# Qualcomm shines at CES 2025 with groundbreaking AI innovations



Qualcomm Technologies has made significant strides in the realm of artificial intelligence (AI) through a series of announcements at CES 2025 in Las Vegas, focusing on its applications across various sectors including personal computing, automotive, smart homes, and enterprise solutions. This showcase illustrates the company's commitment to integrating AI capabilities into its technologies, thereby transforming user experiences.

Central to Qualcomm's presentation was the unveiling of the Snapdragon X platform, the fourth iteration in its high-performance PC portfolio, which aims to enhance the Windows ecosystem. This new platform boasts industry-leading performance and multi-day battery life, positioning Qualcomm in a competitive stance against traditional x86 processors from AMD and Intel. Qualcomm's neural processing unit reportedly achieves up to 45 trillion operations per second (TOPS), a significant benchmark in the AI PC landscape. The Snapdragon X Series is gaining considerable attention, with over 60 designs currently in development and more than 100 anticipated by 2026.

In the automotive sector, Qualcomm showcased its expanding collaborations aimed at enhancing AI-powered functionalities within vehicles. The company is working with notable partners including Alpine, Amazon, and BMW, focusing on its Snapdragon Digital Chassis solutions, which integrate advanced driver assistance systems (ADAS) with AI capabilities to improve safety and comfort during driving. The Snapdragon Cockpit Elite platform is also being developed in conjunction with Desay, Garmin, and Panasonic to elevate in-cabin experiences.

Qualcomm further introduced the Snapdragon Ride Platform, which features an integrated automated driving software stack, demonstrating a clear trajectory towards advancing autonomous vehicle technology.

Additionally, the company is redefining the smart home sector, where it envisions "Smart Home 2.0" powered by generative AI technologies. At CES 2025, Qualcomm showcased AI chatbots integrated into various household appliances, sophisticated smart TVs, and humanoid robots. The next generation of the Qualcomm Aware Platform was also revealed, a cloud-based service designed to enhance IoT solutions across multiple industries, including logistics, retail, and energy sectors.

Qualcomm's push into the enterprise market was underscored by the unveiling of the Qualcomm AI On-Prem Appliance Solution, which allows businesses to deploy AI applications locally. This new hardware solution, along with the Qualcomm Cloud AI Inference Suite, is aimed at enabling small to medium-sized enterprises and industrial organizations to run both custom and off-the-shelf AI applications effectively, thereby potentially reducing operational costs compared to renting AI infrastructure.

Those attending the CES 2025 event can view Qualcomm’s innovations at booth #5000 in the West Hall of the Las Vegas Convention Center, where demonstrations of these advancements are taking place. These developments showcase Qualcomm's future vision for integrating AI technology across various sectors and reaffirm its role as a key player in the evolving landscape of AI automation.

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

## Bibliography

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