

ZENITH INTERNATIONAL'S  
2025 CES TRENDS REPORT:

# **How AI is Transforming Consumer Tech, Behaviour, and Its Impact on Media & Marketing**





# INTRODUCTION

The 2025 Consumer Electronics Show [CES] unveiled a transformative wave of AI innovation across every facet of consumer technology. From hyper-personalised devices to new interaction models, AI has evolved from being a supplementary feature to becoming the cornerstone of product design, user experience and marketing strategies. The convergence of AI with IoT robotics, and augmented reality is set to revolutionise not only how we interact with technology but also how brands connect and engage with consumers.

Numerous posts, videos, and trend reports have flooded the industry in the aftermath of CES. Rather than reiterate the general buzz, I want to highlight a few AI trends with significant potential to transform our industry.

1. *AI as the default operating system for smart living*
2. *Wearable AI*
3. *Generative AI as a creative partner*
4. *Advertising and shopping: Transforming consumer engagement*





# **AI AS THE DEFAULT OPERATING SYSTEM FOR SMART LIVING**



AI is becoming the core operating system for smart home ecosystems, wearables, and automotive interfaces. Leading tech players introduced AI assistants that go beyond simple commands, offering anticipatory services—predicting user needs based on behaviour, mood and context.

Front and centre at the Samsung stall was their Neo QLED 8K QN990F, a flagship Smart TV featuring the NQ8 AI Gen3 Processor, which enhances picture quality, sound clarity and overall viewing experience. What stood out were Samsung's Vision AI features.

#### *Click to Search:*

This feature allows users to obtain instant information about on-screen content without interrupting their viewing experience. For instance, if you're watching a movie and want to know more about an actor or a location, you can use Click to Search to access relevant details seamlessly.

#### *Live Translate:*

Leveraging on-device AI, Live Translate provides real-time subtitle translation for video content, enabling viewers to enjoy global content without language barriers. This feature is particularly useful for foreign films or international programming that may not have native subtitles.



LG also presented its vision of AI, imaginatively called *“Affectionate Intelligence”*, integrating AI more humanely and personally into users’ lives. Beyond improving picture and sound quality, LG’s AI TVs learn from your viewing habits, offering personalised content recommendations and adjusting settings to suit your preferences, making the TV experience more intuitive and user-friendly.

Both LG and Samsung have designed their TVs to perform AI processing on-device, leveraging dedicated AI chips. This approach offers several advantages:

**1. Real-Time Processing:**

Enables immediate adjustments to picture and sound quality without the latency associated with cloud processing.

**2. Privacy:**

Processing data locally on the device reduces the need to transmit personal viewing information to external servers, enhancing user privacy.

**3. Reliability:**

Ensures that AI features function consistently, regardless of internet connectivity, providing a seamless user experience.

By incorporating AI chips directly into their TVs, manufacturers can deliver enhanced performance, real-time personalisation, and improved picture and sound quality, all while maintaining user privacy and reducing dependence on cloud services.

These AI-powered TVs are equipped with technologies that can monitor viewing habits and, to some extent, assess user engagement. Both LG and Samsung utilise Automatic Content Recognition (ACR) technology in their smart TVs. ACR identifies the content displayed by capturing snippets of audio or video and matching them against a database. This enables the TV to track what is being watched, facilitating features like personalized content recommendations and targeted advertising. However, this practice has raised privacy concerns, as it involves monitoring user viewing habits.

While ACR can determine what content is being viewed, assessing who is watching and their level of engagement is more complex. Some advanced smart TVs incorporate features like voice recognition to identify different users based on their voice profiles, allowing for personalised settings and recommendations. For example, LG’s AI Voice ID can recognise individual voices to tailor content suggestions.

However, detecting viewer engagement—such as attention level or emotional response—requires more sophisticated sensors and algorithms, which are not standard in most consumer-grade TVs.

The use of ACR and similar technologies has led to concerns about user privacy. Reports indicate that smart TVs may track viewing habits extensively, sometimes even when users attempt to opt out. This tracking can include capturing screenshots of what's being watched and sharing data with third parties, potentially infringing on user privacy. Both manufacturers provide options to disable ACR and related tracking features. However, the process can be complex and varies between brands and models.

