

*Overview,
Preparation, &
Key Features*

The Ultimate CES2025 Handbook

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The Ultimate CES2025 Handbook

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**Overview,
Preparation, &
Key Features**

The Ultimate CES2025 Handbook



The Message of The Milk for 2025

The year 2025 has arrived. As the 21st century passes its first quarter, we find ourselves at a pivotal point of unprecedented challenges and opportunities for nations, businesses, and individuals alike.

The year 2024 was one where the potential of technological innovation intersected with the harsh realities of global crises. The intensifying U.S.-China conflict and geopolitical divisions fueled uncertainty in the global economy and trade, while rising inflation, high interest rates, energy and food crises, and climate disasters deeply impacted daily life and industries. Now, on the threshold of 2025, the world faces new political and economic challenges, including the re-election of President Donald Trump.

In the midst of such complex changes, we are confronted with an important question: **How will we overcome these changes? To move beyond survival and toward prosperity, what should we choose?**

In mathematics, an inflection point refers to a point where the direction of a curve changes. The concept of a "strategic inflection point," borrowed from management strategy, refers to a moment of change that determines the fate of an organization or nation. The world and its businesses are currently standing at such a strategic inflection point. The choice between survival and prosperity, or decline, lies with us.

In this context, CES 2025 is gaining attention not merely as a technology exhibition, but as a platform that provides insights for designing the future and overcoming crises. This year's CES theme, "All On," showcases the new roles and possibilities of technology. Technology must now serve as more than just a tool for improving efficiency; it must become the central axis for overcoming the complex crises humanity faces and enabling new leaps forward.

In 2024, the AI revolution, driven by innovations such as OpenAI's ChatGPT, brought disruptive changes across industries. However, alongside this innovation, new challenges such as ethical dilemmas, data privacy, and cybersecurity emerged. CES 2025 will serve as a stage to highlight both the benefits and side effects of technological innovation, while discussing solutions to develop technology in a human-centered and sustainable direction.



However, the unchecked development of AI will inevitably bring many challenges. At CES 2024, the highest number of CES Innovation Awards (10.7%) were given to companies in the fields of cybersecurity and data privacy, signaling a commitment to preventing the adverse effects that AI may cause.

At CES2024, we will particularly witness the U.S. showcasing its "technological leadership." The U.S. believes that the dominance of the Cold War era was based on "military power," that the 20th-century dominance was represented by "cultural power" through Hollywood, and that the 21st-century dominance is demonstrated by the "scientific and technological power" of platform companies like Google, Apple, Meta, Amazon, and NVIDIA.

The prominent U.S. venture capital firm a16z calls this "American Dynamism" and is leading investments that embody the spirit of innovation, progress, and resilience that drives America forward. It aims to expand economic territory through groundbreaking achievements in innovation technology, fostering a spirit of challenge, and investing in a brighter and more prosperous future generation. The dynamic capital represented by venture capital firms leads the dynamism of the U.S., which calls global talent, resulting in economic growth, social stability, and national dominance.

At CES2024, it is expected that not only major corporations but also small and medium-sized enterprises, startups, government and media representatives, and business leaders from various sectors, about 150,000 in total, will attend. Some companies will be exhibiting at CES to explore the global market, while others will attend to discover future business opportunities. Everyone attending CES will play the role of an "innovation pioneer."

Since its founding, The Miilk has played the role of an innovation guide through its annual "Field Guide" starting from CES2020. We hope that through The Miilk's CES2024 Field Guide, you will discover "Innovation Dynamism" and gain valuable insights.

Sincerely,

Jaekwon Son, CEO of The Miilk & The Miilk Team



The Miilk is the official media partner of CES2025

Following CES2024, TheMiilk will be an official partner at CES2025.

TheMiilk has signed a CES MEDIA PARTNERSHIP AGREEMENT with the Consumer Technology Association (CTA), the organization behind CES.

As part of the partnership agreement, TheMiilk has been granted a wide range of coverage access by CTA, including the ability to deliver content using the CES2024 Official Media Partner logo. They will also have access to exclusive interviews with CTA representatives.

“We are pleased to announce our media partnership with TheMiilk,” said CTA. “Through our partnership with TheMiilk, we will be able to deliver CES news and information to Asia and provide in-depth insights to help companies grow in the future.”

“The official media partnership between TheMiilk and CES organizer CTA is significant in that it recognizes the importance of CES and TheMiilk's efforts in providing technology insights to Asian businesses,” said Jaekwon Son, CEO of TheMiilk. “We will continue to be the first to report and analyze insights from global tech events such as CES.”

TheMiilk will be providing in-depth coverage of CES2025 and hosting various on-site events to provide Silicon Valley companies with insights to help them experience future innovations and find new business models.

• The Message of The Miilk for 2025	04
• The Miilk is the official media partner of CES2025	06
01 Intro: CES2025	
• What is CES?	09
• CES2025 Event Overview	11
• CES2024 vs. CES2025 Comparison	12
• CES2025 Product Categories	13
• CES2025 by the Numbers	15
02 How to Prepare in Advance for CES2025?	
• How to register for CES	17
• Visa and Entry Preparations for the U.S.	18
03 CES2025, Las Vegas preview	
• Things to Do Upon Arrival in Las Vegas	22
• How to Get Around During CES?	25
• On-site Info	30
• Must-knows about Las Vegas	32
• The capital of the MICE industry, Las Vegas, 2025 annual conference schedule	35
• Las Vegas, How It Has Changed	40
04 CES2025: Key Viewpoints and Highlights	
• Key Viewpoint: Shapiro, CEO: "Korea's Tech Innovation is Key to CES2025's Success"	52
• CES2025 Through the Lens of Innovation Awards: The Top 3 Keywords of CES 2025: AI, Sustainability, and Human Security	55
• CES Trends Highlighted in Keynotes	61
• Daily Highlights and Major Events	66
• The Top 5 Industries to Watch at CES 2025	69
05 CES2025 Recommended Schedule by Interest Area	
• The Miilk's Top Picks	75
06 How to Approach CES 2025	
• Planning: App Downloads + Map Analysis + Travel Routes	83
• Introduction to each exhibition hall	86
07 CES2025 Innovation Award List	
• CES2025 Best Innovation Award Winners	113
• CES2025 Product Categories and Innovation Award Winners List	120

01 Intro: CES2025

- What is CES?
- CES2025 Schedule and Participating Company Categories
- CES2025 Product Categories
- CES2025 by the Numbers

What is CES?



(Sources: CTA)

CES is the world's largest electronics exhibition, held annually in January in Las Vegas, USA. The event takes its name from the initials of its original title, *The Consumer Electronics Show*, but its organizer, the Consumer Technology Association (CTA), has since trademarked CES as a proper noun. Since its inception in 1967, CES has been held every year.

Initially focused on consumer electronics like TVs, appliances, PCs, and mobile devices, CES has expanded its scope since 2015 in response to the growing influence of technology. A review of key products first unveiled at CES demonstrates its evolution beyond a simple electronics showcase. For instance, a mobile phone with a digital camera debuted in 2004, Apple introduced the iPhone in 2007, connected TVs and smart appliances appeared in 2011, Ultra HDTVs debuted in 2013, and smartphones capable of recording 4K videos made waves in 2014.

Today, CES serves as a map of the future, showcasing trends in technological innovation. It attracts companies aiming to lead future trends, investors seeking market opportunities, and developers looking to share knowledge and collaborate on shaping the future. CES has become a pivotal platform for global companies like Samsung, LG, Sony, and Apple, as well as startups, to unveil new ideas and technologies. It is recognized not just as a product exhibition but as a platform that defines future lifestyles and technology trends. Its successful history underscores its role as a key indicator of the evolution and development of consumer electronics and a globally renowned event that draws attention from industry experts and media worldwide.

With a 56-year legacy, CES is also known for its keynote speeches reflecting the spirit of the times. At CES 2022, impacted by the COVID-19 pandemic, healthcare company Abbott made history as the first of its kind to deliver a keynote, while General Motors CEO Mary Barra highlighted the company's EV innovations to combat climate change.



The slogan for CES2025 is "DIVE IN"
(Source: CTA Instagram)

The groundbreaking spirit continued at CES2023, where agricultural machinery company John Deere took center stage. Amid growing concerns about climate change and global instability, John Deere showcased its autonomous tractors, highlighting solutions to food security risks tied to national stability.


CES2024, themed *All On*, explored applications of generative AI across diverse industries such as automotive, infrastructure, healthcare, sustainability, smart homes, and mobility. The event featured 3,076 participants, including 284 companies from the Fortune Global 500. Major exhibitors included Samsung Electronics, LG Electronics, Hyundai Heavy Industries, Hyundai Motor Company, Amazon, Caterpillar, Google, Honda, Intel, John Deere, L'Oréal, Mercedes-Benz, Panasonic, Qualcomm, Sony, and Vizio, presenting innovations in AI, sustainability, startups, digital healthcare, and mobility.

CES2025 is scheduled to take place from January 7 to 10, with the theme *Dive In*. It will focus on exploring how new technologies connect humanity and contribute to solving global challenges. Over 4,000 exhibitors will showcase groundbreaking innovations in AI, digital health, advanced mobility, and sustainability.

In particular, the AI sector will go beyond business applications to explore its impact across various industries. The digital health section will highlight innovations aimed at improving patient experiences and healthcare services. Meanwhile, the vehicle technology sector will feature global automotive manufacturers leading the future of autonomous and connected mobility.

This year, to create a more immersive experience for participants, exhibition booths will feature enhanced designs and structures that blend technology with architecture. From startups to global corporations, CES 2025 is expected to introduce numerous groundbreaking concepts that push the boundaries of current technology.

CES2025 Event Overview

	Contents	
Schedule	[US time standard] Media Day: Jan. 5th (Sun) - Jan. 6th (Mon) Main exhibition: Jan. 7th (Tue) - 10th (Fri)	[Korea/Japan time standard] Media Day: Jan. 6th (Mon) - Jan. 7th (Tue) Main exhibition: Jan. 8th (Wed) - 11th (Sat)
Location	Las Vegas Convention Center, USA	
Subject	Connect, Solve, Discover: Dive In	
Participating Countries	160 countries	
Participating Companies	More than 4,312 exhibitors are interested in participating <ul style="list-style-type: none"> • Approximately 1,442 startups participated • Approximately 3,400 works submitted to CES 2025 Innovation Awards 	
Participant	Expected to have over 13,800 participants <ul style="list-style-type: none"> • CES2024: Approximately 130,000 people / CES2023: Approximately 115,000 people / CES2022: Approximately 45,000 people 	
Major Participating Companies		
Main Theme	Artificial intelligence, digital health, autonomous driving and mobility, sustainability, smart home	
Featured Keynote Speaker	<ul style="list-style-type: none"> • Jensen Huang, Founder and CEO of NVIDIA • Panasonic Group CEO Yuki Kusumi • SiriusXM CEO Jennifer Witts • Delta CEO Ed Bastian • Volvo Group CEO Martin Lundstedt • Accenture CEO Julie Sweet 	

CES2024 vs. CES2025 Comparison

	CES2024	CES2025
Subject	All Together, All On Let all companies and industries work together to solve humanity's problems with innovative technologies.	Connect. Solve. Discover. DIVE IN Connect people and technology, solve problems, discover and dive in.
Main Theme	★Artificial Intelligence (AI) Mobility, Food & AgTech, WellnessTech, Sustainability and Human Security	★Mobility (autonomous driving) Artificial intelligence, digital health, autonomous driving and mobility, sustainability, smart home, robotics
Proportion of Korean participation	Number of participants from Korea: 15,802 (2nd place, largest number of participants excluding the US)	Korea expected to rank 2nd in number of participants, 1st outside the US
Proportion of Korean Corporate Innovation Awards	Among the 310 companies that won the CES2024 Innovation Award, 143 were Korean companies (46%)	Among the 292 companies that won the CES2025 Innovation Award, 129 were Korean companies (46%)
Availability of keynotes from local companies	○ (Jeong Ki-seon, Senior Vice President of HD Hyundai)	☒x
Keynote Singularity	<ul style="list-style-type: none"> • Nicolas Hieronymus, CEO of L'Oréal. The first keynote speech from a cosmetics company. Reflecting the evolution of beauty tech. • Digital transformation hinted at by CEOs of retailers including Walmart and Best Buy • Emphasize the impact of AI and computing through semiconductor companies such as Intel and Qualcomm 	<ul style="list-style-type: none"> • Nvidia CEO Jensen Huang delivers keynote speech for the first time in 6 years. Engagement. NVIDIA at the forefront of artificial intelligence technology • Delta CEO Ed Bastian to Deliver First-Ever Immersive Keynote at Sphere
Others	<ul style="list-style-type: none"> • 284 companies registered among Fortune Global 500 companies • 60% of visitors are senior level • More than 50 countries participating • Innovation Award, covering 29 technology categories (2 more than last year: AI, human security) 	<ul style="list-style-type: none"> • 309 companies registered among Fortune Global 500 companies • 60% of the visitors are senior level • 160 countries participating • Innovation Award covers 33 technology categories (compared to previous year) • 4 increases: Beauty & Personal Care, Fashion Tech • Industrial equipment and machinery, pet tech and animal welfare)

CES2025 Product Categories

A total of 34 product categories have been registered for CES 2025. Compared to CES 2024, 11 categories were removed, and 4 new categories were added.

