

# NOVUS @ CES

## 2025: The Transitional Year



If you're a TL;DR kind of person, we'll summarize this year's CES succinctly: AI will take on small decisions that will make our lives slightly better, but with the promise of bigger things in the future.

We saw a lot of similar hardware to prior years - clear TV screens, household robotics, autonomous vehicles - but now with AI! The same can be said for the media landscape - we talked about a lot of topics we've been talking about for years, but with different options open to us based on the promise of AI.

So where can this transitional year can take us?

### From Ambiguous to Practical

Artificial intelligence was the central core of nearly every trend and demo at CES (although we liked LG's aspirational moniker of "Affectionate Intelligence"). While the nuances of AI integration differed from category to category, the common theme is that AI will take over more of the decisions we don't want to deal with. Let's look at a few examples:

#### Hisense 1 | TELEVISIONS

Hisense and TCL are embedding AI into their products which live in the mid-to-lower end of the price scale. Owners of AI-enabled screens will watch their favorite shows with the AI optimizing settings like brightness and sound in real time as it encounters changes in the surrounding viewing environment.



TCL showed off improvements to its screensavers that were user generated via Google's Gemini AI. From a better viewing experience to a bigger screen on which to be creative, AI is transforming the living room experience.

#### 2 | HEALTH & WELLNESS

Data is the lifeblood of AI, and wearables like smartwatches, combined with healthcare technology for more serious monitoring, will allow AI to be proactive in managing your health. From dietary suggestions to behavioral habits that correlate with blood sugar levels, AI will provide a positive source of change.

The challenge remains, however, that many of these data signals, particularly wearables, want to live in their own silo and work best with other technology from the same manufacturer, so expect to continue those conversations about whether you're an LG household or a Samsung household.

#### 3 | MEDIA

Every media partner we met at CES had AI on the tips of their tongues. Most instances boiled down to more effective modeling of audiences and inventory based on First Party (1P) data ingestion, which is nothing new but true to the theme this year in that AI is making it better and faster.

Most interesting to us was the AI product demo from Viant, who has embedded a GPT-esque capability into their DSP that allows traders to literally converse with data sets to gain insights, streamline optimization recommendations, scrutinize audience profiles and inventory deals, and build tactical plans in a fraction of the time.



## From Concept to Production

Many of the things we saw on the main floor were here in 2024 or even 2023. The focus now, in addition to integrating AI, is actual availability.

For example, LG's transparent screen, which is truly impressive technology, debuted at CES 2024 and blew folks away, including us. This year it was once again the centerpiece of LG's screen tech, but it's going into full production. The same can be said for additional consumer technology hardware providers – Samsung, TCL, Hisense, Panasonic, and more covering wearables, connected home devices, and home entertainment.

The trend extended into automotive and industrial categories. AFEELA, a joint venture between Sony and Honda to produce an automobile announced 5 years ago, is now taking deposits for the AFEELA 1, with production starting this year and delivery anticipated for 2026.



John Deere introduced an entirely autonomous commercial lawn mower concept (think Roomba for your yard) while their industrial agriculture titan the 9RX is available today and offers fully autonomous field work like plowing, planting, and crop spraying using GPS signals and onboard sensors to get the work done without a human in the cabin. All of this, of course, optimized via AI.



## Marketing Measurement

Unified measurement across all advertising continues to be a dream all marketers are trying to make reality. We heard speakers from brands and agencies who continue to struggle with measurement coming in different pockets.

All agreed that there is no single measurement approach and a sophisticated advertising program requires multiple signals, from MMM for incrementality and sales performance by channel to brand lift studies for upper funnel efficacy to last-click methodology for real time buying to be effective. The general hope and feeling, however, is that as AI evolves and can ingest data across a brand's portfolio of campaigns, that they will be able to develop more unified solutions with ease.

## Audience Identity + Resolution

While Google is no longer turning the lights out on cookies, our experience at CES tells us that the future is only getting brighter for privacy-compliant cookie alternatives.

We met with many mainstays in the identity space including LiveRamp, Experian + Audigent, Basis, and multiple partners with their own unique data sets, including Life360, MobileFuse, and Cognitiv, among others, and the common theme is that they are all creating opt-in identifiers with unique audience data.

And guess what? They're all using AI to connect seemingly disparate data points across their significant data sets to create unique audience insights and targeting profiles. Identity resolution is nothing new, and it has been in practice for decades, but the ability to aggregate across these different platforms for insights and measurement is becoming a quick reality.

## "Out There" Tech Winner

Kirin Holdings, hailing from Japan, best known as a beer producer, introduced a battery-powered spoon that uses a small electrical field to trick your tongue into tasting salt. The idea that we might need to charge our spoons had us rolling our eyes initially, but when you look at the average daily sodium intake it has us thinking this might not be so far-fetched.

And if you're lucky, you might win the sales lottery to get access to one of the 200 they are producing in their initial run. [Kirin Holdings Press Release](#)

## Key Takeaways for the Modern-Day Marketer

### 1 TAKE OWNERSHIP, CENTRALIZE, AND DEMOCRATIZE YOUR ASSETS

AI's effectiveness is entirely dependent on the quality and accessibility of the data it processes. Fragmented or inaccessible data limits its potential.

By centralizing your data and sharing it with trusted partners, you can maximize its value, particularly from a marketing perspective. Taking control of your data ensures AI delivers optimal results.



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### 2 LEVERAGE AI IN MARKETING – YOU'RE ALREADY USING IT EVERY DAY

AI is already a part of your daily life (think Google Maps), so apply it to your marketing strategies.

Consider investing in an enterprise license for ChatGPT or similar large language model platform to experiment with generative AI. Your business may already utilize predictive AI for areas like budget planning, sales projections, or demand forecasting.

Start small by targeting specific use cases with clear objectives and measurable outcomes, then expand as you gain confidence and insights.



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KIRIN HOLDINGS SALT SPOON



LG's SMART REFRIGERATOR



TCL's Ai Me