While smart TVs from LG and Samsung can monitor viewing habits through ACR and may offer features like voice recognition for user identification, assessing viewer engagement levels is not a standard capability. Users should be aware of these functionalities and adjust their privacy settings according to their preferences.

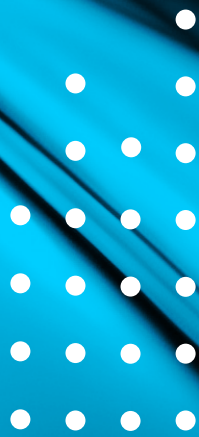
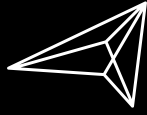
## IMPLICATION FOR MEDIA & MARKETING

This trend raises an intriguing possibility: the potential for advertising subsidy models where consumers receive discounted or even free devices, subscriptions, or services in exchange for their data. Such models could create a value exchange by offering novelty and utility to users while enabling brands to access valuable insights.

For example, device manufacturers and media companies could collaborate to develop on-device data solutions that anonymise and securely process user data before sharing aggregate insights with advertisers. This would allow advertisers to serve highly tailored content and offers based on real engagement metrics without compromising user privacy.

In conclusion, as AI-powered devices become central to daily life, they present an opportunity to rethink the value proposition between consumers, manufacturers and advertisers. A balanced approach—one that ensures transparency, offers tangible user benefits and respects privacy—will be key to creating sustainable partnerships in this new era of smart living.





# WEARABLE AI



Several manufacturers unveiled innovative smart glasses at CES, highlighting the industry's push toward integrating advanced technology into our everyday lives. Here's a roundup of notable products and their features:

#### ***Ray-Ban Meta Smart Glasses:***

Developed jointly by Meta Platforms and EssilorLuxottica, these feature a 12-megapixel camera for capturing photos and videos, open-ear speakers for audio playback, built-in microphones enabling voice commands and calls, and integration with Meta AI (in the cloud) for real-time assistance and functionalities. Among all the smart glasses at the show, Ray-Ban stood out as the most fashionable and refined, resembling traditional Ray-Ban eyewear.



*Ray-Ban Meta Smart Glasses*

#### ***Rokid Glasses:***

Debuted with discreet displays for augmented reality (AR) applications, including a teleprompter functionality for presenting and speeches.



*Rokid Glasses*

#### ***Halliday Glasses:***

Featured heads-up displays for notifications and navigation. They also introduced gesture control via an accompanying ring serving as a trackpad.



*Halliday Glasses*

#### ***Xreal Air 2 Ultra:***

Focused on spatial entertainment for immersive augmented reality experiences.



*Xreal Air 2 Ultra*

These advancements indicate a significant shift toward more practical, stylish and functional smart glasses, aiming to integrate seamlessly into daily life while offering advanced technological features.



*Vuzix Smart Glasses*



# IMPLICATION FOR MEDIA & MARKETING

The emergence of smart glasses opens new frontiers for marketing and media, particularly in AR applications. Imagine AR glasses presenting tailored advertising to each individual based on their interests and preferences. Real-time language translation could break down barriers for global campaigns, enabling brands to connect with diverse audiences effortlessly.

Frictionless commerce becomes another exciting possibility. Users could interact with wearable AI to remember a product, find a cheaper alternative or instantly add products to their shopping cart. By integrating these features, brands can enhance convenience and engagement, offering value-added experiences that blend seamlessly into consumers' lives.

## EXPANDING THE POTENTIAL OF AR MARKETING

Smart glasses equipped with AR capabilities can redefine how advertising engages users by adding depth and interactivity to campaigns. For example:

### *Visualising Products in 3D:*

Consumers could use AR glasses to view a product in their room, understanding its size, design and functionality before purchasing a household item

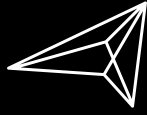
### *Virtual Try-Ons:*

Glasses could enable users to see themselves wearing clothes, accessories or even makeup in a virtual mirror, eliminating guesswork and boosting confidence in their choices.