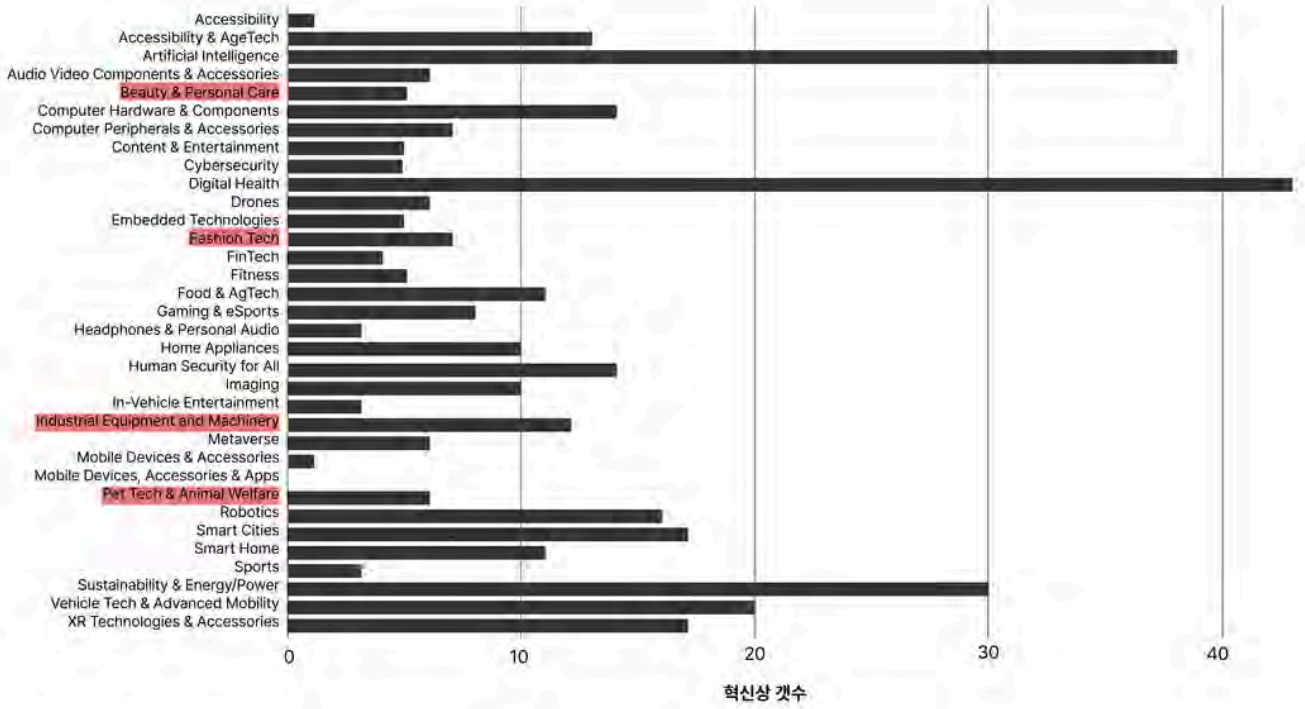
The categories removed in 2025 include 5G Technologies, AR/VR/XR, Blockchain, Car Audio, Cloud Computing/Data, Digital Currency/Cryptocurrency, Home Entertainment Hardware, Investing, Marketing and Advertising, Quantum Computing, and Streaming.

The 4 new categories added are Beauty & Personal Care, Fashion Tech, Industrial Equipment and Machinery, and Pet Tech & Animal Welfare.

While the total number of categories has decreased in 2025, new categories emphasizing more specific industries or niche markets have been introduced. Notably, lifestyle-oriented fields such as beauty, fashion, and pet-related technologies have been included. On the other hand, categories that gained attention in 2024, such as blockchain, streaming, and quantum computing, have been omitted.

- Accessibility
- Accessibility & AgeTech
- Artificial Intelligence
- Audio Video Components & Accessories
- **Beauty & Personal Care**
- Computer Hardware & Components
- Computer Peripherals & Accessories
- Content & Entertainment
- Cybersecurity
- Digital Health
- Drones
- Embedded Technologies
- **Fashion Tech**
- FinTech
- Fitness
- Food & AgTech
- Gaming & eSports
- Headphones & Personal Audio
- Home Appliances
- Human Security for All
- Imaging
- In-Vehicle Entertainment
- **Industrial Equipment and Machinery**
- Metaverse
- Mobile Devices & Accessories
- Mobile Devices, Accessories & Apps
- **Pet Tech & Animal Welfare**
- Robotics
- Smart Cities
- Smart Home
- Sports
- Sustainability & Energy/Power
- Vehicle Tech & Advanced Mobility
- XR Technologies & Accessories

The number of Innovation Awards by category (highlighted categories are new for 2025).



The list and details of Innovation and Best of Innovation Award winners by category can be found in [07 CES 2025 Innovation Awards List].



My First-Ever Robot

Ultra-Lightweight Wearable Mobility, WIM®

Walking Assistance Robot for Everyone

Ultimate solution for all age groups and patients (Parkinson's /sarcopenia /stroke/arthritis)

Innovative 1.6kg Ultra-Lightweight Design

With its portable, compact size and lightweight design, WIM can be easily put on and taken off in under 30 seconds

Personalized AI Coaching

Gait analysis powered by AI Big data management for healthcare

WIM is currently available for purchase on our official website. Experience the extraordinary technology of WIM, a personal wearable mobility that has won the CES Innovation Awards in Robotics for two consecutive years.



Website



Location: CES 2025, Las Vegas, Venetian Expo & Convention Center, Level 2, Halls A-D, Booth #54435
 Contact: gjfzm108@wirobotics.com
 Website: www.wirobotics.com

CES2025 by the Numbers

Among the Fortune Global 500 companies,

296

companies attended

FORTUNE

Participation from over

157

countries



61%

of registrants are executives



Approximately

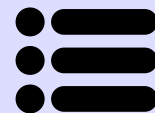
130,000

participants



34

technology categories.



The number of submissions in the AI category has surged, increasing by

49.5%

compared to CES 2024.



Approximately

3,400

Innovation Award submissions received

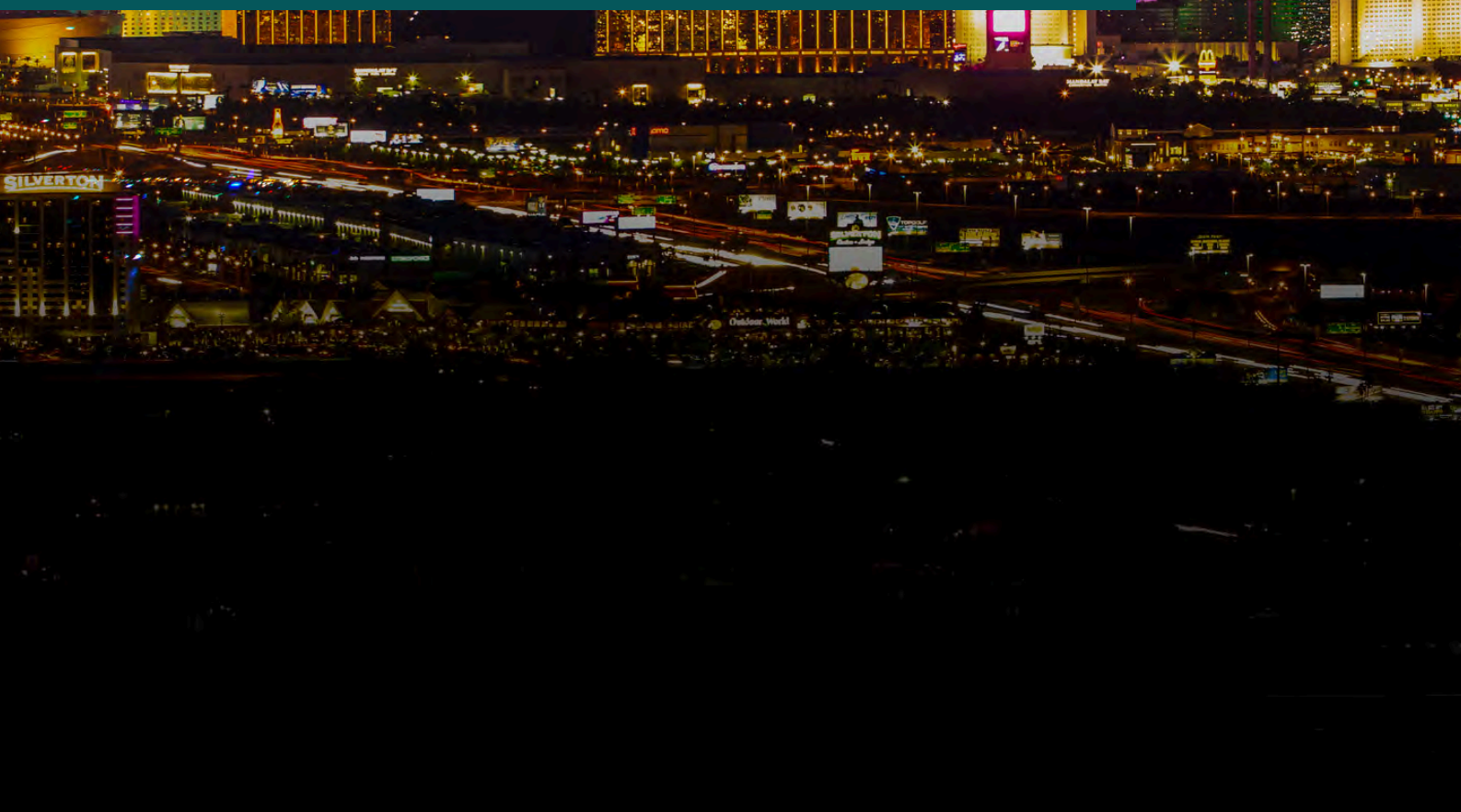


Innovation Award-winning companies,

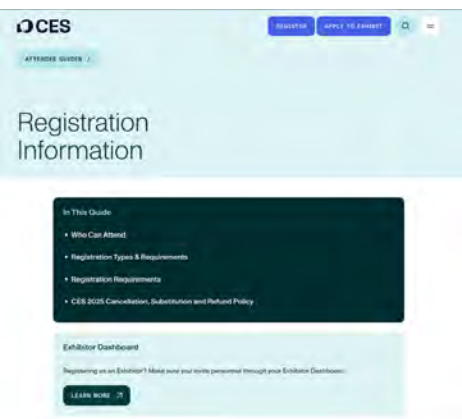
292

02 How to Prepare in Advance for CES2025?

- How to register for CES
- Visa and Entry Preparations for the U.S.



How to register for CES



Source: www.ces.tech/register

To register for CES, visit the registration site (<https://www.ces.tech/attendee-guides/registration-information/>), fill in the required details such as your company name and email, and complete the pre-registration process. You can register as a new attendee or a returning participant. After submitting your registration form to the CTA, your eligibility will be reviewed, and you will receive a guide email for the next steps.

Only individuals aged 18 or older are eligible to attend. Attendees must meet the requirements for their specific registration type, such as industry attendees, media representatives, or exhibitors. It is recommended to use a business domain email address since customer service cannot update email addresses later, so register carefully from the start.

When registering, use the name on your passport if possible. For the photo, avoid using personal social media profile pictures; instead, use a professional photo, like one you would include on a passport or resume.

Individual registrations are divided into the Exhibits Plus Pass and the Deluxe Conference Pass.

Exhibits Plus Pass	Deluxe Conference Pass
<p>Grants access to the CES2025 exhibition floor, keynote speeches, Great Minds sessions, and select conference programs on a first-come, first-served basis.</p> <p>Pricing:</p> <ul style="list-style-type: none"> • Until December 4: \$149 • December 5 to January 10: \$350 <p>To attend additional conference programs, you must purchase a Deluxe Conference Pass or individual conference tracks.</p>	<p>Includes all benefits of the Exhibits Plus Pass, along with access to additional sessions, keynotes, and more.</p> <p>Pricing:</p> <ul style="list-style-type: none"> • Until December 4: \$1,400 • December 5 to January 10: \$1,700 <p>If your company is participating in CES2025, you can contact your registration coordinator to upgrade to a Deluxe Conference Pass for an additional fee.</p>

Visa and Entry Preparations for the U.S.

Entry into the United States

To enter the United States, visa requirements depend on your nationality and the purpose of your visit:

- **Visa Waiver Program (ESTA):** Citizens of eligible countries can use ESTA for short visits. It's an online application that's quick and easy to complete.
- **Non-ESTA Eligible Nationalities:** If your country is not part of the Visa Waiver Program, you must apply for an appropriate visa (e.g., B-1/B-2 for business or tourism) through a U.S. Embassy or Consulate.

Entry Documents to Prepare:

- **Valid Passport:** Ensure your passport is valid for at least six months beyond your U.S. stay.
- **ESTA Approval or Visa:** For ESTA users, print or save the approval document on your mobile device. Visa holders should present the visa recorded in their passport.
- **Return Flight Ticket:** Proof of a return flight leaving the U.S.
- **Accommodation Confirmation:** Documents proving hotel reservations or other accommodations during your stay.



What you need to bring to the US (edited by TheMilk)

Recommended Items to Prepare for Your Visit to the U.S. for CES

Essential Items to Bring

1. Passport and Visa: Bring a valid passport with ESTA approval or a visa.
2. Flight Tickets: Have return tickets printed or saved on your mobile device.
3. Accommodation Confirmation: Required for hotel check-in.
4. Credit Card: More convenient than cash for transactions.
5. International Driver's License: Necessary if renting a car.
6. Travel Insurance: Useful for unexpected situations.
7. Translation App: Helps with communication.
8. U.S. 110V Power Adapter (Converter): For charging devices.
9. Portable Battery Pack: Essential for keeping smartphones charged throughout the exhibition.
10. International Roaming: Set up for data use or purchase a local SIM card.



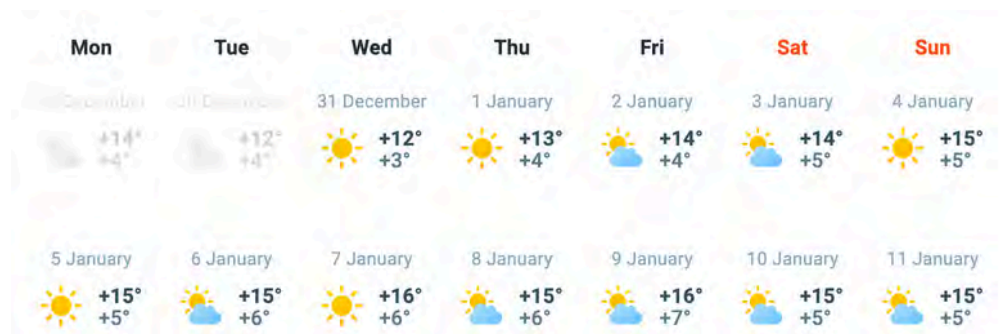
Useful Items

- **Charging cables & power bank:** Your battery will drain quickly as you take videos, photos, and use data while roaming or browsing. There will be charging stations throughout the venue, but a power bank and charging cable are a must in case of heavy usage.

