# Panasonic unveils Umi: a family-focused AI wellness coach at CES 2025



At CES 2025 held in Las Vegas, Panasonic introduced its innovative digital assistant named Umi, positioned as a personalised, AI-driven wellness coach tailored for families. The development of Umi was undertaken in collaboration with Anthropic, leveraging their Claude AI model and designed to facilitate family interaction by enabling them to "care, coordinate, and connect" more effectively, according to Panasonic.

During the keynote address on Tuesday, Umi was showcased as a mobile application that allows families to engage in group chats with the AI. It is specifically designed to help users achieve their family-oriented goals, such as increasing quality time spent together or enhancing physical activity. The interactive interface also provides various functionalities, including the ability to set goals, develop routines, and manage daily tasks.

This assistant is poised to be particularly beneficial for caregivers of older adults. Panasonic noted that Umi could provide valuable monitoring and support, allowing family members to keep track of their ageing relatives' well-being even when they cannot be physically present. In this regard, Panasonic is collaborating with AARP to enhance this aspect of Umi.

Umi is scheduled for launch in the United States in 2025 and will also incorporate expert community input. This feature aims to assist users in establishing healthy habits and adhering to wellness routines. Panasonic has aligned with several wellness-focused partners, including Aaptiv, Precision Nutrition, SleepScore Labs, Addition Wealth, and Calm, all of whom are part of the Panasonic Well’s Partner Collective. These partnerships are intended to enrich the Umi experience and support other forthcoming Panasonic Well initiatives.

In addition to fuelling innovations in consumer products, the partnership between Panasonic and Anthropic will enable the integration of Claude AI within Panasonic's corporate framework. The company plans to harness Claude as a pivotal resource to enhance efficiency and outcomes in various business functions, including customer service, sales, marketing, and coding, marking an important trend in the integration of AI technologies into everyday business practices.

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

## Bibliography

1. <https://news.panasonic.com/global/press/en250108-14> - This URL corroborates the introduction of Umi at CES 2025, its functionality as a personalized AI-driven wellness coach, and the collaboration with Anthropic's Claude AI model.
2. <https://ces.na.panasonic.com/news/panasonic-hd-announces-launch-of-panasonic-go-a-global-corporate-growth-initiative-promoting-business-transformation-using-ai-at-ces-2025-opening-keynote> - This URL supports the details about Umi's features, such as group chats with AI, setting goals, and developing routines, as well as the integration of Claude AI in Panasonic's corporate framework.
3. <https://news.panasonic.com/global/press/en250108-14> - This URL explains the benefits of Umi for caregivers of older adults, including monitoring and support, and the collaboration with AARP.
4. <https://ces.na.panasonic.com/news/panasonic-hd-announces-launch-of-panasonic-go-a-global-corporate-growth-initiative-promoting-business-transformation-using-ai-at-ces-2025-opening-keynote> - This URL confirms the scheduled launch of Umi in the United States in 2025 and its incorporation of expert community input.
5. <https://news.panasonic.com/global/press/en250108-14> - This URL lists the wellness-focused partners, including Aaptiv, Precision Nutrition, SleepScore Labs, Addition Wealth, and Calm, as part of the Panasonic Well’s Partner Collective.
6. <https://ces.na.panasonic.com/news/panasonic-hd-announces-launch-of-panasonic-go-a-global-corporate-growth-initiative-promoting-business-transformation-using-ai-at-ces-2025-opening-keynote> - This URL details the integration of Claude AI within Panasonic's corporate framework to enhance various business functions.
7. <https://news.panasonic.com/global/press/en250108-14> - This URL mentions the U.S. Surgeon General's advisory on the mental health of parents, highlighting the urgency to address parental stress.
8. <https://www.hhs.gov/about/news/2024/08/28/us-surgeon-general-issues-advisory-mental-health-well-being-parents.html> - This URL provides the source of the U.S. Surgeon General's advisory on the mental health of parents.
9. <https://well.panasonic.com/> - This URL is the official website for Panasonic Well, which includes information about Umi and other wellness initiatives.
10. <https://www.anthropic.com/claude> - This URL provides details about Anthropic's Claude AI model, its capabilities, and its integration with Panasonic's products.
11. <https://www.anthropic.com/> - This URL offers additional information about Anthropic and their commitment to responsible AI development.
12. <https://techcrunch.com/2025/01/07/panasonic-unveils-an-ai-powered-wellness-coach-powered-by-anthropics-claude-at-ces-2025/> - Please view link - unable to able to access data