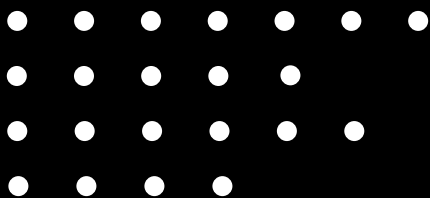
### *Health & Safety Integration:*

AR glasses, powered by AI, could assess whether a product is safe for a user to consume. For example, scanning a food label to check for allergens or verifying the safety of cosmetic ingredients based on the user's profile.

These possibilities underscore the power of AR glasses to enrich marketing strategies by combining personalisation, utility, and interactivity. As adoption grows, these devices will enable brands to forge deeper connections with consumers, ensuring their marketing efforts are not just seen but experienced in meaningful ways.



# **GENERATIVE AI AS A CREATIVE PARTNER**



Generative AI took centre stage at CES 2025, showcasing new tools designed to empower consumers to co-create content across a variety of mediums, including music, art, and personalised media. These advancements highlight the potential for AI to act as a collaborator rather than merely a tool.

At CES 2025, several industry leaders showcased advancements in AI agents, highlighting the technology's expanding role across various sectors:



NVIDIA introduced a series of AI agent innovations, including new models for agentic AI called Nemotron and an expanded set of blueprints to facilitate the development of AI agents across diverse applications. These agents are designed to analyse data, distil insights, reason, and act, feeding from various data sources, including documents, images and videos.



Salesforce unveiled Agentforce 2.0, an AI agent platform aimed at automating tasks traditionally performed by human workers. CEO Marc Benioff highlighted its potential to significantly reduce costs by replacing certain human roles, though some analysts caution that these AI agents function more as advanced bots rather than fully autonomous entities.







Microsoft's Copilot focused on creating a "digital workforce" by integrating AI agents into various applications to assist with tasks such as customer service and software development. While promising, widespread labour displacement and significant revenue impacts are not expected in the immediate future.

These developments underscore a collective industry effort to integrate AI agents into practical applications, moving beyond conceptual discussions to tangible implementations that enhance efficiency and user experience.

## IMPLICATION FOR MEDIA & MARKETING

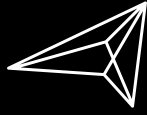
Generative AI offers brands a unique opportunity to foster deeper emotional connections by involving consumers in the creative process. For instance:

- Brands can leverage generative AI to allow users to co-create ad campaigns that resonate on a personal level. Imagine a travel company generating ads based on their customer's dream vacations, complete with personalised visuals and text.
- Or a sports apparel brand utilising AI to let consumers remix their own versions of products, such as choosing unique patterns. Enabling consumers to tell your brand story in their own voice while staying true to the brand identity creates a sense of shared ownership and exclusivity.

## EXPANDING OPPORTUNITIES

The potential for generative AI to transform media and marketing extends beyond creativity. By enabling real-time adaptation of content based on user preferences, brands can deliver experiences that feel both relevant and innovative. Furthermore, partnerships between AI providers and creative agencies will be crucial to exploring new ways of connecting with audiences in this evolving landscape.

Generative AI is not just a tool—it is a collaborator, empowering both brands and consumers to explore untapped creative possibilities. By fostering co-creation, brands can build stronger relationships and ensure their content resonates in a more meaningful and personalised way.



# **ADVERTISING AND SHOPPING: TRANSFORMING CONSUMER ENGAGEMENT**



Exhibitors highlighted how AI and advanced technologies are revolutionising advertising and shopping experiences. From Amazon's innovative solutions to advancements from other vendors, these developments demonstrate a shift toward seamless, personalised, and interactive consumer engagement.



#### *Expansion of Amazon Marketing Cloud (AMC):*

Amazon unveiled enhancements to AMC, allowing advertisers to analyse up to five years of historical purchase data. Previously limited to 13 months, this capability enables brands to:

- Understanding long-term trends by gaining deeper insights into shifting consumer behaviours and preferences over extended periods.
- Refine audience segmentation through the development of more targeted advertising strategies by identifying evolving purchase patterns.
- Optimise campaigns using predictive analytics to anticipate future purchasing trends and improving ROI.

