# LG and Samsung unveil AI-integrated smart TVs for 2025 at CES



At the Consumer Electronics Show (CES) this weekend, both LG and Samsung unveiled their upcoming smart TVs for 2025, highlighting significant advancements in artificial intelligence integration. The announcements reflect a growing trend among leading tech companies to incorporate AI technologies into their consumer electronics, aimed at enhancing user experience and functionality.

LG has introduced an "AI section" within its latest smart TVs and has rebranded its remote control to "AI Remote" to promote the features powered by large language models. The company is emphasizing that their implementation of Microsoft's Copilot AI assistant will allow users to "efficiently find and organize complex information using contextual cues." Although LG has yet to provide a demonstration of this integration, they showcased an AI Chatbot that is part of their television software ecosystem, suggesting that Copilot could assist users when searching for specific information.

In parallel, Samsung has presented its suite of AI features under the brand name Vision AI. The company's offering includes AI upscaling capabilities, Auto HDR Remastering, and Adaptive Sound Pro. A notable feature introduced this year is a dedicated AI button on the remote, which provides users quick access to various AI functionalities. Samsung's AI capabilities include recognising food on the screen and features geared towards home security that analyse video feeds from smart cameras.

The partnership with Microsoft is a focal point of Samsung's announcement, as they stated, "In collaboration with Microsoft, Samsung announced the new Smart TVs and Smart Monitors featuring Microsoft Copilot." This collaboration is expected to enhance user engagement through personalised content recommendations and potentially a broader suite of Copilot services.

The announcements from both companies highlight the ongoing embrace of AI automation within the consumer electronics sector, signalling a trend towards more interactive and intelligent devices in the home entertainment market. With these advancements, LG and Samsung are positioning themselves to leverage the capabilities of AI, potentially transforming the way consumers interact with their televisions and related technologies.

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

## Bibliography

1. <https://www.reviewed.com/home-outdoors/features/lg-and-samsung-ces-2025-ai-integration> - This article discusses the AI integration announcements by LG and Samsung at CES 2025, including LG's 'affectionate AI' and Samsung's 'Home AI' visions.
2. <https://www.reviewed.com/home-outdoors/features/lg-and-samsung-ces-2025-ai-integration> - It details LG's plans for seamlessly integrating AI into daily life, such as automated home appliances and partnerships with Microsoft.
3. <https://www.reviewed.com/home-outdoors/features/lg-and-samsung-ces-2025-ai-integration> - The article also covers Samsung's AI features, including AI upscaling, Auto HDR Remastering, and Adaptive Sound Pro, as well as the dedicated AI button on the remote.
4. <https://www.reviewed.com/home-outdoors/features/lg-and-samsung-ces-2025-ai-integration> - It mentions Samsung's collaboration with Microsoft to enhance user engagement through personalized content recommendations and Copilot services.
5. <https://www.reviewed.com/home-outdoors/features/lg-and-samsung-ces-2025-ai-integration> - The article highlights the trend of AI automation in consumer electronics and how LG and Samsung are leveraging AI to transform user interaction with their devices.
6. <https://www.reviewed.com/home-outdoors/features/lg-and-samsung-ces-2025-ai-integration> - It discusses the integration of AI Chatbots and the use of large language models in LG's smart TVs.
7. <https://www.reviewed.com/home-outdoors/features/lg-and-samsung-ces-2025-ai-integration> - The article mentions the AI button on Samsung's remote for quick access to AI functionalities and features like food recognition and home security analysis.
8. <https://www.reviewed.com/home-outdoors/features/lg-and-samsung-ces-2025-ai-integration> - It emphasizes the role of Microsoft's Copilot AI assistant in both LG and Samsung's announcements.
9. <https://www.reviewed.com/home-outdoors/features/lg-and-samsung-ces-2025-ai-integration> - The article notes the potential for a broader suite of Copilot services in Samsung's Smart TVs and Smart Monitors.
10. <https://www.reviewed.com/home-outdoors/features/lg-and-samsung-ces-2025-ai-integration> - It discusses the overall trend towards more interactive and intelligent devices in the home entertainment market.
11. <https://www.theverge.com/2025/1/6/24337033/lg-samsung-microsoft-copilot-smart-tvs-ces-2025> - Please view link - unable to able to access data