# Innovations unveiled at CES 2025 highlight advancements in technology



The Consumer Electronics Show (CES), held annually in Las Vegas, serves as a prominent forum for showcasing advanced technologies and fostering connections within business sectors related to software and hardware. This year's event highlighted numerous innovative companies, many of which may not be widely recognised but are leading advancements in various industries.

One standout company is Exeger from Sweden, which has developed the Powerfoyle solar cell. This groundbreaking technology is notable for its flexibility and durability, and it efficiently converts light into energy across a broader spectrum than traditional solar cells. The notable features of Powerfoyle include its customisability in terms of shape and texture, making it particularly suitable for consumer electronics. Powerfoyle promises enhanced user experiences by enabling extended battery life and additional device functionalities without the need for frequent recharging. Exeger announced partnerships during CES, including collaboration with Merry Electronics to launch headphones powered by ambient light, effectively providing what they describe as "eternal battery life" for users.

Italian firm Viber Alert introduced a safety-focused innovation aimed at reducing motorcycle accidents. Their system consists of connected motorcycle seats that relay critical information to riders without compromising their attention on the road. By connecting to the motorcycle's ECU, it uses advanced vibration technology to convey alerts related to turn signals, engine status, and traffic conditions among others. Riders have the option to customise vibration patterns for a more tailored notification experience.

The Netherlands-based Veridis Technologies showcased MADSCAN, their first-of-its-kind thermal analysis technology designed for industrial applications in sorting recycled plastics. This advanced system employs a network of sensors to accurately measure the thermal behaviour of different polymer types, achieving an unprecedented accuracy in plastic identification that exceeds 99 per cent. It supports recyclers by enabling better quality guarantees and provides brand owners a reliable means to incorporate recycled material into their products.

Ukrainian startup BEETLESS presented an innovative approach to pest control that leverages the instincts of insects. By using sensors to detect and monitor pest activity, this technology intelligently attracts specific pests without harming beneficial species. The captured pests are directed to specialised systems to minimise crop damage while maintaining ecological balance.

French enterprise AGIGA is making strides in promoting sustainability through the introduction of the first circular economy platform for electronic components. By connecting industrial companies, AGIGA enables the sale and purchase of excess components at competitive prices, thereby reducing electronic waste.

Swave Photonics from the UK is focused on advancing spatial computing through its Holographic eXtended Reality (HXR) display technology. The company aims to deliver high-resolution holographic images using cost-effective chipsets, thereby facilitating a range of applications in sectors such as healthcare, education, and gaming. Swave Photonics received recognition in the XR Technologies & Accessories category of the CES 2025 Innovation Awards.

Switzerland's AVAtronics is innovating within the realm of Active Noise Cancellation technology. Their AI-enriched system is designed to provide effective noise cancellation across a wider frequency range than current traditional systems, achieving remarkable results in dynamic environments. This technology has applications across consumer devices and industrial settings.

Lastly, UK-based TG0 is redefining user experience in product design through its patented touch-sensitive and pressure-mapping technology. This innovation enables more intuitive interactions through the detection of various user inputs, thereby enhancing the overall engagement and sustainability of products within a multitude of sectors.

The CES event not only showcases the latest in consumer electronics but also underlines the transformative impact that emerging technologies are having on various industries. As these companies continue to innovate, they are likely to influence future business practices and consumer behaviours in significant ways.

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

## Bibliography

1. <https://www.ces.tech/articles/2025/january/cta-panasonic-dive-into-innovation-in-ces-2025-keynotes/> - This article highlights the innovative companies and keynotes at CES 2025, including industry leaders and their contributions to technological advancements.
2. <https://www.youtube.com/watch?v=WUH0PpNiBbM> - This video explains the technology behind Exeger's Powerfoyle solar cells, including their flexibility, durability, and efficiency in converting light into energy.
3. <https://www.exeger.com/innovation/technology/> - This webpage details the groundbreaking technology of Powerfoyle solar cells, their customisability, and integration into various products for endless energy.
4. <https://www.noahwire.com> - Although the specific article is not linked, this is the source mentioned for the overall information about CES and the innovative companies showcased.
5. <https://www.ces.tech/> - The official CES website provides general information about the event, including the showcase of advanced technologies and innovative companies.
6. <https://tech.eu/2025/01/09/european-startups-drive-ces-2025-success-with-b2b-smart-tech/> - Please view link - unable to able to access data