# Will.i.am discusses the future of creativity and AI at CES 2025



At the CES 2025 event hosted at the Aria in Las Vegas, Will.i.am, the acclaimed member of the Black Eyed Peas and a notable figure in the music industry, showcased his dual role as a tech entrepreneur in a dialogue with Variety’s senior entertainment and crafts editor Carolyn Giardina. The focal point of their discussion was Will.i.am's innovative work as the founder and CEO of fyi.ai, an AI-driven productivity tool aimed at empowering the creative community.

In a demonstration of the fyi.ai application, he highlighted its designed functionality to enhance creativity and productivity—an initiative that underscores the growing trend of integrating artificial intelligence into creative processes. The app is marketed to serve not just musicians but a wide array of creative professionals.

Additionally, Will.i.am made headlines during LG’s press conference, where he introduced a new line of audio products under the brand “xboom by will.i.am.” As the “experiential architect” for this initiative, he was keen to reveal Bluetooth speakers that intelligently utilise AI to adjust audio output, optimising sound quality to elevate melody, rhythm, or vocal prominence.

During the discussion, Will.i.am expressed his belief in the necessity of regulations and governance surrounding AI technologies, a sentiment he conveyed with urgency. However, he distinguished between governance and apprehension, stating, “I’m not worried about AI making music because it’s making music differently than what I need to make music for.” He emphasised that his creative endeavours serve a personal purpose beyond public consumption, describing the act of making music as therapeutic and essential for his emotional grounding.

The artist further addressed criticisms regarding AI's potential impact on the music landscape, referring to iconic artist Prince as a source of inspiration rather than intimidation. “I was going to make awesome music just like Prince did, and then somebody be like, ‘Hey, but Prince ain’t a robot, though,’” he recounted, countering that the innovation represented by AI need not stifle creativity. Instead, he believes that inspiration drawn from renowned artists should encourage rather than hinder aspiring creators.

Will.i.am is set to begin a residency with the Black Eyed Peas at Planet Hollywood in Las Vegas next month, which will likely showcase both his musical talents and technological explorations, reflecting the intersection of artistry and technology that is becoming increasingly significant in contemporary culture. The developments at CES 2025 highlight a broader narrative in which creativity and AI coalesce, prompting ongoing dialogue about the future impact of such technologies on the music and creative industries.

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

## Bibliography

1. <https://fyi.me> - This link corroborates the functionality of fyi.ai as an AI-driven productivity tool designed to enhance creativity and productivity, and its ability to serve a wide array of creative professionals.
2. <https://www.aitechsuite.com/tools/26007> - This link supports the features of fyi.ai, including its role as a creative co-pilot, project organization, team collaboration, and advanced data encryption.
3. <https://apps.apple.com/us/app/fyi-ai-focus-your-ideas/id1554341467> - This link details the app's capabilities, such as generating text and images, organizing work into projects, and secure data sharing, which align with Will.i.am's demonstration at CES 2025.
4. <https://openfuture.ai/tool/fyi> - This link provides information on fyi.ai's role in quickly generating ideas and turning them into projects, as well as its collaboration and security features.
5. <https://fyi.me> - This link explains how fyi.ai helps in filling gaps, creating actionable plans, and organizing content, which is in line with Will.i.am's emphasis on enhancing creativity.
6. <https://www.aitechsuite.com/tools/26007> - This link highlights fyi.ai's ability to draft written content quickly and provide contextual feedback, supporting Will.i.am's discussion on AI's role in creative processes.
7. <https://apps.apple.com/us/app/fyi-ai-focus-your-ideas/id1554341467> - This link mentions the app's feature to make video calls and share content on the screen, which is relevant to Will.i.am's demonstration of the app's collaborative capabilities.
8. <https://openfuture.ai/tool/fyi> - This link confirms that fyi.ai allows users to collaborate in group chats and project chats, and to store files and manage assets securely.
9. <https://fyi.me> - This link discusses the end-to-end encryption used by fyi.ai, which supports Will.i.am's emphasis on data security.
10. <https://www.aitechsuite.com/tools/26007> - This link mentions the calendar feature for tracking project deadlines, aligning with the organizational aspects of fyi.ai highlighted by Will.i.am.
11. <https://apps.apple.com/us/app/fyi-ai-focus-your-ideas/id1554341467> - This link details the app's ability to present work in interactive layouts and manage projects, which reflects the integration of technology and creativity discussed at CES 2025.
12. <https://variety.com/2025/biz/events/will-i-am-shares-passion-for-ai-at-variety-summit-ces-2025-1236270539/> - Please view link - unable to able to access data