Tomorrow's Affairs
Analysis of today
Assessment of tomorrow

By: Elise Quevedo

CES 2025 – A transformative era we can no longer ignore

Every January, thanks to the annual CES event, Las Vegas transforms into a global stage for innovation, a launchpad for the ideas and technologies destined to shape our world. This year, the stakes felt higher than ever.

CES 2025 wasn't just a showcase of potential but a revelation of the future already unfolding. Whether present in the bustling halls of the Las Vegas Convention Center or watching keynote presentations from across the globe, participants were witnesses to a monumental convergence of human ingenuity.

Here are a few of my favourite highlights.

Nvidia: Redefining AI Horizons

Nvidia's charismatic CEO, Jensen Huang, unveiled innovations that will help shape the future of technology. He also took the crown for the most-watched keynote of 2025.

Nvidia made waves with the launch of the NVIDIA Cosmos™ world foundation model platform. Physical AI models are costly and require vast real-world data and testing. Cosmos world foundation models (WFMs) offer developers an easy way to generate massive amounts of photorealistic, physics-based synthetic data to train and evaluate their existing models.

Cosmos integrates generative models, tokenisers, and a video processing pipeline to power physical AI systems like AVs and robots. But don't take their word for it. Companies such as Waabi, Agile Robots, Virtual Incision, Galbot, Neura Robotics, and ridesharing Uber have already adopted Cosmos.

Now, meet "Project DIGITS." "I have one more thing I want to show you," Huang said. "None of this would be possible without this incredible project we started about a decade ago. Inside the company, it was called Project DIGITS, a deep-learning GPU intelligence training system. Every software engineer, every engineer, every creative artist, everybody who uses computers today as a tool, will need an AI supercomputer".

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Here is an impressive fact for you. Did you know that Nvidia's accelerated computing and AI platforms power 76% of the Top 500 list of the world's fastest supercomputers? Now, Nvidia has debuted as the world's most miniature AI supercomputer.

And from supercomputers to supercars. Nvidia announced a new partnership with Toyota to create the next-gen of autonomous cars (AVs).

Intel: Elevating Performance with Core Ultra

Intel's keynote by Michelle Johnston Holthaus, Intel's interim co-CEO and CEO of Products, was equally ground-breaking. She spoke about the New Intel® Core™ Ultra 200V series, an advanced processor series that marks a significant leap forward in the areas of performance, efficiency, and AI integration for personal and professional use. The 200V series excels in AI-intensive workloads, making it ideal for developers, gamers, and content creators.

She explained that Intel could not be where it is today alone. "World-class products are underpinned by world-class technology," she said. The real magic happens when the industry comes together, and she mentioned three examples of partnerships working together to achieve that. Intel works with HP, Lenovo, and Dell brands to deliver a new category of AI PC experiences.

2024 was the year Intel asserted itself as a product leader in the growing PC market. 2025 is a pivotal year for Intel, as they will continue to work on products, we will all use in the future.

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From laptops to workstations, they believe that there is a big opportunity with a 4% growth rate in the PC market. In 2025, 40% of Intel shipments will have AI capabilities.

She closed the keynote by showing that Panther Lake, the lead product on Intel 18A, will launch in the second half of 2025.

Qualcomm: Hello Snapdragon X1000

If Nvidia and Intel were about raw computing power, Qualcomm would be all about everyday computer needs. They showcased the Snapdragon X1000 processor, their most advanced chipset yet, integrated with AI technology.

This chipset can achieve mind-bending speeds and ultra-low latency, enabling everything from remote robotic surgeries to seamless AR/VR experiences.

Qualcomm says it is showcasing its commitment to making advanced technology more widely available to various users.

X: Linda Yaccarino

Amid the sea of gadgets, X (formerly Twitter) CEO Linda Yaccarino's talk was a reminder that technology is, ultimately, about people.

X has been my favourite platform since I signed up in 2009. Although it took me 3 years to understand its power, I have stayed loyal to using X despite all the challenges it has faced over the years.

> The number 1 brand getting Gen Z's attention is X - Linda Yaccarino

Yaccarino said X is the number one news app in the world. "World leaders are on X, Gen Z is all on X, authenticity matters," she said. That is why community notes aim to create a better-informed world by empowering people on X to add context to potentially misleading posts collaboratively. It is about safety and product innovation.

Since X's acquisition, they have rolled out and shipped more than 250 product innovations, Yaccarino said, "more than in the last 10 years. The number 1 brand getting Gen Z's attention is X. They are still at the top for real-time interaction.

The Wildcards

Meet XPeng Aero HT, a fully autonomous flying car designed for urban air mobility. It performed a flawless vertical takeoff, navigated smoothly in the air, and landed with precision, a scene straight out of science fiction.

The future of urban transportation? It's soaring above us. The company is expected to go into mass production this year and says it has already received 3,000 orders. And hey, it will only set you back around $300,000.

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And finally, one that is personal to me because someone in my family had dementia, is the TOMBOT's Jennie, the robotic emotional support dog, which captured the hearts of those who passed by Jennie.

It is designed for individuals experiencing anxiety, dementia, or loneliness. Jennie combines lifelike movements with responsive AI. This is a great example of how technology can be functional and empathetic.

Until Next Year CES

From Nvidia's AI marvels to Intel's quantum breakthroughs, Qualcomm's connectivity revolution, and Linda Yaccarino's straight talk, it's clear that we are living in a transformative era we can no longer ignore.

Events like CES are more than just a showcase of shiny new gadgets; they're a call to action. The question isn't just what we'll create next but how we'll ensure that these innovations benefit everyone.

CES 2025 wasn't just a glimpse into the future; it showed us what is already here. And I, for one, can't wait to see what's next on the horizon.

Elise Quevedo is an author, speaker, analyst, and storyteller. Ranked among the Top 2% most viewed profiles on Linked In and recently named Top 50 Women in Tech Influencers She often writes for digital publications and collaborates with Fortune 500 companies as a global thought leader. Also known as "The Digital Ghost Queen" for her behind-the-scenes work, including ghostwriting, she has inspired audiences as a keynote speaker around the globe at events. She is the author of “Creating a Kick-Ass Attitude,” where she shares her passion for having a positive attitude and always moving forward no matter what happens. As a Global Thought Leader, she enjoys collaborating with brands, attending events, and sharing her independent views. On a personal note, Elise is a globetrotter who loves discovering new cultures and people and having thrilling adventures experiencing what the world has to offer.