Dress

- **Lightweight clothing:** It can be warm inside the exhibit hall, but it can also be hot when you're walking around. Considering that you'll be walking inside and outside the show floor, pack lightweight, long layers for the inside and lightweight padding for the outside.
- **Business casual:** If you have a business meeting scheduled, business casual is appropriate. If you're just going to be a spectator, a hoodie is more comfortable.
- **Comfortable shoes:** You'll be on your feet most of the day, so bring comfortable walking shoes.
- **Party attire:** After-parties are held every night during CES at major hotel clubs in Las Vegas. Some of these parties are free if you bring your CES badge. If you want to attend a party, you should also bring something you can dress up in (dresses, business casual suits, heels, etc.).

January is the winter season in Las Vegas, and while the daytime temperatures are warm, the mornings and evenings are cooler, so pack lightweight padding



Las Vegas January 2025 forecast weather (Source: www.meteopro.com)

- **Toiletries and mist:** Bring personal toiletries not provided by the hotel, as well as hand cream, a portable humidifier, lip balm, and mist for the dry Las Vegas weather.



Products to pack for dry weather

- **Suitcase:** A travel bag to help you pack efficiently
- **Sunglasses:** A sunlight is strong, so sunglasses are a good idea
- **Personal first aid kit:** Cold medication, fire extinguisher, etc. (available at local convenience stores, but bring what you're used to)



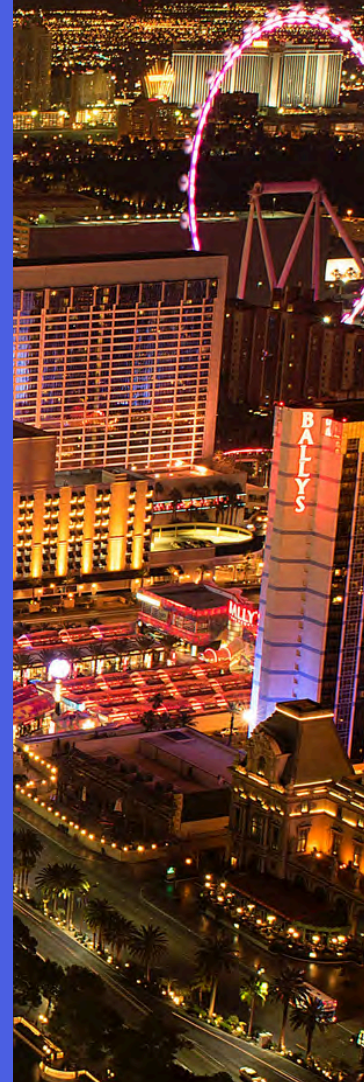
It's also helpful to pack medications like vitamin C, which can help boost your immune system if you're traveling on a long flight. You can find most of the medications you'll need, including digestive, headache, and body aches and pains, at your local Walgreens, CVS, Target, or Walmart.



Cold remedies you can find at your local grocery store

03 CES2025, Las Vegas preview

- Things to Do Upon Arrival in Las Vegas
- How to Get Around During CES?
- On-site Info
- Must-knows about Las Vegas
- The capital of the MICE industry, Las Vegas, 2025 annual conference schedu
- Las Vegas, How It Has Changed



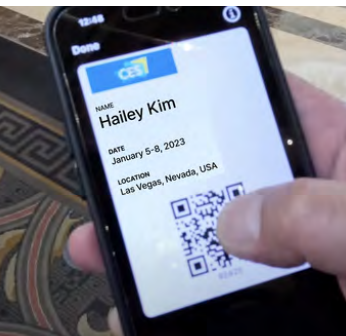
Things to Do Upon Arrival in Las Vegas

Upon arriving in Las Vegas, make CES badge pickup your first priority!

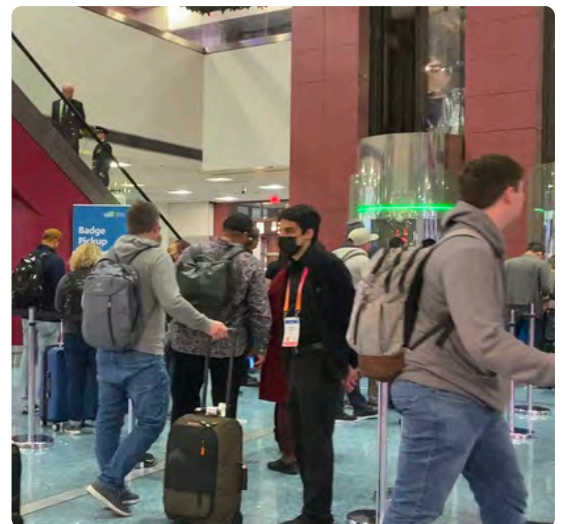
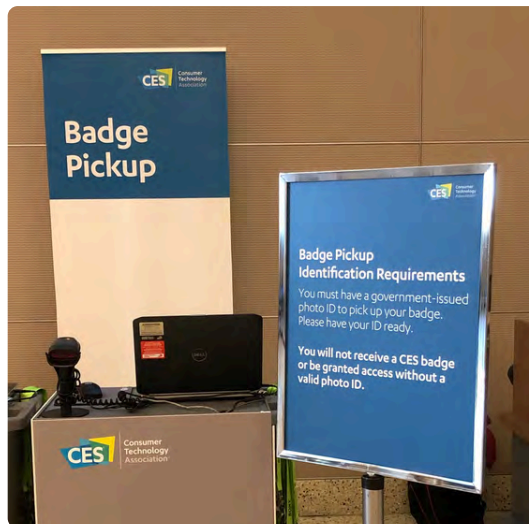
CES badges are not mailed, so attendees must pick up their badges in person at the show. No proxy pickup or group badge pickup is available. CES reminds all attendees that “You must pick up your own CES badge BEFORE entering show facilities”.

In order to pick up your badge, you must have two things

- Government-issued photo ID, such as a passport.
- Registration confirmation, either stored in a Google, Apple, or Samsung wallet or containing a QR code to scan.



Download the registration confirmation QR code to your personal mobile phone for convenience



People getting their CES badges at Harry Reid International Airport in Las Vegas (Source: Harry Reid Airport)



You can pick up your badge at the airport, at your hotel, on the monorail, and more. If you're arriving during CES2025, you can pick up your badge directly at Harry Reid Airport.

Airport Pickup locations

- Terminal 1: Baggage Claim
- Terminal 3: Domestic Baggage Claim Terminal 3 International Baggage Claim
- Terminal 1: Gate D33 (Delta SkyMiles members only)

Pickup hours (based on Terminal 1 & 3 airports)

- Friday, January 3: 12pm - Midnight
- Saturday, January 4 - Wednesday, January 8: 7am - Midnight
- Thursday, January 9th: 7am - 7pm

If you missed picking up your badge at the airport, you can also pick it up at the convention center below.

Pickup Location

- LVCC, Central Hall 2, Patio/ Level 1 Conference Room, near Entrance C5
- LVCC, South Hall 1, Patio/ South Hall 2, Lobby/ West Hall 4, Patio
- Las Vegas Convention Center, West Hall, Level 1, W102
- Mandalay Bay Convention Center, Level 1, Bayside Lobby
- Mandalay Bay, Convention Center, Level 2, Bayside Lobby

Pick-up hours (based on convention center, varies slightly by building)

- Friday, January 3rd - Saturday, January 4th: 7am - 6:30pm
- Sunday, January 5 - Monday, January 6: 7am - 6:30pm
- Tuesday, January 7th - Wednesday, January 8th: 7am - 6pm



Badge pickup locations at Renaissance Hotels (Source: TheMilk)

You can also pick up your badge at each hotel. At ARIA, you can pick up your badge in the East Convention Space level 2 Foyer; at Bellagio, at Registration Desk 1, on the first floor behind the main elevator near the EGO Cafe; at The Venetian, near the main entrance/hotel check-in; and at Wynn Las Vegas, at Registration Desk 3, across from the Wynn Bus Lobby.

Hours are generally available from 8am to 6pm.

Badge pickup locations and times vary by date. Information can be found at the links below:

<https://www.ces.tech/logistics/badge-pickup-and-registration-locations.aspx>

Where to Catch Ride-Sharing Vehicles at the Airport?

At Las Vegas Harry Reid International Airport, if you plan to use ride-sharing services like Uber or Lyft:

For Terminal 1, head to Level 2 near Door 2 in the parking garage.

For Terminal 3, ride-sharing vehicles pick up passengers on the Valet Level of the parking garage.

Local SIM Cards and Data Plans

It's recommended to prepare a SIM card or data plan for use in the U.S. during your CES 2025 trip. Below are some widely used U.S. SIM options:

- **Airalo eSIM:** A flexible eSIM usable in the U.S. and other countries. It offers short-term data plans perfect for business trips like CES 2025. Although the data is limited to U.S. use, the eSIM is easy to set up and manage, making it a popular choice among international travelers.
- **T-Mobile Tourist Plan:** T-Mobile provides excellent coverage across the U.S. and offers short-term plans for tourists. The Tourist Plan includes unlimited data for 21 days, along with call and text services. SIM cards can be conveniently purchased at T-Mobile stores located at airports or in major cities.
- **AT&T Prepaid Plan:** AT&T is another well-known carrier in the U.S., offering a variety of prepaid plans. SIM cards can be activated immediately upon installation. Plans are also available online, allowing you to order them in advance from South Korea and have them delivered before your trip.

Additionally, you may consider a roaming data plan from your home carrier. This is especially useful if you're traveling to multiple countries or prefer the convenience of continuing with your existing service plan.

Plan Name	Country	Data Allowance	Duration	Price (USD)
Change	미국	1 GB	7 일	\$4.50
Change	미국	2 GB	15 일	\$8.00
Change	미국	3 GB	30 일	\$11.00
Change	미국	5 GB	30 일	\$16.00
Change	미국	10 GB	30 일	\$26.00
Change	미국	20 GB	30 일	\$42.00

Airalo eSIM US data rate policy (Source: Airalo)

How to Get Around During CES?

CES is divided into three main areas.

- LVCC Campus- The main exhibition halls, featuring large corporations.
- Venetian Campus- Eureka Park, startup exhibits, and conference areas.
- C Space Campus - Keynotes, meetings, and conference exhibits.

The most prominent exhibition hall is the LVCC Campus, located at the LVCC (Las Vegas Convention Center).



(Source: CES)

Shuttle Buses

The shuttle buses provided by CES organizers are convenient. While taxis and Uber can't get into the LVCC during the show, shuttle buses can drop you off in front of the show floor. From January 6-10, hotels will provide free shuttle buses to and from the LVCC and the Venetian Expo. Schedules and times can be found at each hotel.

How to take the shuttle bus

- There are different routes, numbered 1 through 10. Check your hotel.
- On the left side of the table is a list of hotels, and on the right side is the boarding location for each hotel.
- For example, if you're staying at the Wynn, you'll board the bus at the hotel's South Gate Bus Area on route 1.

Bus Departure Intervals (Exhibition Center & Hotel)

Morning: Every 20 mins

Lunch: Every 30 mins

Dinner: Every 20 mins

Hotel	Boarding Locations
1 Encore at Wynn Wynn	At Wynn, South Gate Bus Area (Service to LVCC only) South Gate Bus Area (Service to LVCC only)
2 Treasure Island	Tour Bus Area (Service to LVCC only)
3 MGM Grand New York New York Signature at MGM	Grand Garden Entrance Valet Entrance At MGM Grand, Grand Garden Entrance
4 Delano Mandalay Bay	At Mandalay Bay, Shark Reef Entrance Shark Reef Entrance
5 Circa The D Las Vegas The Plaza	NE Corner of Carson Ave. & 3rd St. NE Corner of Carson Ave. & 3rd St. NE Corner of Carson Ave. & 3rd St.
7 Bellagio Cosmopolitan	Tour Bus Area Tour Bus Area
8 CES C Space ARIA Park MGM Vdara at City Center	Tour Bus Area At ARIA, Tour Bus Area At ARIA, Tour Bus Area
9 Excalibur Luxor	Tour Bus Area/Rotunda Entrance At Excalibur, Tour Bus Area/Rotunda Entrance
10 Tech Express	Service is available Monday 8 AM-6:30 PM, Tuesday to Thursday 7:30 AM-6:30 PM, and Friday 7:30 AM-4:30 PM every 10 minutes between the LVCC and Venetian Expo. Boarding locations: LVCC – Central Plaza near Monorail Station Venetian Expo – Curbside on Sands Ave.

Hotel shuttle service
(Source: CTA)

All Day Routes & Split Day Route

All-Day Routes include buses 4, 7, and 8, which run in the morning, noon, and evening throughout the event.

Split-Day Routes consist of buses 1, 2, 3, 5, and 9, operating during specific timelines. Make sure to check the schedule before using these routes.

	All Day Routes		
	4	7	8
	Inbound (every 20 min)	Midday (every 30 min)	Outbound (every 20 min)
Monday	-----	8 AM-6 PM	-----
Tuesday-Thursday	7:30-10:30 AM	10:30 AM-4 PM	4-6:30 PM
Friday	7:30-10:30 AM	10:30 AM-2 PM	2-4:30 PM

	Split Day Routes				
	1	2	3	5	9
	Inbound (every 20 min)	Midday (every 30 min)	Outbound (every 20 min)		
Monday	-----	8 AM-6 PM	-----		
Tuesday-Thursday	7:30-10:30 AM	-----	4-6:30 PM		
Friday	7:30-10:30 AM	-----	2-4:30 PM		

Tech Express Bus 10 (Route 10)

During the event, this bus operates between LVCC and the Venetian Expo every 10 minutes.

