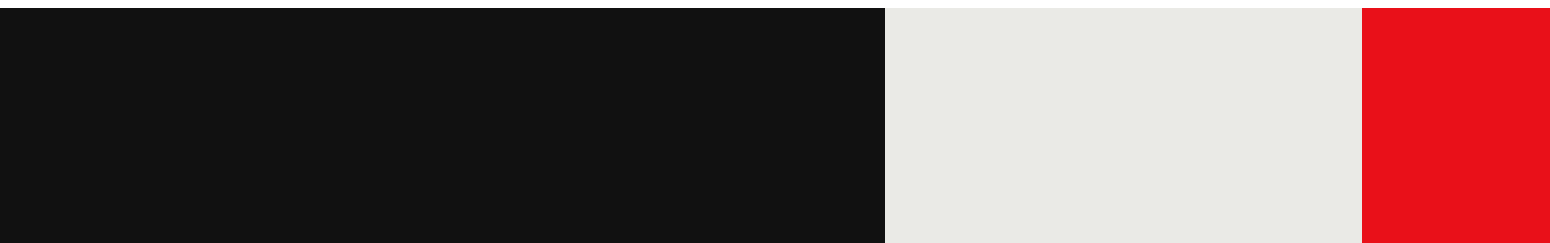



From bird feeders to vacuums: AI takes over CES 2025

Article



The news: AI has dominated CES 2025, powering [connected TVs](#), smart home devices, IoT products, and even grills and bird feeders with intelligent integration, per [Business Insider](#).

“AI is in everything at this year's CES,” Lisa Haiss, EMARKETER’S senior Tech and AI briefings editor said from the show floor. “Women's health tracking, surgery, cooking, coffee selection,

plant care, dog collars, and that's just a small sampling. We're entering an era in which you'll be hard-pressed to buy tech without AI.”

Quirky AI use cases: Industry shows like CES tend to latch onto key buzzwords that product marketing teams use as a springboard to generate engagement.

Just as 4K transformed displays and 5G redefined smartphones, AI has emerged as CES 2025's game-changer, reviving old technology with fresh innovation.

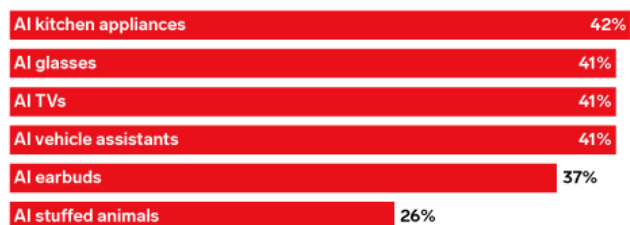
- **Birdify Feeder 2 Duo** uses AI to shoot slow-motion videos when birds come to feed. The AI identifies and catalogs various species and sends notifications via an app.
- **Roborock's Saros Z70** robot vacuum uses AI vision to pick up items and return them to their rightful places.
- Security camera maker **Kami** has a **Fall Detect Camera** that identifies falls with 99.5% accuracy. It sends notifications to caregivers and even assists with emergency calls.
- There's even an AI-powered spice dispenser from **Spicerr** that promises to elevate any dish with the press of a button.

Innovation versus hype: Unlike with PCs and smartphones, where AI serves as an intuitive assistant, the benefits of AI on consumer electronics and home appliances could be difficult to market. But consumers appear receptive so far: 42% of US adults are interested in using AI kitchen appliances, and 41% are interested in AI TVs, per The Verge.

Our take: Shoehorning AI into product categories that might not need it could lead to a user reckoning and diminished consumer confidence. This could make it harder for marketers and advertisers to cite AI's benefits and advantages.

Interest in Using Select Devices With Built-In AI Large Language Models (LLMs) Among US Adults, Dec 2023

% of respondents



Note: ages 18+

Source: The Verge, "What's Next With AI?" conducted by The Circus, April 26, 2024

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