# Samsung's Ballie robot to launch in 2025 amidst scepticism



Samsung has announced that its much-anticipated rolling robot, Ballie, is set to begin shipping to consumers in 2025. First unveiled at the Consumer Electronics Show (CES) five years ago, Ballie has received a practical redesign since its initial introduction, although some industry observers remain sceptical about its efficacy and durability. The announcements surrounding this product were made during Samsung's recent event at CES in Las Vegas.

During a demonstration at the trade show, the operator of Ballie showcased its features, including the ability to interact with users through voice commands and project virtual buttons on the floor for selection. For instance, when asked for information about a nearby attraction known as The Sphere, Ballie projected an image onto the ground before adapting to project the information onto a nearby wall for a larger display. The robot's capacity to make adjustments based on user needs was evident, as it seamlessly transitioned its projection method.

Ballie functions as a portable projector, delivering a demonstration with Sony’s film Uncharted, and responding to commands such as enlargement of the image. While the projection light levels might not offer high brightness, particularly when used on walls, the audio output from its built-in speakers was noted to be sufficiently robust.

The robot also appears to leverage visual AI capabilities, as demonstrated when an operator queried it about wine pairings for a dinner. Most responses were executed promptly; however, the controlled environment of the demo raises questions about the breadth of Ballie's capabilities in real-world scenarios.

Privacy concerns have also surfaced regarding Ballie’s interaction with users. For example, it did not provide a health warning concerning alcohol consumption during the wine pairing discussion, signalling a reliance on pre-programmed information rather than autonomous reasoning.

Ballie serves not only as a social and entertainment aid but also integrates into smart home ecosystems, with users able to command it to adjust lighting and other smart devices. The evolving vision for Ballie suggests a focus on usability within the consumer environment, despite shifts from Samsung’s original concept.

As excitement builds around the product's launch, questions regarding its pricing linger. Sources from CNET and TechCrunch reported that Ballie is set to debut in the "first half of 2025", and further clarifications are expected to be revealed during Samsung’s CES keynote. As the consumer electronics industry continues to advance, the arrival of Ballie may prompt various discussions related to robotics, automation, and their roles within everyday life.

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

## Bibliography

1. <https://www.tomsguide.com/ai/samsung-ballie-ai-robot-is-a-real-product-and-is-officially-launching-first-half-of-this-year> - Corroborates the announcement of Ballie's shipping in the first half of 2025 and its features such as projecting images and responding to voice commands.
2. <https://www.lpcentre.com/news/samsung-unveils-release-date-for-ballie-robot> - Confirms the release date of Ballie in the first half of 2025 and details its capabilities, including projection and integration with smart home devices.
3. <https://techcrunch.com/2025/01/06/samsung-says-its-home-robot-ballie-will-roll-out-this-year/> - Supports the information about Ballie's launch timeline and its role as a personal home assistant with various tasks.
4. <https://www.tomsguide.com/ai/samsung-ballie-ai-robot-is-a-real-product-and-is-officially-launching-first-half-of-this-year> - Provides details on Ballie's redesign since its initial introduction and its demonstration at CES 2025.
5. <https://www.lpcentre.com/news/samsung-unveils-release-date-for-ballie-robot> - Describes Ballie's interaction with users through voice commands and its ability to project images and videos.
6. <https://techcrunch.com/2025/01/06/samsung-says-its-home-robot-ballie-will-roll-out-this-year/> - Mentions the demonstration of Ballie's projection capabilities, such as showing a film, and its audio output.
7. <https://www.tomsguide.com/ai/samsung-ballie-ai-robot-is-a-real-product-and-is-officially-launching-first-half-of-this-year> - Highlights Ballie's visual AI capabilities and its integration into smart home ecosystems.
8. <https://www.lpcentre.com/news/samsung-unveils-release-date-for-ballie-robot> - Discusses the potential privacy concerns and the reliance on pre-programmed information rather than autonomous reasoning.
9. <https://techcrunch.com/2025/01/06/samsung-says-its-home-robot-ballie-will-roll-out-this-year/> - Addresses the skepticism about Ballie's efficacy and durability, as well as its potential market reception.
10. <https://www.tomsguide.com/ai/samsung-ballie-ai-robot-is-a-real-product-and-is-officially-launching-first-half-of-this-year> - Mentions the lack of detailed pricing information and the expectation of further clarifications during Samsung’s CES keynote.
11. <https://www.lpcentre.com/news/samsung-unveils-release-date-for-ballie-robot> - Provides context on Samsung's broader vision for AI in home gadgets and the integration of Ballie into smart home systems.
12. <https://www.theverge.com/2025/1/6/24337478/samsung-ballie-robot-release-date-features-2025> - Please view link - unable to able to access data