- Monday: 8:00 AM to 6:30 PM
- Tuesday to Thursday: 7:30 AM to 6:30 PM
- Friday: 7:30 AM to 4:30 PM

Bus Pickup Locations

- LVCC: Near the Monorail station, Central Plaza
- Venetian Expo: On the roadside near Sand Ave.

C Space Shuttle Bus 8 (Route 8)

During the event, this bus operates between the Aria Hotel, Park MGM, and Vdara at City Center. Bus operating hours follow the schedule of All Day Route 8.



Hotel shuttle service (Source: CES)

Monorail



Lit connects the LVCC and Westgate to a variety of hotels, including MGM Grand, Bally's, Flamingo, Harrah's/LINQ, and Sahara. It does not serve the Venetian Expo, so it is recommended to use the Tech Express shuttle, which serves LVCC and the Venetian Expo.

Hours of Operation by Day

- Monday: 7 a.m. - midnight
- Tuesday - Thursday: 7 a.m. - 2 a.m
- Friday - Sunday: 7 a.m. - 3 a.m

LVCC Loop

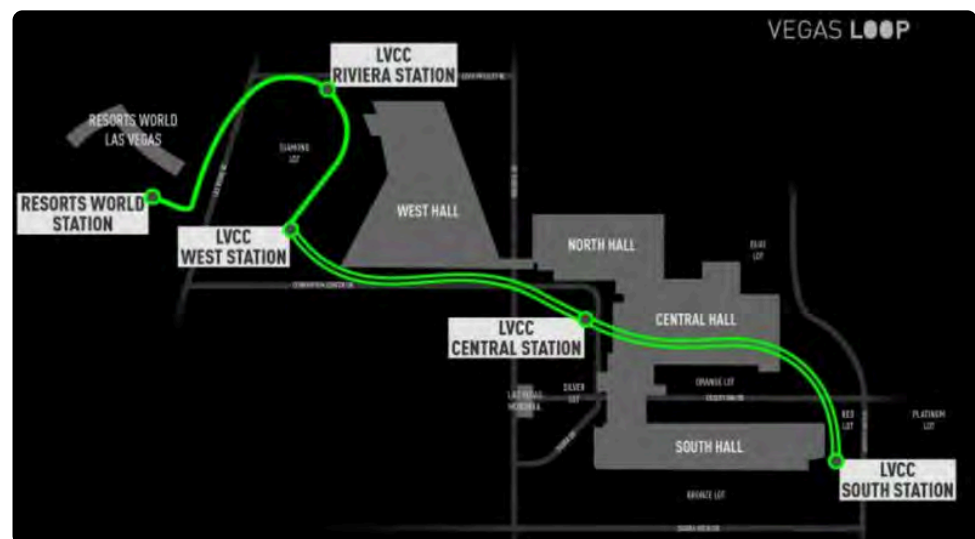


The LVCC Loop, introduced at CES 2022, has received positive feedback as Las Vegas' newest transportation system. It provides a fast and convenient way to move around the entire LVCC campus.

The LVCC Loop connects the West Hall, Central Hall, and South Hall (near the Platinum parking lot) in just 2 minutes. The route has been extended to directly connect the LVCC West Hall with Resorts World. A small fee is required for this segment, but Resorts World guests can receive a daily credit from LVCC.



(Source: TheMiilk)



Vegas Loop transit map (Source: Las Vegas Convention and Visitors Authority)

Ride Sharing Service

Tip: When using ride-sharing, you can get in and out of LVCC faster by dropping off at nearby hotels and restaurants, such as the Westgate and Renaissance. This is because the venue's rideshare drop-off and pick-up locations are usually far from the entrance.

You can also use ridesharing services like Uber or Lyft. There are separate pickup locations for each venue. LVCC (West Hall entrance from Convention Center Drive, South Hall front from Paradise Road), Venetian Expo (Main porte-cochere on Sands Ave), Venetian Hotel (Valet area in parking garage), Aria (North Valet)

Pick-up locations

- ARIA: Downstairs in the North Valet Lobby
- LVCC: Outside South Hall between Bronze and Renaissance or Diamond parking lot next to West Hall
- Venetian Expo: Main porte-cochere on Sands Ave.
- Venetian Hotel: Valet area in the parking garage
- Westgate: Sportsbook entrance

Taxi

In front of the LVCC entrances, such as the West Hall and North Hall, taxis are lined up. However, due to construction or other factors, you may need to be dropped off farther from the venue. Additionally, during peak closing hours of the event, there can be long wait times. It's recommended to use the free CES shuttles or the monorail instead.

Rental Cars and Event Parking

Parking is officially unavailable at both the LVCC and the Venetian Expo. Considering traffic and congestion, public transportation is strongly recommended. If you must visit the venue using a rental car and need to park, you will have to use nearby hotel parking facilities for a fee.

Pick-Up and Drop-Off at LVCC

Due to nearby construction, Silver Dr. is closed, preventing passenger vehicles from accessing the front areas of the North Hall or Central Hall. Passenger pick-up and drop-off are only permitted at the entrances of S2, C5, and the West Hall. Drivers must remain with their vehicles at all times, and stopping or parking is not allowed.

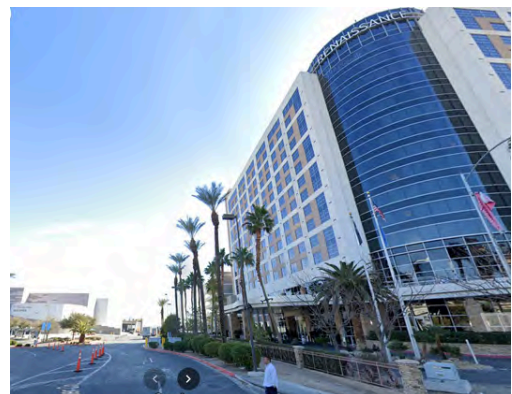


Image of the Renaissance Hotel and LVCC South Hall entry (Source: Google Maps)

Where do I pick up a rideshare at the airport?

To pick up an Uber, Lyft, or other rideshare at Las Vegas Harry Reid International Airport, head to Level 2 near Door 2 of the parking garage in Terminal 1. In Terminal 3, you can pick up at the Valet Level of the parking garage.

On-site Info

Dining Options

The CES venue is vast, making it challenging to leave for lunch. Most attendees either prepare a simple lunch (such as sandwiches), use the food courts inside the venue, or grab a meal from food trucks outside.

LVCC: Lucky's Restaurant, located between the North Hall and Central Hall, offers cafeteria-style dining.

The Grand Lobby houses options like Prima Stampa, Honey Salt, and Starbucks. Other dining spots include Aces Restaurant in the South Hall first-floor lobby and various concessions throughout the exhibition halls.

Food trucks are **also available at Central Plaza.**



Venetian Expo: Enjoy a variety of dining options, including Starbucks and restaurants at the Grand Canal Shops. More details here. (<https://www.venetianlasvegas.com/dining/restaurants.html>)

Renaissance Hotel: Located about a 10-minute walk from the LVCC, the Renaissance Hotel offers a range of dining options, from casual pub food to more formal dining.



Emergency Contact

- **LVCC:** 702-892-7400 or dial 7400 in LVCC
- **Mandalay Bay:** 702-632-7989 or dial "0" in hotel
- **Venetian:** 702-414-9311 or dial 49311 in hotel

First Aid

- **LVCC:** Central Hall 3 Lobby, North Hall 3 Lobby, South 1 Lobby and West Hall – Lobby; call 702-892-7400 for assistance
- **Venetian Expo:** Level 1, near Room 310; call 702-733-5195 for assistance
- **Venetian:** Dial 702-414-9311 or “49311” in hotel for assistance



What's the right amount to tip in the US?

One of the most challenging aspects to adapt to when traveling to the US is the tipping culture. Whether you're paying at a restaurant, staying at a hotel, or taking an Uber cab, you'll be expected to leave a tip on top of the service fee. In the US, tipping is not optional; it's a requirement.

Tipping standards vary from state to state and metropolitan area to metropolitan area. In Las Vegas, tipping expectations are higher than in other parts of the country because it's a tourist destination. For restaurants, the standard is 15-20%, with 20-30% for excellent service, and at least 10-15% if the service was unsatisfactory.

If you're dining with a group of 6 or more people, the tip is often automatically included in the final bill at 20% or more, so be careful not to double tip when paying.

When tipping at a hotel, expect to pay \$2-\$4 per bag for hotel porters who move heavy luggage, \$2-\$5 per day for hotel maids who clean your room, 18-20% of the final fare for taxi drivers, and 20-25% at hotel restaurants, which is a bit higher than at a regular restaurant.

In the case of takeout cafes, consumers are increasingly not given the option to tip when paying by card. It's a good idea to carry a certain amount of dollar cash just in case.

Must-knows about Las Vegas

How safe is Las Vegas?

Las Vegas is renowned for its vibrant neon lights and its reputation as the city that never sleeps. It's astonishing to think that this bustling city was built in the desert, yet it attracts crowds of tourists with its colorful streets.

Despite recent mass shootings in the United States making some tourists hesitant to travel there, Las Vegas is considered one of the safest cities in the country. The Strip, a popular tourist destination, remains lively until late at night, and the city's commitment to security is evident due to its popularity.

In the heart of the Strip, you can stroll the streets from midnight to 1 am without any issues. However, the downtown area becomes quieter later in the evening and tapers off after 8 p.m., so it's advisable to avoid staying out too late, especially in areas beyond the Strip.

1. Don't walk alone around the CES show floor after dark (daytime is generally safe).
2. Be mindful of pickpockets when walking and using your phone.
3. Avoid walking alone late at night, even on the Strip.
4. Exercise caution if approached by individuals soliciting for gambling on the street.



(Source: Gettyimages)



(Source: Las Vegas Convention and Visitors Authority)

Las Vegas Strip Hotel & Street Travel Tips

The Strip spans 6.8 miles and is home to renowned hotels, restaurants, and casinos. Guests at these hotels can enjoy breathtaking shows and explore unique shopping destinations such as M&M's World and the Coca-Cola Store.

Bellagio Fountain Show

A Las Vegas highlight, this free fountain show is a must-see. The shows run every 30 minutes from 3 pm to 8 pm and every 15 minutes from 8 pm to 12 am, Monday through Friday. On Saturdays and holidays, catch the spectacle every 30 minutes from 12 pm to 8 pm and every 15 minutes from 8 pm to 12 am.

Location: 3600 S Las Vegas Blvd, Las Vegas, NV 89109, USA



(Source: Bellagio Hotel)

Bellagio Botanical Gardens

This vibrant indoor garden is situated adjacent to the lobby on the first floor of the Bellagio hotel. With a unique theme for each season, the garden undergoes a stunning transformation orchestrated by 120 skilled professionals, including renowned horticulturists, gardeners, and interior designers.

Circus Circus

Inside a spacious circus tent-style hall at Circus Circus Hotel & Resort, you'll be treated to a spectacle featuring clowns, acrobats, jugglers, trapeze artists, and all the vibrant characters associated with the circus. Amazing stunts unfold on the casino floor during shows that run every hour, starting at 1:30 p.m. from Monday through Thursday and at 11:30 a.m. from Friday through Sunday.

Location: Circus Circus Hotel & Resort, 2880 S Las Vegas Blvd, Las Vegas, NV 89109, USA



(Source: Circus Circus Hotel)

The Venetian Las Vegas

Inspired by Venice, Italy, this hotel and casino offers a Venetian-style gondola ride to explore its indoor and outdoor mall. The scenic gondola ride lasts for 10-15 minutes, but be prepared for potentially long lines.

Location: The Venetian, 3355 S Las Vegas Blvd, Las Vegas, NV 89109, USA



(Source: Venetian Las Vegas Hotel)



(Source: New York New York Hotel))

New York New York Hotels

This four-star hotel, themed after New York, boasts a variety of attractions including a roller coaster, live entertainment venues, and diverse dining options. The renowned roller coaster, soaring 62 meters above the city center, is a Las Vegas institution and is open to both hotel guests and non-hotel visitors.

Location: 3790 S Las Vegas Blvd, Las Vegas, NV 89109



(Source: Flamingo Hotel)

Flamingo Hotel

Discover live flamingos in a hotel garden, where these pink birds create an unusual scene amidst waterfalls, palm trees, and man-made lagoons.

Location: 3555 Las Vegas Blvd S, Las Vegas, NV 89109



(Source: Wynn Las Vegas Hotel)

Wynn Las Vegas Hotel

As one of the most luxurious hotels in Las Vegas, Wynn Hotel boasts a breathtaking fresh flower garden in the lobby. The buffet at Wynn is renowned and ranks among the top three buffets in the city.

Location: 3131 Las Vegas Blvd S, Las Vegas, NV 89109



(Source: MGM Grand Hotel)

MGM Grand Hotel & Casino

Boasting the highest number of rooms among Las Vegas Strip hotels, this establishment is also renowned for hosting one of the top three fire-themed car shows in the city and is home to the famous Hakkasan Club.

Location: 3799 S Las Vegas Blvd, Las Vegas, NV 89109

The capital of the MICE industry, Las Vegas, 2025 annual conference schedule

Las Vegas is one of the cities with the largest exhibition spaces in the world, featuring state-of-the-art facilities such as the Las Vegas Convention Center, Venetian Expo, and Mandalay Bay Convention Center. It boasts excellent accessibility through McCarran International Airport, which is connected to major airports worldwide, and offers a wide range of hotels and accommodation options for visitors, making it a capital of the global MICE industry.

In particular, Las Vegas hotels provide approximately 150,000 rooms, with many hotels directly operating conference facilities to maximize convenience. Starting with CES, major events across various industries are held in Las Vegas throughout the year.

