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Nvidia pushes into robotics, AVs, supercomputers at CES

Article

The news: **Nvidia** is pushing into robotics and technology for autonomous vehicles (AVs).

- The company introduced a new open-source platform for humanoid robot development at the 2025 **Consumer Electronics Show**.

- It's also lending its technology and models for use in self-driving cars, including through a new partnership with **Uber**.

- Nvidia announced a "desktop supercomputer" as well, which will launch in May.

Redefining its mold: Primarily a producer of hardware for other firms to develop AI models, Nvidia is now building its own AI models.

- The family of models, called **Cosmos World Foundation Models** (WFMs), can predict and generate physics-aware videos, create synthetic data, and debug models before deployment.

- The Cosmos models will be available under an open-source license for commercial use.

"[Cosmos' openness] unblocks physical AI developers building robotics and AV technology and enables enterprises of all sizes to more quickly bring their physical AI applications to market," Nvidia said.

Drive my car: Individual AV companies like **Waymo** and **Cruise** develop their own technology in-house, providing independence from software manufacturers. However, the lack of standardization for AV development requires automakers to create their software from zero.

Nvidia's **Drive Hyperion** platform and **DriveOS** operating system could shorten development cycles and improve safety features in self-driving cars from partners such as **Toyota** and **Aurora**.

Compact supergenius: Nvidia also announced its **Project Digits** supercomputer at CES, which runs Nvidia's entire AI stack from a compact device.

- At $3,000 per unit, the supercomputer is relatively affordable—costing less than an **M4 Macbook Pro**.

- "AI will be mainstream in every application for every industry … placing an AI supercomputer on the desks of every data scientist, AI researcher, and student empowers them to engage and shape the age of AI," Nvidia CEO **Jensen Huang** said.

Our take: This venture into robotics and AVs marks Nvidia's expansion from hardware provider to AI model creator.

Offering Cosmos under an open-source license could address a crucial challenge for AVs: standardization. This could streamline production and accelerate AV development, reduce the

need for proprietary tech, and help smaller players compete in the market.

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