#### *Amazon Anywhere Integration:*

Building on its existing platforms, Amazon Anywhere now allows customers to shop directly from AR environments and gaming apps. Consumers can browse products in virtual spaces, seamlessly adding them to their shopping cart without leaving the experience.



#### *AI-Driven Product Recommendations:*

Leveraging advanced machine learning, Amazon introduced tools that tailor product recommendations based on a consumer's real-time behaviour, contextual preferences, and past purchases.





**Immersive Shopping Experience:** Walmart introduced a virtual shopping platform powered by AI. Using VR headsets, consumers can explore a fully interactive store, complete with personalised product recommendations and real-time assistance from AI agents.



Walmart Immersive Shopping Experience

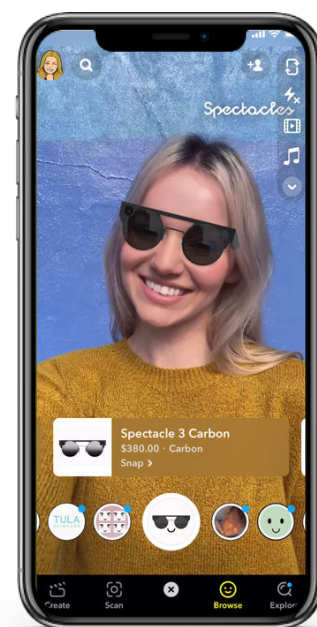


**AR Shopping Tools:** Snapchat unveiled updates to its AR shopping platform, allowing users to “try on” clothing, accessories and makeup virtually. These tools leverage computer vision to ensure accurate sizing and representation, reducing the friction of online shopping.



**Lens-Enabled Commerce:** Google showcased advanced shopping features using Google Lens, enabling consumers to:

- Identify products in physical spaces by scanning them with their phones.
- Receive instant information, such as pricing, availability and reviews.
- Compare alternatives and complete purchases directly through the app.



Snapchat AR Shopping



**AI-Powered Cashback Insights:** Rakuten introduced AI-driven insights for its cashback program, helping users identify the best deals based on their shopping habits and preferences. This innovation integrates seamlessly with e-commerce platforms, enhancing user convenience and loyalty.

# IMPLICATION FOR MEDIA & MARKETING

The innovations showcased at CES signal a transformative shift in advertising and shopping, with significant implications for the media and marketing landscape:

## *1. Hyper-Personalized Advertising:*

- AI-driven data analysis, such as Amazon's AMC enhancements, allows advertisers to tailor campaigns to individual consumer journeys, delivering relevant and timely messages.
- Real-time adjustments based on user behaviour enhance engagement and conversion rates.

## *2. Seamless Commerce Integration:*

- Platforms like Amazon Anywhere and Google Lens are blurring the lines between advertising and shopping. Ads are now interactive gateways to purchase.
- Frictionless shopping experiences—whether through AR, VR, or AI-powered apps—create new opportunities for brands to engage consumers directly.

## *3. Immersive and Experiential Marketing:*

- Snapchat and Walmart's innovations highlight the growing importance of experiential marketing. By leveraging AR and VR, brands can create memorable shopping journeys that foster deeper emotional connections.
- These technologies also help bridge the gap between physical and digital retail, offering consumers the best of both worlds.

## *4. Loyalty Through Utility:*

- Tools like Rakuten's AI-powered cashback insights demonstrate how utility-driven features can build brand loyalty. Providing actionable, personalised insights enhances user satisfaction and repeat engagement.

## *5. Data as a Competitive Advantage:*

- The ability to analyse long-term consumer behaviour, as showcased by Amazon, underscores the growing importance of first-party data. Brands that invest in robust data strategies will be better positioned to adapt to consumer needs and deliver impactful campaigns.



## CONCLUSION

The advancements in advertising and shopping at CES 2025 reflect a new era of consumer-centric innovation. By integrating AI, AR, and immersive technologies, brands can offer seamless, personalised, and engaging experiences that redefine the path to purchase. For media and marketing professionals, this is an opportunity to reimagine strategies, prioritise utility and interactivity, and forge deeper connections with today's tech-savvy consumers.

*Written by Ricky Chopra, Head of Innovation & AI at Zenith International*