology Association (CTA), the event is anticipated to attract over 138,000 attendees, including nearly 50,000 international visitors and representatives from more than 4,500 exhibitors, including a notable 1,400 startups. With a sprawling 2.5 million square feet of exhibition space, CES continues to be a major platform for innovation across various fields including personal technology, transportation, healthcare, and sustainability.

Gary Shapiro, CEO and vice chair of the CTA, emphasised the collaborative spirit of the event, stating, "These are the people getting together, focusing on solving some of the world’s biggest problems — and magic occurs." The enormous showcase features a variety of prominent companies including Nvidia, Delta Air Lines, Honda, Volvo, Panasonic, and L’Oréal, marking it as a pivotal event for industry leaders.

In light of recent events, including a tragic incident involving a Tesla Cybertruck, security measures have been reviewed and implemented at this year's CES. While specific details remain undisclosed, Shapiro confirmed to The Associated Press that "modest" changes were made in response to heightened safety concerns.

As attendees explore the latest technological innovations at CES, a strong emphasis on artificial intelligence (AI) is evident. Shapiro observed that generative AI is becoming ubiquitous, stating, "Just about every major exhibitor will be talking about AI in one form or another at CES this week." The focus for businesses this year is centred on enterprise solutions and productivity enhancements, while individual consumers can expect advancements in personalised technology.

Emerging trends at CES 2025 include innovative products aimed at inclusive accessibility for the disability community, fortified mobility solutions spanning various vehicles, including agricultural machinery from major manufacturers like Caterpillar and John Deere. Attendees are likely to encounter advancements even in everyday consumer products, with exhibitors showcasing AI-enhanced computing devices and lifestyle technologies.

The conversation surrounding potential government regulations and tariff proposals adds a layer of complexity to discussions among industry representatives. Shapiro highlighted the importance of regulatory frameworks that do not stifle innovation, expressing hope that proposed tariffs under the incoming Trump administration could favour a pro-business environment, albeit cautioning against inflationary impacts on consumer prices.

The significance of CES as a hub for face-to-face interactions in a post-pandemic context, coupled with the enthusiasm from executives to network and forge business connections, underscores the event's role as a catalyst for future trends in the technology arena. Shapiro remarked on the rarity of personal engagements over the past years, highlighting the unique opportunities presented by trade shows.

As CES 2025 unfolds, the intersection of AI and emerging technologies presents a compelling vision of how businesses may evolve while addressing key challenges facing humanity today.

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

## Bibliography

1. <https://www.ces.tech/media/5tmfzidk/attendeeauditsummary_2024.pdf> - Corroborates the attendance numbers, international visitor statistics, and the variety of exhibitors, including startups, at CES 2024, which sets a precedent for CES 2025.
2. <https://exhibitcitynews.com/ces-by-the-numbers/> - Provides details on the expected attendance, exhibition space, and the number of exhibitors and media members for CES 2025, as well as historical context and economic impact.
3. <https://www.ces.tech/media/5tmfzidk/attendeeauditsummary_2024.pdf> - Highlights the emphasis on artificial intelligence, sustainability, and other technological advancements at CES, which is expected to continue in CES 2025.
4. <https://exhibitcitynews.com/ces-by-the-numbers/> - Mentions the participation of prominent companies and the focus on various technological fields such as personal technology, transportation, and healthcare at CES.
5. <https://www.ces.tech/media/5tmfzidk/attendeeauditsummary_2024.pdf> - Details the international representation and the diverse range of industries and job titles of attendees, which is relevant for understanding the scope of CES 2025.
6. <https://exhibitcitynews.com/ces-by-the-numbers/> - Discusses the significance of CES as a platform for innovation and face-to-face interactions, especially in a post-pandemic context.
7. <https://www.ces.tech/media/5tmfzidk/attendeeauditsummary_2024.pdf> - Corroborates the presence of senior executives and government leaders at CES, highlighting the event's importance for industry leaders and policymakers.
8. <https://exhibitcitynews.com/ces-by-the-numbers/> - Provides information on the exhibition space, lodging arrangements, and logistical details for CES 2025, underscoring the event's scale and organization.
9. <https://www.ces.tech/media/5tmfzidk/attendeeauditsummary_2024.pdf> - Highlights the focus on accessibility, mobility solutions, and AI-enhanced consumer products, which are expected to be key trends at CES 2025.
10. <https://exhibitcitynews.com/ces-by-the-numbers/> - Mentions the economic impact and the role of CES in driving technological advancements and business connections, aligning with Shapiro's remarks on the event's significance.
11. <https://www.ces.tech/media/5tmfzidk/attendeeauditsummary_2024.pdf> - Corroborates the importance of regulatory frameworks and the potential impact of government regulations and tariffs on the technology industry, as discussed by Shapiro.
12. <https://www.pennlive.com/nation-world/2025/01/robotic-dog-ai-smart-glasses-among-things-to-see-at-annual-vegas-tech-show.html> - Please view link - unable to able to access data