	Conference name	2025 Schedule	Expected Attendance	Location
Jan.	Global Consumer Electronics Trade Show	Jan. 7 ~ 10	138,000	Las Vegas Convention Center & Venetian Expo
	Promotional Products Association International Expo	Jan. 13 ~ 16	20,000	Mandalay Bay Convention Center
	Winter Fancy Food Show	Jan. 19 ~21	14,000	Las Vegas Convention Center
	World of Concrete - Commercial Concrete and Masonry Trade Show)	Jan. 20 ~23	58,000	Las Vegas Convention Center
	SHOT Show - Shooting, Hunting & Outdoor Trade Show	Jan. 21 ~ 24	61,000	Venetian Expo & Caesars Forum
	AVN Adult Entertainment Expo 2025	Jan. 22 ~ 25	30,000	Virgin Hotels Las Vegas
	Las Vegas Market 2025 - Home Furnishings and Gift Market	Jan. 26 ~ 30	38,000	The Expo at World Market Center Las Vegas
	Tobacco Plus Expo - World's Largest Tobacco Trade Show	Jan. 29 ~ 31	75,000	Las Vegas Convention Center
	Mecum Collector Motorcycle Auction	Jan. 29 ~ Feb. 1	60,000	South Point Hotel & Casino

Las Vegas became the "capital of the MICE industry" by capitalizing on the synergy between tourism and MICE. The city's rich entertainment options, world-class restaurants, and unique tourist attractions provide business travelers with a distinctive experience, enhancing the appeal of the MICE industry.

Additionally, Las Vegas continuously invests in "attractions" that align with technological advancements, along with its smart city strategy and the development of eco-friendly exhibition spaces. This helps meet the growing demand for sustainability and strengthens the city's competitiveness.

	Conference name	2025 Schedule	Expected Attendance	Location
Feb	Off Price Las Vegas - Wholesale Fashion Expo	Feb. 9 ~ 12	7,700	Venetian Expo Center
	MAGIC Las Vegas 2025 - World's Largest Fashion Marketplace	Feb. 10 ~12	134,000	Las Vegas Convention Center
	Project Las Vegas - Women's & Men's Contemporary Fashion Expo	Feb. 10 ~ 12	50,000	Las Vegas Convention Center
	CHAMPS Trade Show 2025 - Counterculture B2B Expo	Feb. 12 ~ 15	15,000	Las Vegas Convention Center
	ToyFest 2025 - National Toy Show	Feb. 19 ~ 21	20,000	World Market Center Las Vegas
	NGA Show - National Grocers Association Trade Show	Feb. 23 ~ 25	20,000	Caesars Forum Convention Center
	2025 RE/MAX R4 - Real Estate Networking & Education Event	Feb. 24 ~ 27	40,000	Mandalay Bay Convention Center
	NAHB International Builders Show - World's Largest Annual Light Construction Show	Feb. 25 ~ 27	68,000	Las Vegas Convention Center
	NKBA KBIS Expo - National Kitchen and Bathroom Association	Feb. 25 ~ 27	33,000	Las Vegas Convention Center

	□Conference name	2025 Schedule	Expected Attendance	Location
Mar.	WVC Annual Conference – Western Veterinary Conference	Mar. 2 ~ 5	16,000	Mandalay Bay Convention Center
	ASD Market Week – Consumer Merchandise Trade Show	Mar. 9 ~ 12	40,000	Las Vegas Convention Center
	RLA Conference & Expo – Reverse Logistics Association	Mar. 11 ~ 13	25,000	World of Hyatt Rio
	WPPI Conference + Expo – Wedding Photography Trade Show	Mar. 16 ~ 20	10,000	The Rio
	IWCE – International Wireless Communications Expo	Mar. 17 ~ 20	5000	Las Vegas Convention Center
	Adobe Summit 2025 – Adobe Digital Experience Conference	Mar. 18 ~ 20	10,000	The Venetian Expo
	National Hardware Show	Mar. 18 ~ 20	20,000	Las Vegas Convention Center
	Bar & Restaurant Expo 2025 – Premier Event for the Bar and Restaurant Industry	Mar. 24 ~ 26	10,400	Las Vegas Convention Center
	World Tea Expo	Mar. 24 ~ 26	50,000	Las Vegas Convention Center
	ISC West – International Security Conference & Exposition	Mar. 31 ~ Apr. 4	20,000	The Venetian Expo

	□Conference name	2025 Schedule	Expected Attendance	Location
□Apr.	National Association of Broadcasters – NAB Show	Apr. 5 ~ 9	103,000	Las Vegas Convention Center
	Google Cloud Next 2025 – Global Cloud Computing Event	Apr. 9 ~ 11	30,000	Mandalay Bay Convention Center
	White Label World Expo 2025 – Online Retail Sourcing Show	Apr. 16 ~ 17	6,000	Las Vegas Convention Center
	International Sign Expo – ISA	Apr. 23 ~ 25	20,000	Mandalay Bay Convention Center

	□Conference name	2025 Schedule	Expected Attendance	Location
May.	HD Expo + Conference 2025 - Hospitality and Design	May. 6 ~ 8	17,000	Mandalay Bay Convention Center
	ICSC - International Council of Shopping Centers Retail Real Estate Conference	May. 18 ~ 20	25,000	Las Vegas Convention Center
	Las Vegas Licensing Expo - Connecting Product Suppliers and Retailers	May. 20 ~ 22	25,000	Mandalay Bay Convention Center

	□Conference name	2025 Schedule	Expected Attendance	Location
Jun.	International Esthetics, Cosmetics & Spa Conference - IECSC	Jun. 21 ~23	25,000	Las Vegas Convention Center
	JCK - The #1 Jewelry Trade Show in the World	Jun. 6 ~ 9	20,000	The Venetian Expo

	□Conference name	2025 Schedule	Expected Attendance	Location
□Aug.	Blackhat/Webtech USA Conference 2025 - Cyber Security Conference	Aug. 3 ~ 8	18,000	Mandalay Bay Convention Center
	DEFCON 32 - World's Largest Hacker Convention	Aug. 7~10	30,000	Las Vegas Convention Center
	SuperZoo - North America's Largest Marketplace for the Pet Industry	Aug. 13 ~ 15	20,000	Mandalay Bay Convention Center
	BICSI Fall Conference & Exhibition - Information & Communications Technology Conference	Aug. 17 ~ 21	20,000	The Venetian Resort

	Conference name	2025 Schedule	Expected Attendance	Location
Sep.	The Experience – Cleaning and Restoration Convention and Trade Show	Sep. 3 ~ 5	30,000	Caesars Forum
	RE+ 2025 Las Vegas – Solar and General Energy Supply Conference	Sep. 8 ~ 11	40,000	Venetian Expo Center
	International Vision Expo West 2025 – Optical and Vision Care Tech Expo	Sep. 17 ~ 20	12,000	The Venetian Expo
	PACK EXPO – Las Vegas and Healthcare Packaging EXPO	Sep. 29 ~ Oct. 1	43,000	Las Vegas Convention Center

	Conference name	2025 Schedule	Expected Attendance	Location
Oct.	Oracle CloudWorld 2025 – Cloud Infrastructure and Cloud Applications Conference	Oct. 13 ~ 16	20,000	TBA

November and December schedule: To be updated later.



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Website



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Las Vegas, How It Has Changed

CES isn't just about finding new technologies and industry trends. Las Vegas is evolving every year, experimenting with new things and creating new industries in the desert city. In 2023, Las Vegas' entertainment industry has evolved at one of the fastest rates and directions in the country. Meet the new Las Vegas.

Transforming into an all-around entertainment city: becoming a center for sports and concerts

Las Vegas is now a global hub that also appeals to sports fans. With professional sports teams like the NFL's Las Vegas Raiders and NHL's Vegas Golden Knights, the city has emerged as a center for the sports industry. With the move of the Major League Baseball Athletics to Las Vegas, the city is now home to four major U.S. sports teams.

The state-of-the-art Allegiant Stadium has made a name for itself by hosting NFL games, as well as concerts by international artists such as Taylor Swift, Beyoncé, and U2. The T-Mobile Arena has also become a hotspot for hockey fans and music lovers, hosting UFC fights and performances by big-name artists.

The introduction of Formula 1 (F1) racing is also a testament to the city's transformation. The Las Vegas Grand Prix, held against the backdrop of the city's iconic Strip, has attracted new international attention, combining the thrill of high-speed racing with the vibrant energy of the city.



NFL Las Vegas Raiders and NHL Vegas Golden Knights logos



Allegiant Stadium (Source: Allegiant Stadium site)



Allegiant Stadium (Source: Allegiant Stadium site)

A new vision for family-friendly entertainment

In addition to sports, Las Vegas has invested heavily in building family-friendly attractions. LINQ Promenade, a combination of dining, shopping, and entertainment, is a family favorite, offering panoramic views of the city from the High Roller, one of the tallest Ferris wheels in the world.

The recently opened MSG Sphere, which uses technological innovations to create immersive experiences and live performances for all ages, is opening up new possibilities for entertainment and is considered a success story in combining technology and entertainment.

Resorts are also getting in on the action. Resorts World and Park MGM are leading the way with a variety of dining experiences, art installations, and live performances for the whole family. And Bellagio's fountain shows and conservatory gardens are free and amazing, making it a must-visit for families.



Link Promenade (Source: vegas.com)



Link Promenade (Source: vegas.com)



Fremont Street Experience (Source: vegas.com)

Urban regeneration and revitalization

Las Vegas' transformation can also be seen in its commitment to urban renewal. Once overshadowed by the glitz of the Strip, Downtown Las Vegas is now a vibrant center for culture and the arts.

The Fremont Street Experience still draws crowds with its dazzling LED canopy and street performers, while new developments like the Arts District showcase the city's artistic and culinary culture, transforming it into a center of creativity and community.



The Arts District (Source: vegas.com)

From Sin City to Smart City

Las Vegas' evolution isn't just about entertainment. It's becoming a city centered around sustainability and innovation.

For example, electric buses, eco-friendly resorts, and intelligent transportation systems are all part of a vision to create a sustainable modern city, and at the center of it all is Elon Musk's The Boring Company, which is experimenting with a new form of transportation system in Las Vegas.

Elon Musk's proposed Loop system is coming to life in Las Vegas, an innovative project that uses the existing underground transportation system to solve traffic congestion and provide fast and efficient transportation. The system consists of a network of underground tunnels connecting the Las Vegas Convention Center, the Strip, and major hotels, each of which uses Tesla electric vehicles to quickly transport passengers to their destinations.



(Source: vegas.com)



(Source: vegas.com)

A travel destination for all generations

Las Vegas' new identity demonstrates inclusivity that spans all generations. It offers something for sports fans, family travelers, and culture enthusiasts seeking to explore art and music, welcoming visitors with a fresh and vibrant outlook.

The Sphere, the world's largest spherical structure, is the new home of CES2025 and a Las Vegas landmark

As of 2025, the Sphere, the world's largest spherical structure, is Las Vegas' most innovative and engaging tourist attraction. The structure attracts thousands of visitors every day with a 360-degree canvas of 120,000 LED screens displaying a variety of hyper-realistic content, including the American flag, blinking eyes, and mesmerizing AI artwork.

The Sphere stands 366 feet (111.6 meters) tall and 561 feet (157.3 meters) in diameter at its base, and the LED screen area of the building's exterior wall, the Exosphere, is a whopping 53,884 square meters, making it one of the largest LED screens in the world. This makes the Sphere more than just an eye-catching structure, but a global attraction that combines technological innovation with an artistic experience.

The project was conceived seven years ago, but the COVID-19 pandemic delayed construction and it was only completed in July 2023. The total cost was reportedly over \$2.3 billion (approximately KRW 3 trillion). The project was led by American sports and entertainment company Madison Square Garden (MSG), which owns various sports and performance facilities, including the NBA's New York Knicks and New York's Madison Square Garden.



The Sphere has become a new attraction in Las Vegas. Tourists at the Sphere in October 2023. (Source: TheMilk Kwon Soon-woo)



MSGsphere (Source: The Madison Square Garden Company)



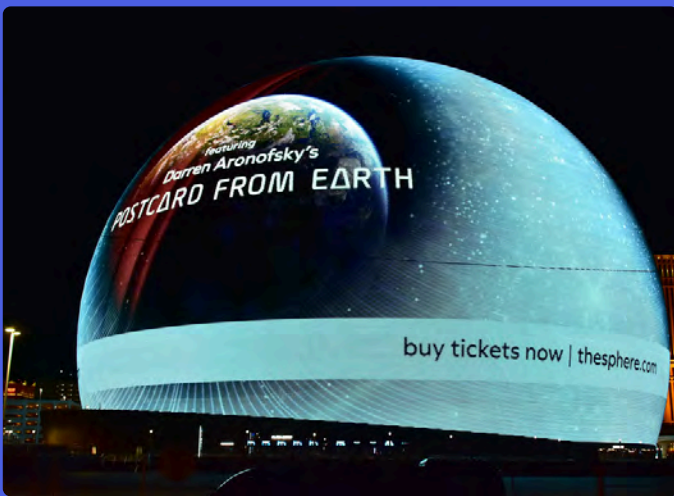
Delta Air Lines CEO Ed Bastian (Source: Delta, Sphere / Design: TheMillk)

New Possibilities Unveiled by Sphere at CES 2025

Sphere has evolved beyond a mere entertainment venue, becoming a symbol of technology and innovation in Las Vegas. In January 2025, at CES 2025, the world's largest technology exhibition, Sphere will play a significant role.

One of the highlights of CES 2025 at Sphere will be a keynote presentation by Delta Air Lines. This presentation will take place in the futuristic space of Sphere, showcasing that it is more than just a performance venue. As a symbol of technological innovation, Sphere is expected to attract even more visitors during CES.

Additionally, during CES 2025, Darren Aronofsky's documentary Postcard From Earth and U2's immersive concert will be shown. These experiences will offer 4D immersion, including sound, vibration, and wind, providing a fully immersive experience for the audience. Due to the high demand, it is recommended to book tickets in advance for these events.



Postcard From Earth documentary advertisement (Source: Y2kcrazyjoker4)



The V-U2 immersive concert film is a documentary that records and edits the performances given to over 700,000 fans in more than 100 countries from September 2023 to March 2024. It offers a unique experience in the immersive space of Sphere. (Source: Sphere)

Differentiated Experiences Inside and Outside

Sphere offers unique experiences both inside and outside. Notably, U2's rock concert has received great acclaim for providing an immersive sensory experience for the audience.

