# Samsung showcases AI innovations at CES 2025



At the Consumer Electronics Show (CES) 2025, held in Las Vegas, Samsung showcased a series of innovations centred around artificial intelligence (AI), with significant implications for both personal and commercial spaces. The event took place on January 6, 2025, highlighting the company's commitment to transforming everyday experiences through technology.

Key announcements included the launch of Bay, an AI home companion set for release in the first half of 2025. Bay is designed to learn and adapt over time, providing users with increasingly personalised interactions. Samsung also unveiled its latest AI-driven laptops, the Galaxy Book 5 Pro and Galaxy Book 5 360. These devices are geared towards enhancing productivity and creativity by allowing seamless integration across smartphones, tablets, and PCs. The presence of AI select functionality is aimed at improving search efficiency during browsing and shopping, marking a step towards more intuitive user experiences.

Notably, Samsung’s innovative AI laundry solution—a washer and dryer in one—was highlighted as a time-saving enhancement for urban living environments. The integration of a click-to-search feature directly on remotes allows users to quickly access information about actors and their filmography while watching TV, representing a shift toward increased interactivity and convenience in home entertainment.

Samsung also announced advanced features for its televisions, such as an AI mode that automatically adjusts picture and sound settings based on the content being viewed and the environment. This innovation contributes to a more tailored viewing experience, designed to adapt to the individual preferences of users. The generative wallpaper feature offers the capability to create personalised artwork for display on compatible Samsung TVs, expanding the role of technology in home decor.

In an ambitious extension of its technology applications, Samsung is collaborating with partners to develop a new platform called FIT, aimed at improving office space management. This initiative targets larger businesses by leveraging AI to optimise office layouts and reduce energy consumption through more efficient use of heating and air conditioning.

The integration of Samsung's Smart Things platform aboard ships was also announced, exemplifying the company's effort to enhance the connectivity and management capabilities of maritime operations. This application utilizes the Matter connectivity standard, allowing for streamlined control of ship functions such as temperature settings and monitoring systems.

Furthermore, in partnership with Hyundai Motor Group, Smart Things will be introduced to Hyundai's electric vehicles (EVs). This feature allows for intelligent charging recommendations, alongside the ability to manage home energy usage during power outages, demonstrating a convergence of automotive and home technologies.

In healthcare, Samsung outlined its ongoing collaboration with Dexcom to integrate biosensor data within its AI appliances. This partnership aims to provide personalised health management solutions, particularly for individuals managing diabetes.

These announcements reflect broader trends in AI automation and smart technology, indicating a future where businesses and homeowners alike may benefit from more personalised, efficient, and interactive environments. With the increasing embedding of AI across various facets of life, companies are poised to redefine traditional business practices and consumer interactions.

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

## Bibliography

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2. <https://pulse.mk.co.kr/news/all/11212501> - Supports the launch of Ballie and Samsung's advancements in AI technology under the 'Intelligent Home' banner at CES 2025.
3. <https://news.samsung.com/global/ces-2025-safer-easier-and-more-efficient-samsungs-home-ai-experience> - Details Samsung's Home AI experience, including the use of Samsung Knox, SmartThings, and Bixby voice recognition, enhancing security and connectivity.
4. <https://www.lpcentre.com/news/samsung-unveils-release-date-for-ballie-robot> - Mentions the unveiling of the Galaxy Book5Pro and Galaxy Book5 360 AI-driven laptops, aimed at enhancing productivity and creativity.
5. <https://pulse.mk.co.kr/news/all/11212501> - Highlights Samsung's 'Home AI' vision and the integration of SmartThings for remote controlling household appliances and enhancing the connected experience.
6. <https://www.lpcentre.com/news/samsung-unveils-release-date-for-ballie-robot> - Describes the innovative AI laundry solution and the click-to-search feature on remotes for quick access to information.
7. <https://news.samsung.com/global/ces-2025-safer-easier-and-more-efficient-samsungs-home-ai-experience> - Explains the advanced TV features, including AI mode for picture and sound settings and the generative wallpaper feature.
8. <https://pulse.mk.co.kr/news/all/11212501> - Mentions the expansion of SmartThings into automotive, marine, and industrial sectors, including partnerships with Samsung Heavy Industries and Hyundai Motor Group.
9. <https://www.lpcentre.com/news/samsung-unveils-release-date-for-ballie-robot> - Details the integration of SmartThings with Hyundai's electric vehicles for intelligent charging recommendations and home energy management.
10. <https://news.samsung.com/global/ces-2025-safer-easier-and-more-efficient-samsungs-home-ai-experience> - Discusses the collaboration with Dexcom to integrate biosensor data within Samsung's AI appliances for personalized health management solutions.
11. <https://pulse.mk.co.kr/news/all/11212501> - Highlights Samsung's broader vision of 'Home AI' and its impact on transforming everyday experiences through technology.
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