What to expect at CES 2025

It’s time for the biggest tech show of the year. CES 2025 officially kicks off next week, with most of the industry’s biggest names gathering in Las Vegas to announce new products and demonstrate some of the most exciting tech they have coming throughout the year.

CES is traditionally a show about TVs, laptops, and smart home tech. But it’s increasingly become a big show for cars, wearables and health tech, and a whole lot more. This year, expect one abbreviation to show up a lot across every single category: AI. The AI hype cycle is rolling straight into 2025, and there’s certain to be AI popping up on the next generation of TVs and cars, like it or not.

The show officially starts on Tuesday, January 7th, but you can expect announcements to start coming out on Sunday and Monday ahead of the show floor opening and a day of press conferences.

Here are the big beats we’re expecting to see at the show.

a:hover]:shadow-highlight-franklin dark:[&>a:hover]:shadow-highlight-franklin [&>a]:shadow-underline-black dark:[&>a]:shadow-underline-white”>Smart home

CES 2025 will be the year of the smart home gadget. I’m anticipating an avalanche of new product announcements from companies like Aqara, Nanoleaf, Tapo, Reolink, SwitchBot, Shelly, Lutron, Lifx, Flic, and Cync, all of whom are

exhibiting this year. I hope to see some real innovation – products that take the smart home to the next level – especially now that there's the foundation of Matter, a unified connectivity standard they can leverage.

One area I expect to see a lot of new products with exciting features is smart locks. With the new Aliro standard launching next year, this space is ripe for disruption. Easier, more seamless ways to deal with locks and security is a universal need that will also help bring the benefits of home automation to more people.

We may see more screens than we really want to

Another trend I anticipate we'll see on the show floor is new ways to control your smart home. Following the success of Amazon's Echo Hub, I think we'll see a slew of new touchscreen interfaces that connect to your smart home devices and offer a way for anyone in the home to control lights, locks, shades, and more without their phone or voice. We may see more screens than we really want to – Samsung has already teased its new "screens everywhere" initiative and is putting a touchscreen on all its appliances.

Another big theme will be robotics. Robot vacuums have been innovating at warp speed over the last few years, with many now capable of almost fully autonomous operation to sweep and mop your floors. With Ecovacs, Roborock, Dreame, Narwal, and more at the show, I anticipate we'll see robot vacuums reach new heights.

Finally, home energy management will be an overarching theme across the smart home at CES. I'd expect most product announcements to have some focus on energy use and / or conservation, but more importantly, I think we'll see announcements around new Home Energy Management Systems – platforms that will leverage AI to orchestrate the way your home uses energy to help you both conserve energy and save

money. This is one of the most compelling reasons to add connectivity to your home, no matter how much fun color-changing lights are.

— *Jennifer Pattison Tuohy*

a:hover]:shadow-highlight-franklin dark:[&>a:hover]:shadow-highlight-franklin [&>a]:shadow-underline-black dark:[&>a]:shadow-underline-white”>Laptops

The Windows laptop space has seen a flurry of exciting changes over the past year, with Intel, AMD, and Qualcomm all releasing excellent new mobile CPUs across 2024. We’ll likely see a plethora of Intel Arrow Lake chips come to laptops and a range of new AMD offerings at the show, but the real story of CES is likely to be all about graphics: the entire PC space feels like it’s about to blow up with the anticipated launch of next-gen Nvidia GPUs.

We’re going to keep hearing a whole lot of fluff about “AI PCs”

This year’s show will offer an opening volley of gaming and content creation laptops built around Nvidia’s new 50-series discrete GPUs — and I’m hoping it means a sizable leap in performance over the 40 series instead of just an iterative upgrade with higher costs. Or maybe you won’t even need a discrete GPU in your laptop at all for above-average gaming performance, as leaks have indicated AMD will have a beefy new Strix Halo processor with integrated graphics rivaling what Nvidia’s RTX 4060 GPU can do. As much as I love top-of-the-line, cutting-edge GPUs (like ones ending in the number 90), I also dig the idea of better performance trickling down to thinner and lighter machines.

Graphics may be the big story, but one other thing's for certain: we're going to keep hearing a whole lot of fluff about "AI PCs," and it's likely to continue not amounting to much outside of humdrum auto-generated work emails and problematic chatbots. Sure, live translations are nifty, but the most interesting AI stuff coming to laptops at CES 2025 is likely to be whatever Nvidia has in store for its next-gen DLSS.

— *Antonio G. Di Benedetto*

a:hover]:shadow-highlight-franklin dark:[&>a:hover]:shadow-highlight-franklin [&>a]:shadow-underline-black dark:[&>a]:shadow-underline-white">Smartphones

CES isn't a phone show anymore, but I'm going to be on the lookout for not-phones — I think they're going to be hot this year. Not-phones let you do things you'd normally tap around on your phone screen to do — only, well, not on your phone. Glasses with cameras, gadgets without screens, that kind of thing. It seems like we're discovering that maybe Phone doesn't have to do everything under the sun. We can have *other* gadgets for when we don't want Phone, like a compact camera, a little e-ink tablet that runs all your favorite reading apps, or a silicone case that turns your Apple Watch into an iPod. The key thing is that they don't replace your phone wholesale; they just complement it.

Oh, and there will be lots of AI, naturally. AI refrigerators, AI roller skates, AI pants, I don't know. Personally, I'd like to see some AI gadgets that are genuinely useful but don't try to do too much — more Meta Ray-Bans and less Humane AI Pin. I still think phones are going to remain undefeated as the AI gadgets of the future, but I also think there's room for some

not-phones, too. I hope so, anyway.

— *Allison Johnson*

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