Inside the venue, there are 18,000 seats, HD LED screens that wrap around the ceiling, and 167,000 speakers, delivering the ultimate immersion. Various haptic features, such as wind, scent, and seat movements, allow the audience to experience a surreal sensation throughout the performance. The 8-story atrium, connected by cross-shaped escalators and flying bridges, adjusts lighting and temperature in real time according to the theme of the performance, offering an even more immersive experience.

Sphere has now become an iconic landmark in Las Vegas, gaining even more attention as it hosts international events like CES. The future experiences unfolding in this innovative space are set to open a new chapter in technology and entertainment, not just in Las Vegas but across the globe.



MSG Sphere (Source: The Madison Square Garden Company)



Billboard ads throughout the city of Las Vegas congratulating the city on its Super Bowl bid. (Source: Las Vegas Convention and Visitors Authority (LVCVA))

Las Vegas is emerging as the sports capital of the U.S.

Las Vegas is firmly establishing itself as the center of U.S. sports. In November 2023, during the Major League Baseball (MLB) owners' meeting in Arlington, Texas, MLB unanimously approved the relocation of the Oakland Athletics from Oakland, California, to Las Vegas, Nevada. As a result, the Athletics will leave Oakland in 2024 and make Las Vegas their home starting in 2025. In response to the move, Nevada passed a bill to support the construction of a new stadium, providing \$380 million in funding. While the exact opening date is not yet confirmed, it is expected to be after 2025.

The new stadium will be built on the site of the Tropicana Resort in Las Vegas. This stadium is part of a larger development project that includes casinos and other attractions. However, since the new stadium may not be completed before the start of the 2025 season, the team is considering using a temporary venue for that season. Potential alternative locations include a nearby Triple-A stadium or Las Vegas Ballpark (Summerlin).

With the addition of the MLB Athletics, Las Vegas will become home to teams from all four major U.S. professional sports leagues, including the NFL Las Vegas Raiders, NHL Golden Knights, and WNBA Las Vegas Aces.

The NFL's Oakland Raiders already relocated to Las Vegas in 2020, with the city investing \$1.9 billion to build the 65,000-seat Allegiant Stadium. In February 2024, Las Vegas will demonstrate its global sports event hosting capability when Allegiant Stadium successfully hosts the Super Bowl.



Alligators Stadium, site of the 58th Super Bowl in February 2024. (Source: Las Vegas Convention and Visitors Authority (LVCVA))

The NFL's Oakland Raiders relocated to Las Vegas in 2020, with the city investing \$1.9 billion to build the 65,000-seat Allegiant Stadium. In this stadium, on February 11, 2024, Las Vegas will successfully host the Super Bowl at Allegiant Stadium, showcasing its ability to host global sports events.

Since its founding in 2017, the NHL's Golden Knights have enjoyed both commercial success and strong performance on the ice, while the WNBA's Las Vegas Aces have won back-to-back championships in the past two years, earning significant fan support.

Las Vegas has also been successful in attracting major sports events. It hosted the NASCAR South Point 400 in October 2024, and the prestigious Formula 1 Las Vegas Grand Prix was held on the Las Vegas Strip Circuit in November 2024, drawing large crowds and maximizing the city's tourism and economic impact.

Additionally, Las Vegas has hosted a variety of successful sports events, including UFC matches and NCAA tournaments, further solidifying its status as a sports mecca.

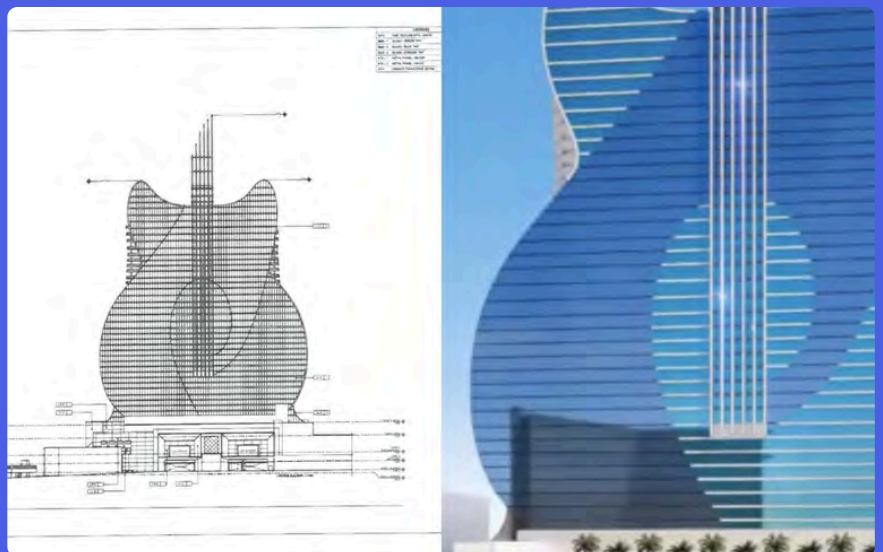
The Mirage Hotel Draws the Curtain on Volcano... Hard Rock Guitar Hotel to Become a New Icon on the Las Vegas Strip in 2027

The Mirage Hotel & Casino, once one of Las Vegas' most iconic hotels, will close on July 17, 2024. The property will be acquired by Hard Rock International and will undergo an extensive renovation and rebrand as Hard Rock Hotel & Casino.

Hard Rock International has announced an ambitious plan to innovatively redesign every aspect of the resort, aiming to open a new chapter in the Las Vegas skyline. At the heart of this transformation is an integrated resort development, which will feature a 700-foot tall guitar-shaped hotel tower to replace the iconic volcano structure of The Mirage.

The hotel is currently closed, and while the reopening schedule has not yet been confirmed, the resort's website states that it is aiming for a spring 2027 reopening. Therefore, the closure period is expected to last just under three years.

After 2027, the Hard Rock's guitar-shaped hotel tower is expected to become a new landmark on the Las Vegas Strip, capturing the attention of visitors from around the world.



Plans are taking shape to build a 600-foot-tall, guitar-shaped hotel tower on the Las Vegas Strip (Source: Hard Rock Hotel)



New landmark hotel 'Fontainebleau'

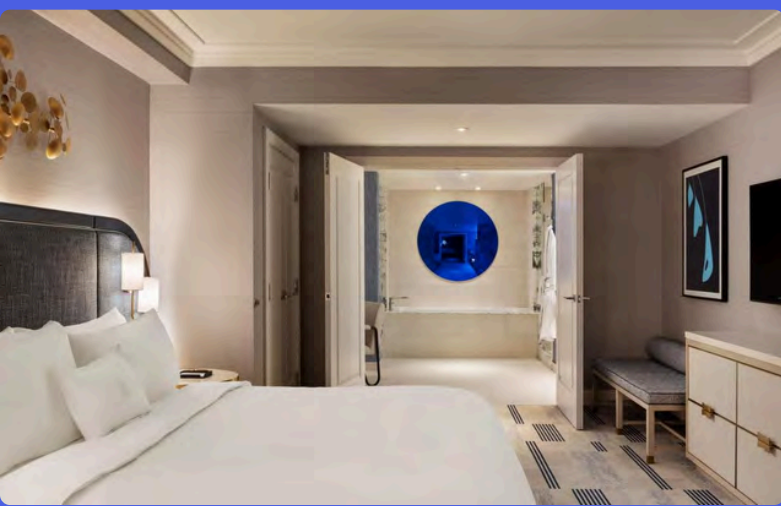
The hotel 'Fontainebleau' at the northern end of the Strip opened on December 13, 2023. It is the first new hotel to open on the Strip in two years since the Resorts World opening in 2021.

'Fontainebleau Las Vegas,' adjacent to the Las Vegas Convention Center (LVCC), where CES is held, is 67 stories tall. It is not only a prominent landmark on the Strip but also the tallest in Nevada (excluding the Strat Observation Tower). The hotel is also well known as a sister property to the Fontainebleau Miami Beach in Florida.



The new hotel, built with an investment of \$3.7 billion, offers landmark-worthy features in terms of its rooms, convention facilities, restaurants, and other amenities. The 25-acre hotel has 3,644 guest rooms. It includes a 14,000-square-foot fitness center, a large spa, and an oasis-style pool with a Miami Beach theme.

Fontainebleau also boasts 36 upscale restaurants operated by renowned chefs, including the Chyna Club, Mexican restaurant Cantina Contramar, and Mother Wolf.



(Source: Fontainebleau website)

CrashNBurn & Aero Vegas

Crash & Burn, located along Fremont Street in downtown Las Vegas, is a place for visitors seeking thrills. It offers the chance to enjoy food while experiencing indoor skydiving and taking in the dazzling views of Las Vegas.

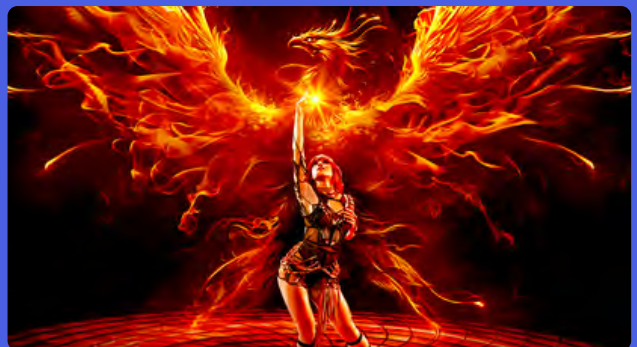
For more details, visit <https://crashnburn.com>



Awakening

The performance Awakening, which underwent several months of reorganization, has resumed at Wynn Las Vegas. The show tells the story of a broken relationship, incorporating elements of circus and sci-fi. It offers an immersive experience with elaborate costumes, puppetry, and high-end special effects. With a high-tech sound system that generates 3D audio and the addition of Academy Award-winning actor Anthony Hopkins as the narrator, it is expected to be a blockbuster performance. Shows are held every Friday, Saturday, and Tuesday at 7:00 PM and 9:30 PM.

For more details, visit www.wynnlasvegas.com/entertainment/awakening



(Source: wynnlasvegas.com)

Princess Diana: A Tribute Exhibition

Indulge in an extraordinary tribute to Princess Diana's enduring legacy at the exclusive exhibition held in a 10,000-square-foot hall at the Shops at Crystals. Presented in collaboration by SBX Group and SEE Global Entertainment, this attraction meticulously curates over 45 years of historical artifacts, designer fashion, and personal items. It stands as one of the world's largest collections of British royal memorabilia.

Explore 12 themed rooms, each offering a unique perspective, including highlights like the "Wedding of the Century" and "Fashion Icons."

For more details, visit <https://www.dianalasegas.com>



(Source: Dianasegas.com)

04 CES2025: Key Viewpoints and Highlights

- Key Viewpoint: Shapiro, CEO: "Tech Innovation is Key to CES2025's Success"
- CES2025 Through the Lens of Innovation Awards: The Top 3 Keywords of CES 2025: AI, Sustainability, and Human Security
- CES Trends Highlighted in Keynotes
- Daily Highlights and Major Events
- The Top 5 Industries to Watch at CES2025

Key Viewpoint: Shapiro, CEO: "Tech Innovation is Key to CES2025's Success"

“
Technological innovation will be the key to the success of CES 2025.

Gary Shapiro, President and CEO of the Consumer Technology Association (CTA)

”

Gary Shapiro, President and CEO of the Consumer Technology Association (CTA), the organizer of CES, shared his outlook for CES 2025 during his keynote speech at the 'Trend Show 2025' held on October 24 at EXCO in Daegu.

Through Trend Show 2025, which was the first of its kind in Korea, TheMilk, CES2025's official media partner, provided the Korean tech community with a preview of next year's CES.



Gary Shapiro, CEO of CTA, delivers a keynote speech at the Trend Show 2025 event held in Daegu on the 24th. (Source: TheMilk)

In a video message to the Korean tech community, Shapiro predicted that Asia would play a key role at CES 2025. In his talk, titled "CES 2025: Opening the Door to the Future," he expressed his excitement about the opportunity to communicate with Asian stakeholders in the lead-up to CES 2025.

Shapiro highlighted Korea's significant contributions to technological innovation, stating, "Asian plays a crucial role in areas like semiconductors, smart home solutions, and TVs." He particularly commended leading companies such as Samsung, LG, Sony and Panasonic for showcasing groundbreaking technologies at CES every year. "In fact," he added, "at CES 2024 held this January.

In closing, Shapiro expressed gratitude for the continued support and innovation of Asia's tech community, emphasizing that Asian technological advancements are vital to the success of both CES and the global tech industry. He concluded by saying, "I look forward to exploring the future of technology with the global tech community in Las Vegas this January and discovering innovative potential to improve lives."

Gary Shapiro, CEO of CTA, unveiled the new theme for CES 2025 and the integrated logo of CTA and CES during the Trend Show 2025 event in Daegu on the 24th. According to him, CES 2025 will center on the theme of technology fostering human connection, featuring a variety of tech exhibitions and conferences. He explained that the new logo symbolizes "the profound and unseen connection between technology and humanity," emphasizing that the CES exhibition floor will showcase this relationship.

CTA introduced energy transition and quantum technology as the key topics for next year's CES. Shapiro stated, "CES 2025 will feature a core Energy Transition Program Track to explore diverse energy solutions." He added that the growing adoption of emerging technologies globally has led to energy shortages, underscoring the urgent need for energy transitions.

Additionally, he announced the debut of quantum sessions at CES through collaboration with the 'Quantum World Congress.' CTA plans to highlight the rapid advancements in quantum and related cutting-edge technologies during these sessions. Shapiro emphasized, "Quantum means business," and expressed that the sessions will explore how quantum technology is shaping the future of the tech industry.

A new experiential space will also be introduced, particularly the 'CES Creator Space,' designed for storytellers. Shapiro explained, "This space will provide creators with resources such as education, networking, and workspaces to take on a central role in conveying the narratives of modern technology." The digital health category will be relocated to The Venetian, showcasing innovative lifestyle experiences combining health, lifestyle, fitness, and smart home technologies. Shapiro expressed high expectations for this new approach.



