

Heading to CES this year, I had a few things on my mind. What sort of new hardware would we see on display? What role would generative AI play after a year of the greatest engineers in the world having a go with it? How would AI & hardware intersect? And finally, how would all of this impact media and advertising? We work in a constantly changing industry, so it was exciting to see some of the most cutting edge changes coming our way in the future. In this "greatest hits"

AI was a major buzzword at CES this year, and for good reason. The key takeaway from this year's demonstrations is that AI is entering the real world. The focus was on showing what generative AI can do outside of our screens; how it interacts with live environments.

Both LG and Samsung debuted their home assistants at CES - named LG AI Agent and Ballie respectively. Both of these cute robots can follow you around the house and use AI to understand your routines, make adjustments to your home routine like adjusting temperature, lighting, sound, and more. They will greet you at the door, monitor your pet while you're away, and recognize things that are out of the ordinary and send alerts and video, like if your pet knocks a vase off the counter or someone is trying to break in.

The LG AI Agent can even read your mood and react accordingly, while Ballie can project onto a floor or wall to provide on-the-go video. In both instances, the AI is using external cues, visual and auditory, to understand its environment, including you, and react accordingly.

The smart home space had ample coverage and was prominent in the LG & Samsung exhibits, though also featured by other manufacturers. These prototypes both primarily centered around kitchen appliances, though there were extensions into the laundry space and smart closets that would tell you what pairs with what - useful for someone who is fashion challenged.

