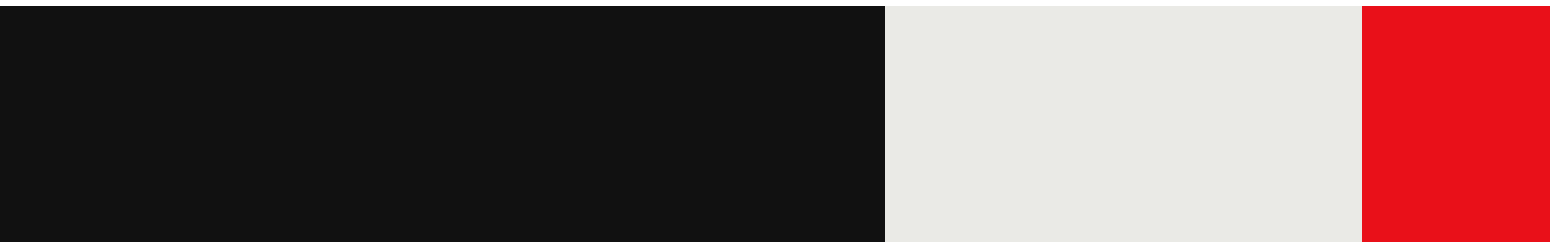



CES 2025 hints at electrified, AI-led future

Article



The news: The 2025 Consumer Electronics Show (CES) wrapped up Friday after showcasing the latest and greatest in tech. The biggest trends this year were electrification, automation, and, of course, AI.

AI takes over tech: [AI was featured](#) in nearly every aspect of consumer technology.

- **Plant care:** This category ranged from **LeafyPod** indoor planters that will tell orchid owners how to get the best growth to **Kioti's** agricultural AI-led robot that helps manage crop cycles.

- **Household tasks:** **Tenet's AI Laundry** will help prevent a red sock from turning a load of whites pink. **Versa's** smart assistant helps with cooking, tracks nutrition, and surfaces recipes.
- **Pet care:** The **Queva** dog collar can tell owners about their dog's daily activities and monitor the animal's health.

The electrified and autonomous future: **General Motors** may have given up on its autonomous **Cruise** vehicles too early. Numerous companies have pushed into the space with standard vehicles equipped with sensors and people movers that look like mini buses sans drivers.

- **Mobileye** showcased two self-driving vehicles—the **HOLON Mover** and a **Volkswagen ID. Buzz**.
- **Suzuki** displayed its **Glydways** AV people movers, meant for dedicated lanes in urban population centers.
- **Pierce Manufacturing** shared its **Volterra** electric fire truck, which also featured AI and a combustion engine backup.