The integrated logo of CTA and CES, which will be introduced starting in 2025 (Source: Screenshot from Gary Shapiro's keynote speech video).

The CES 2025 keynote lineup is also eye-catching. Jensen Huang, CEO of NVIDIA, a company that has gained increasing attention with the rise of generative AI, is set to present the next vision for generative AI.

Ed Bastian, CEO of Delta Air Lines, will announce his vision of "enriching the human experience through technology" in the iconic spherical building, The Sphere, in Las Vegas, heightening expectations.

Shapiro continued, "Yuki Kusumi, CEO of Panasonic, Julie Sweet, CEO of Accenture, and Martin Lundstedt, CEO of Volvo Group, will also be keynote speakers," and mentioned that additional new speakers will be announced. The existing exhibition will also be upgraded. In the West Hall, the Mobility Stage will feature a program on the future of mobility, paving the way for a sustainable and connected future.

Additionally, attendees will experience how artificial intelligence (AI) is enhancing productivity and customer experiences, along with innovations in digital health, wellness, SaaS, fintech, cybersecurity, energy efficiency and security, and smart home solutions.

Shapiro added, "The focus will also be on smart cities and connected autonomous vehicle technologies to address climate change, emphasizing sustainability and transportation innovation." He concluded, "CES 2025 will emphasize how technology plays a key role in enhancing human experiences and solving global challenges. We will explore innovations that address food insecurity and healthcare accessibility while creating a safer, more connected world and seeking a better future."

CES2025 Through the Lens of Innovation Awards: The Top 3 Keywords of CES 2025: AI, Sustainability, and Human Security

What are the key trends for CES 2025, the world's largest tech exhibition, set to take place in January?

Insights can be found in the CES Innovation Awards, announced by the host organization, CTA (Consumer Technology Association). The main keywords are AI, healthcare, and energy. According to an analysis by TheMilk of the first round of innovation award-winning products, these three sectors garnered the most awards.

This is exactly the same as the three trends presented by TheMilk through 'Trend Show 2025' last October. It was possible to reconfirm that the direction of global technology and industry after 2025 is here.

Korean companies also made a strong impression. Out of the 19 "Best of Innovation" award winners announced in the first round by CTA, six were Korean products. Samsung Electronics' 'Galaxy Buds 3 Pro', SK Telecom's 'ScamVanguard', Woongjin ThinkBig's AI reading platform 'BookStory', Suprema AI's on-device AI solution 'Q-Vision Pro', and NearsLab's 'Drone Station' all won the prestigious award.

According to CTA, over 3,400 products across 33 categories were submitted to the CES 2025 Innovation Awards, marking a 13% increase from CES 2024, the largest number in history. Notably, four new categories were added: Beauty & Personal Care, Fashion Tech, Industrial Equipment & Machinery, and Pet Tech & Animal Welfare.

The CES Innovation Awards were established in 1976. A group of CTA experts evaluates the technological capabilities, design, and consumer value of submitted products to select the award winners. The full list of award-winning products and companies will be announced during the CES 2025 exhibition period.

At the Innovation Awards Showcase, located at the Venetian Expo in Las Vegas, attendees can experience the award-winning products firsthand. The eyes of IT industry professionals from around the world are turning to Las Vegas, eager to touch and experience these innovative products.

Trend 1: AI Submissions Surge by 50%... Dominating CES2025

The CTA added an AI category to the Innovation Awards starting with CES2024. This move was made in response to the explosive growth of generative AI following the introduction of ChatGPT. AI is now impacting all sectors, from software, semiconductors, and deep tech to consumer electronics, automotive, and construction machinery, and this trend is clearly reflected in CES2025.

Submissions in the AI category have surged by 49.5% compared to the previous year, making it the fastest-growing category. AI is increasingly infiltrating our lives by improving user experiences, boosting productivity, and advancing healthcare. The fact that Jensen Huang, CEO of NVIDIA, is scheduled to deliver the keynote at CES2025 highlights the importance of AI technology and trends.

Gary Shapiro, President of CTA, also highlighted AI as the top topic for CES2025. He stated, "The products selected this year encompass all technology fields, including the AI ecosystem," and emphasized, "The record number of submissions demonstrates how technological innovation is addressing global challenges."

The product that CTA selected as the Best of Innovation in the AI category was the "BookStory" AI reading platform by Woongjin ThinkBig. BookStory is a next-generation reading platform newly developed based on Woongjin ThinkBig's augmented reality (AR) reading solution, ARpedia. This product was developed in collaboration with AR/XR company ArtizenSpace. It received high praise for its ability to read books in various languages using generative AI technology.

By utilizing AI, the platform offers sound effects and visual effects tailored to the content of the book, providing a more immersive reading experience. It can also read books in a parent's voice or apply different voice actors' voices. The platform was especially praised for its ability to assist children, people with disabilities, and the elderly, who may have difficulty reading on their own. Woongjin ThinkBig plans to launch BookStory simultaneously in both domestic and international markets early next year.



Woongjin Thinkbig's AI reading platform 'Bookstory' (Source: Woongjin Thinkbig)

Korean AI startup GaudioLab also gained attention by winning an Innovation Award in the AI category. GaudioLab specializes in providing audio solutions within the AI field.

The award-winning product, "Gaudio Music Placement," is a comprehensive audio solution that addresses issues in video content production and distribution. According to GaudioLab, by simply uploading a video, the AI can perform various tasks, such as recommending and placing background music, replacing background music, dubbing, selecting subtitles and sound effects, noise removal, and separating dialogues.

AI startup Ailive, known for creating 3D content, also won an Innovation Award in the AI category for its product "Ailive Studio." The platform was praised for its ability to allow anyone, without knowledge of 3D production, to easily create high-quality 3D content using AI technology.

Global semiconductor design company AMD's AI chip for PCs, the "Ryzen AI 9 HX 370," and Qualcomm's AI engine developed for the "Snapdragon 8 Elite" on-device AI chip also received Innovation Awards in the AI category.



GaudioLab's Music Placements (Source: GaudioLab)

Trend 2: Digital Health Category Leads with 43 Innovation Awards, Most in Any Category

The Digital Health category introduced the most innovative products among the 33 categories, with a total of 43 awards announced in the initial CES2025 selections.

CTA is placing significant focus on this sector by hosting a two-day "Digital Health Summit" during CES and creating a dedicated Digital Health conference track. This emphasis is due to health management being one of humanity's greatest challenges and concerns, and the belief that technology can improve it.

In fact, new breakthroughs based on advanced technologies, such as GLP-1-based obesity treatments, are already impacting daily life for the general public. Professor Kim Hyun-woo from KAIST's Department of Life Sciences predicted, "The GLP-1 innovation will not only heal diseases but also have a far-reaching impact, changing lifestyles."

Among the award-winning products, the one that attracted the most attention was "TD Square," a tinnitus treatment device developed by Hanyang University. TD Square is a digital therapeutic device that combines auditory, visual, and tactile feedback systems with virtual reality (VR) technology to treat cognitive disorders.



Hanyang University's tinnitus treatment device 'TD Square'
(Source: CTA)

Tinnitus is a condition where a person perceives noise in their ear without any external sound stimuli, and cognitive therapy is more effective than medication in treating it. Hanyang University's ICT Convergence Department explained that by utilizing advanced technology, meaningful results were achieved. CTA introduced TD Square, stating, "In a VR environment, AI-generated 3D sound can help eliminate and control tinnitus."

Sleep tech startup Asleep's AI-based sleep tracking tablet, "SleepBoard," also received an Innovation Award.

The SleepBoard operates based on Asleep's sleep tracking technology, AsleepTrack. By simply placing the SleepBoard on a bedside table, it automatically monitors sleep patterns. It can be connected to smart home devices to optimize the sleep environment in real-time, and when waking up, it sends personalized morning messages via various messaging apps like WhatsApp, LINE, and Telegram.



SleepBoard, an AI-powered sleep-tracking tablet from A.S.L.P.
(Source: A Sleep)

Another product attracting industry attention is the "Electric Salt Spoon," developed in collaboration with Japanese food and beverage company Kirin Holdings and Meiji University.

This unique kitchen device uses electricity to enhance the salty and umami flavors of low-sodium foods



Electric salt spoon developed by Japan's Kirin Holdings, Meiji University, and others
(Source: CTA)

The spoon's tip delivers a mild electric current to the food, enhancing its salty and umami flavors, according to Kirin Holdings. By reducing the intake of salt and artificial seasonings, it can improve health. It has been designed with convenience and durability in mind, allowing for easy use at the dining table.

Global healthcare company Abbott's wearable product, "Lingo," also received an Innovation Award. Lingo tracks blood sugar levels and provides personalized insights and customized coaching to help users build healthy habits. It is a system combined with a biosensor worn on the arm for 14 days.

Top 10 categories with the most innovation awards

Rank	Category	Number of Innovation Awards
1	Digital Health	43
2	Artificial Intelligence (AI)	38
3	Sustainability & Energy	30
4	Vehicle Tech & Advanced Mobility	20
5	Smart Cities	17
6	XR Technologies & Accessories	17
7	Robotics	16
8	Computer Hardware & Components	14
9	Human Security for All	14
10	Accessibility & AgeTech	13

As of December 6, 2024

(Source: CTA, Analysis and Organization: The Milk)

Trend 3: Sustainability and Energy are Global Topics

The Sustainability & Energy/Power sector received the third-highest number of Innovation Awards, following Digital Health and AI. A total of 30 innovative award-winning products were introduced in this category.

This trend highlights that "sustainability" has become a major global trend among businesses. Companies that waste energy will struggle to survive in today's world. CTA has also identified energy and quantum technology as key topics for CES2025.

CEO Gary Shapiro stated, "CES2025 will feature a core energy transition program track exploring various energy solutions. With the emergence of new technologies such as Generative AI, and their increasing global application, the need for energy management is becoming more urgent." CTA, in collaboration with the Quantum World Congress, will also present its first-ever quantum session.



Farady Reactor (Source: CTA)

The "Faraday Reactor" was one of the standout products that received the Best Innovation Award in the Sustainability, Energy, and Power category at CES2025.

Developed by the U.S. company VWater, the Faraday Reactor is an innovative water treatment technology designed to efficiently purify various water sources, including wastewater, without the use of chemicals.

Using the 'Advanced Low Tension Electroporation Process (ALTEP)' without additional chemicals, filters, membranes, or biological agents, it is reportedly capable of breaking down unwanted microorganisms and organic pollutants. The CTA stated, "By utilizing the Parady Reactor, no chemical residues are left behind. It is one of the most advanced water treatment machines on the planet."



The "PikaBoost 2" by LIVALL (Source: LIVALL)

LIVALL, a California-based company, was awarded an Innovation Award in this category for its "PikaBoost 2." PikaBoost is a device that can be attached to a standard bicycle to convert it into an electric bike. The CTA described it as "a compact all-in-one design integrating a motor, battery, control system, LED rear light, fall detection, and SOS alert system, enhancing rider visibility and safety."

Samsung Electronics also received an Innovation Award in the Sustainability, Energy, and Power category for its advanced energy storage system, the "SBB1.5 (Samsung Battery Box)."

Plus: Four New Categories in Beauty, Fashion, and More – Innovations in Lifestyle

Notable additions include new categories for Beauty and Personal Care, Fashion Tech, Industrial Equipment and Machinery, and Pet Tech and Animal Welfare. This reflects a global trend emphasizing beauty, fashion, and pet care as central aspects of modern lifestyles.

Kinsey Fabrizio, President of the CTA, stated, "Technology reshapes industries, enhances products, and improves lives in ways we never imagined. At CES 2025, we'll explore trends transforming the world, from boosting efficiency in agriculture and mining to advancing pet care."

A prime example in the Fashion Tech category is the "Active Electroosmotic Membrane Jacket," which won the Best of Innovation Award.

This jacket, presented by Canadian company Myant, is a product of its acquisition of Swiss firm Osmotex. Osmotex specializes in technology that precisely controls moisture and particles in membranes and fabrics containing billions of pores. The CTA explained, "Traditional membrane fibers hinder the body's ability to regulate heat through sweat due to insufficient moisture transport."



Active Electroosmotic Membrane Jacket (Source: CTA)

The Active Electroosmotic Membrane Jacket addresses this with a 'textile pump' that adjusts to the user's sweat rate, allowing it to self-dry regardless of weather conditions, even in heavy rain."

In the Beauty and Personal Care category, Japanese cosmetics company Shiseido received an Innovation Award for its "Skin Visualizer." This device provides instant measurements of current skin conditions, offering personalized beauty advice tailored to each user.

CES Trends Highlighted in Keynotes

The keynote speeches at CES are always a great opportunity to understand the theme and direction of the exhibition. They are also essential talks to watch for predicting technological innovations and the future direction of industry development.

The key trends in the CES2025 keynote speeches focus on sustainability and digital transformation, providing a detailed roadmap of how innovative technologies in various industries will shape our future. These can be divided into five main topics, as follows.

1. **Emphasis on sustainability and eco-friendly technologies**
2. **Importance of AI and digital innovation**
3. **Innovations in future mobility and aviation**
4. **Innovations in entertainment and media**
5. **Case studies of innovation across various industries**

CES2025 Keynote Speech Schedule

Date	Location	Speaker
Mon., January 6th at 6:30pm	Mandalay Bay	Jensen Huang, Founder and CEO of NVIDIA
Tue., January 7th at 8:30pm	The Venetian	Panasonic Group CEO Yuki Kusumi
Tue., January 7th at 11:00am	Aria	SiriusXM CEO Jennifer Witts
Tue., January 7th at 5pm	Sphere	Delta CEO Ed Bastian
Wed., January 8th at 9:00am	The Venetian	Volvo Group CEO Martin Lundstedt
Wed., January 8th at 2:00pm	The Venetian	Accenture CEO Julie Sweet
Wed., January 8th at evening	Invite-Only	Waymo CO-CEO Tekedra Mawakana

Jensen Huang, Founder and CEO of NVIDIA



At CES 2025, an exciting keynote address by Jensen Huang, the founder and CEO of NVIDIA, is scheduled. Jensen Huang co-founded NVIDIA in 1993 and has led the advancement of Graphics Processing Unit (GPU) technology.