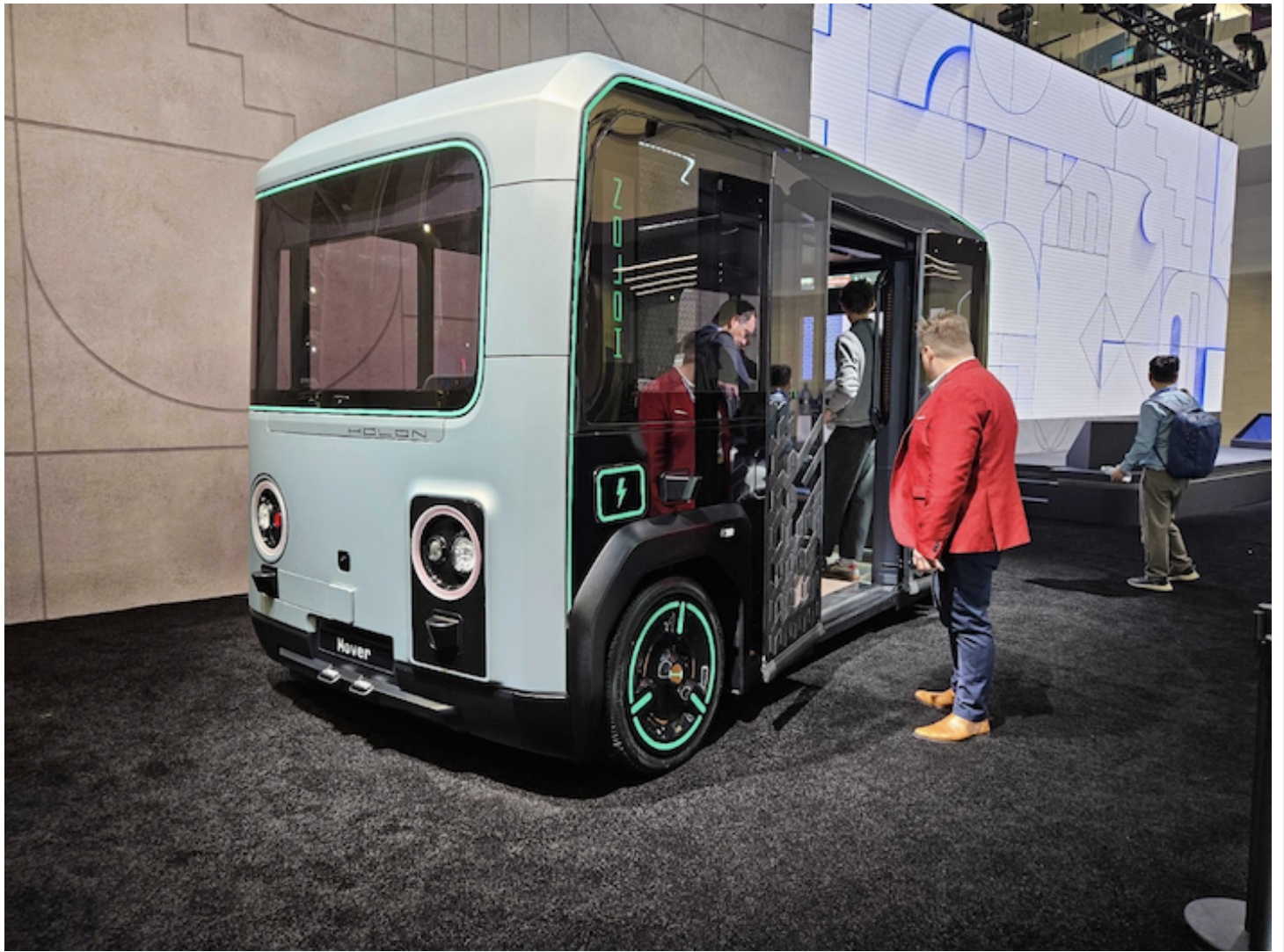
Glasses galore: As we predicted, **smart glasses** were everywhere at CES, and we expect them to be the Next Big Thing in wearables. Glasses far outnumbered smart rings or other wearable devices at the show.

Here are some of the new entries:

- **Monster Smart Glasses** offered a variety of styles and featured AI translation, a camera, and Hi-Fi sound quality.
- **iOne Entertainment's** version looked a bit bulkier than standard sunglasses. The glasses display what appears to be a 200-inch-wide screen and have a lens cover to block out light when the user is stationary.
- **Lawk** showed off its **AI and AR Smart Glasses**, which offer real-time translation in eight languages.

Our take: As usual, CES didn't disappoint with all of its new tech, which also delved into holographic displays, AR headsets, and video gaming accessories. The future is more automated than ever.

While automation and AI might simplify daily life in some ways, in others, we can expect them to replace jobs and limit privacy—not just for those who purchase the tech but also for unwitting bystanders.



HOLON Mover

This article is part of EMARKETER's client-only subscription Briefings—daily newsletters authored by industry analysts who are experts in marketing, advertising, media, and tech trends. To help you finish 2024 strong, and start 2025 off on the right foot, articles like this one—delivering the latest news and insights—are completely free through January 31, 2025. If you want to learn how to get insights like these delivered to your inbox every day, and get

access to our data-driven forecasts, reports, and industry benchmarks, [schedule a demo with our sales team](#).