His vision has expanded NVIDIA beyond graphics technology, positioning the company as a leader in AI, data centers, autonomous vehicles, and digital twins. In recent years, NVIDIA's achievements in AI and deep learning have had a significant impact across the technology industry. Well-known for his innovative contributions to the tech sector, Huang has played a key role in revolutionizing areas such as artificial intelligence, gaming, and high-performance computing.

After NVIDIA emerged as the world's largest innovation company due to the GenAI boom, Huang's keynote on Monday, January 6, 2024, at 6:30 PM at Mandalay Bay is expected to provide valuable insights into how NVIDIA is leading innovation across various industries and the future of technology. Attendees can look forward to discussions on the development of AI, GPU technology, and their impact on industries such as healthcare, autonomous vehicles, and the metaverse.

Panasonic Group CEO Yuki Kusumi



Yuki Kusumi, the Group CEO of Panasonic Holdings Corporation, is pushing the boundaries of manufacturing and technological innovation. Under his leadership, Panasonic has focused on sustainability, electric vehicle batteries, smart home technologies, and eco-friendly energy solutions.

Panasonic is transitioning from a traditional electronics manufacturer to expanding its business into new growth areas such as energy management, robotics, and healthcare.

Kusumi's keynote address is scheduled for Tuesday, January 7, 2024, from 8:30 AM to 10:00 AM at The Venetian. The speech will cover Panasonic's sustainability goals, the latest advancements in electric vehicle battery technology, and the future direction of smart technologies. He is expected to highlight Panasonic's global environmental policies and carbon neutrality objectives.

SiriusXM CEO Jennifer Witts

SiriusXM



Jennifer Witz is the CEO of SiriusXM, leading the company's innovation in the audio entertainment and media platform. SiriusXM combines satellite radio and streaming services to offer a wide range of content, including music, sports, news, talk shows, and podcasts.

Recently, the company has focused on strengthening its podcast network, creating exclusive content, and personalizing the listening experience. Jennifer Witz's keynote address will take place on Tuesday, January 7, 2024, and will be hosted by Ashley Flowers.

Ashley Flowers is one of the most popular podcast hosts in the U.S., known for hosting the Crime Junkie podcast and founding the audio production company audiochuck. The two will discuss the future of audio content, the growth of the podcast industry, and innovations in the listener experience. Insights into how SiriusXM is leading innovation in the audio industry are expected to be shared.

Waymo Co-CEO Tekedra Mawakana



Tekedra Mawakana is the Co-CEO of Waymo, a leader in autonomous vehicle technology, driving the company's technology and policy strategies. Waymo, a subsidiary of Alphabet, pioneers advancements in autonomous driving and operates commercial services like Waymo One (autonomous ride-hailing) and Waymo Via (autonomous freight delivery).



Mawakana is a seasoned legal and policy expert with executive leadership experience at companies such as eBay, Yahoo, and AOL. Currently, Waymo is focused on enhancing safety, efficiency, and accessibility through innovations in autonomous technology. In 2025, the company is prioritizing the expansion of the Waymo One service and strengthening the Waymo Via logistics network while building a sustainable transportation ecosystem. This includes integrating electric vehicles (EVs) and eco-friendly technologies into its operations.

The upcoming invite-only keynote will provide insights into the present and future of autonomous driving, the policy and regulatory landscape, and Waymo's business strategies. Tailored for industry leaders, this event offers a valuable opportunity to delve into Waymo's strategic vision, explore the latest trends in autonomous technology, and discuss potential collaborations across industries.

Delta CEO Ed Bastian



Ed Bastian, the CEO of Delta Air Lines, will deliver a keynote address at CES 2025, focusing on the future of the aviation industry and customer experience innovation. The presentation is expected to highlight the digital transformation of airline services, sustainability goals, next-generation aviation technologies, and Delta's global network expansion plans.

Delta, one of the largest airlines in the world, has been investing in digital innovation and expanding the use of sustainable aviation fuel (SAF) in recent years. Ed Bastian's keynote is expected to provide valuable insights into the future of the aviation industry and share Delta's vision.

The keynote will be held at the Sphere, which has garnered attention as a major venue in Las Vegas. The Sphere has now become an iconic landmark, and its use as a venue for CES keynote addresses has further elevated its status as a symbol of technology and innovation in the city.

To attend Delta's keynote in person, attendees must collect their tickets in advance. Details are as follows:

1. Separate Ticket Required

In addition to a CES badge, a separate ticket is required for entry to Delta's keynote.

2. First-Come, First-Served / Advance Distribution

General admission and media pass holders must secure a limited number of tickets on a first-come, first-served basis. Tickets will not be distributed on-site at the Sphere and must be collected in advance.

3. Ticket Distribution Locations

The CTA will operate multiple keynote ticket distribution desks at the CES venue. These desks will only be open during the pre-announced schedule and hours (refer to the table below).

4. CES Badge Required

A CES registration badge is mandatory to collect keynote tickets.

Location	Address	Date	Time
Mandalay Bay CC	Level 1, Bayside Foyer	1월 5일 (일)	12:30~16:30
		1월 6일 (월)	10:30~14:30
ARIA	East Convention Space, Level 2 Foyer	1월 6일 (월)	10:30~14:30
		1월 7일 (화)	10:30~14:30
The Venetian Expo	Level 5, Palazzo Ballroom Foyer	1월 7일 (화)	10:30~14:30
	Across from Level 1, Casanova Meeting Room	1월 7일 (화)	10:30~14:30
LVCC	West Hall W4 Lobby	1월 7일 (화)	10:30~14:30
	South Hall S1 Lobby	1월 7일 (화)	10:30~14:30
	North Hall – North 3 Lobby	1월 7일 (화)	10:30~14:30

Volvo Group CEO Martin Lundstedt

VOLVO



Martin Lundstedt, CEO of Volvo Group, will deliver a keynote address at CES 2025 on sustainable transportation solutions and the future of mobility.

The presentation is expected to focus on electric and hydrogen fuel technologies, autonomous trucks, digital logistics innovations, and Volvo Group's sustainability vision. Volvo, founded in 1927 in Sweden, is a global manufacturer of commercial vehicles and industrial equipment, and in recent years, it has been focusing on the development of electric and hydrogen-powered vehicles and autonomous driving technologies.

Recently, Volvo Group has set a carbon-neutral target for 2040, expanded production based on renewable energy, accelerated the development of electric and hydrogen fuel trucks, conducted testing of autonomous trucks and logistics solutions, and aimed to increase efficiency and reduce costs through digitalized logistics systems. Martin Lundstedt's keynote will provide a crucial opportunity to present a detailed roadmap for the future of sustainable transportation and how Volvo Group plans to lead the way

Accenture CEO Julie Sweet

accenture



Julie Sweet, Chairman and CEO of Accenture, will deliver a keynote address at CES 2025 on the topic of corporate digital transformation and innovation strategies leveraging Artificial Intelligence (AI).

The presentation is expected to focus on AI and data analytics, sustainability strategies, customer-centric digital technology applications, and Accenture's global business consulting capabilities. Accenture, a global consulting and technology services firm, supports innovation across various industries, including AI, cloud computing, data analytics, and sustainability solutions.

Recently, Accenture has been focused on helping clients adopt AI and machine learning, accelerating cloud transitions and supporting hybrid environments, expanding consulting services for carbon reduction and the circular economy, and providing digital skills training and future-oriented talent management strategies. Julie Sweet's keynote will present concrete ways for companies to grow through digital innovation and sustainability, while demonstrating global leadership.

Daily Highlights and Major Events

January 5, 2025 (Sunday)

Time	Event Name	Location	Description
5–8:30pm	CES Unveiled	Mandalay Bay, Level 2, Shoreline Exhibit Hall	A preview event showcasing cutting-edge technologies and products to the media ahead of the CES opening.

January 6, 2025 (Monday)

Time	Event Name	Location	Description
5–7pm	Accessibility and AgeTech Reception	Venetian Expo, Level 6, Casanova 604	A networking event hosted by the CTA Foundation, featuring solutions for accessibility and aging tech.
6–9pm	TheMilk Preview Show	Rhythms Event Center (4545 W. Sahara Avenue, Las Vegas NV 89102)	A seminar providing early insights into CES 2025 highlights, showcasing key topics from Unveiled and press conferences.
6:30–7pm	NVIDIA Keynote	TBD	Keynote by Jensen Huang, NVIDIA CEO, exploring AI chip technology and future market trends.

- **TheMilk Preview Show will include a live viewing of the NVIDIA keynote presentation.**

January 7, 2025 (Tuesday)

Time	Event Name	Location	Description
8:30–10am	Panasonic Keynote	Venetian, Level 5, Palazzo Ballroom	Keynote by the CEO of Panasonic, introducing innovative technologies for sustainability.
10am–6pm	AgeTech Collaborative from AARP	Venetian Expo, Level 2, Halls A–D, Booth #54123	A showcase and networking event for senior-friendly technologies hosted by AARP.
11am–12pm	C Space Keynote: SiriusXM	ARIA, Level 2, Mariposa 5	Keynote on audio technology, creativity, and storytelling applications by the CEO of SiriusXM.
5–6pm	Delta Keynote Experience	Sphere (255 Sands Ave, Las Vegas, NV 89169)	Keynote by the CEO of Delta, highlighting the use of immersive technology and human experiences.
6–8pm	Innovation for All Venture Meetup	CES Schedule - Wynn Location	A networking event for venture capitalists.
7–8:30pm	CES International Reception	Venetian Expo, Level 6, Casanova 604	A networking event for global participants of CES 2025.
7–9pm	CTA Member Party	Venetian, Grand Canal Shoppes, TAO Asian Bistro and Nightclub	A networking event for CTA members and tech industry leaders.

January 8, 2025 (Wednesday)

Time	Event Name	Location	Description
9–10am	Volvo Group Keynote	Venetian, Level 5, Palazzo Ballroom	Keynote by Volvo Group CEO Martin Lundstedt on achieving net-zero emissions with innovative solutions.
9am–6pm	AgeTech Collaborative from AARP	Venetian Expo, Level 2, Halls A–D, Booth #54123	A showcase and networking event for senior-friendly technologies hosted by AARP.
2–3pm	Accenture Keynote	Venetian, Level 5, Palazzo Ballroom	Keynote by Accenture CEO Julie Sweet on how data, AI, and innovation can resolve global business challenges.
6–8:30am	K-INNOVATION Night	Park MGM Presidio Ballroom (3770 S Las Vegas Blvd, Las Vegas, NV 89109)	A premier networking event featuring prominent speakers and key CES 2025 trends with a global perspective.

January 9, 2025 (Thursday)

Time	Event Name	Location	Description
9am–12pm	WEF Breakfast Meeting	LVCC, South Level 2, S223	Annual World Electronics Forum event. Open to WEF members and global technology association members.
9am–6pm	AgeTech Collaborative from AARP	Venetian Expo, Level 2, Halls A–D, Booth #54123	Exhibition hosted by AARP featuring AgeTech and senior-friendly technology products and networking.
10am–1pm	CTA Women in Tech Brunch	TBA	Networking brunch for women working in technology.

January 10, 2025 (Friday)

Time	Event Name	Location	Description
8am–5pm	Shark Tank Open Call	Venetian Expo, Level 1, Room 101	Open audition event to pitch ideas and products to businesses through Shark Tank.
10am–4pm	AgeTech Collaborative from AARP	Venetian Expo, Level 2, Halls A–D, Booth #54123	Exhibition hosted by AARP featuring AgeTech and senior-friendly technology products and networking.

The Top 5 Industries to Watch at CES 2025

“
Connect. Solve. Discover
”

"Connecting people, information, and products, utilizing technology to solve global challenges, and uncovering new possibilities" is the slogan of CES 2025.

What are the key industries to watch at CES 2025, a global technology and industry festival featuring over 4,500 exhibitors from 157 countries, including 296 companies from the Fortune 500? The Milk has analyzed the announcements from CTA, the organizer of CES, trends in CES Innovation Awards, and major participating companies to identify five key industrial sectors to focus on.



(Source: CTA)

1. AI

‘AX Innovation’

AI is impacting every industry and company. It has permeated not only software, semiconductors, and deep tech but also consumer electronics, automobiles, construction machinery, and other industrial sectors. Since the boom of generative AI, AX (AI transformation), which refers to revolutionizing business processes and operational models using AI technology, has emerged as a key topic.

Global companies are also actively embracing AX. Examples include L’Oréal, which developed the voice AI-based personal beauty advisor Beauty Genius, and Walmart, which introduced AI across its organization with tools like the employee productivity enhancer My Assistant.

AI is expected to be a central theme at CES 2025. According to global integrated marketing consultancy firm Allison, B2B participants at CES 2025 will account for 43% of the total attendees. As interest in B2B topics like AX and digital transformation grows, the number of related participants is also on the rise.

CTA's decision to add an AI category to the Innovation Awards starting from CES 2024 was a move to reflect the booming interest in generative AI. Entries in the AI category for the CES 2025 Innovation Awards surged by 49.5% compared to the previous year, making it the fastest-growing category.

NVIDIA CEO Jensen Huang's role as a keynote speaker at CES 2025 is also seen as a reflection of this trend. Speculation is rising that NVIDIA will unveil its next-generation graphics cards at CES 2025. Meanwhile, major companies such as AMD, Bosch, John Deere, LG Electronics, Samsung Electronics, Siemens, SK Hynix, Sony, Toyota, Qualcomm, TCL, and Hisense plan to host press events on January 5 and 6, just ahead of the official opening.

A wave of new announcements is expected, including semiconductor products enabling AI PCs, AI technologies applied to consumer electronics and automobiles, and industrial AI solutions, showcasing the latest features and innovations in AI.



(Source: AMD)

2. Digital Health and Wellness

Digital health and wellness, a combination of digital health, well-being, and fitness, is another key industry to watch at CES 2025. As awareness grows around vibrant living and the health of both body and mind, digital health and wellness are increasingly becoming an integral part of daily life worldwide.

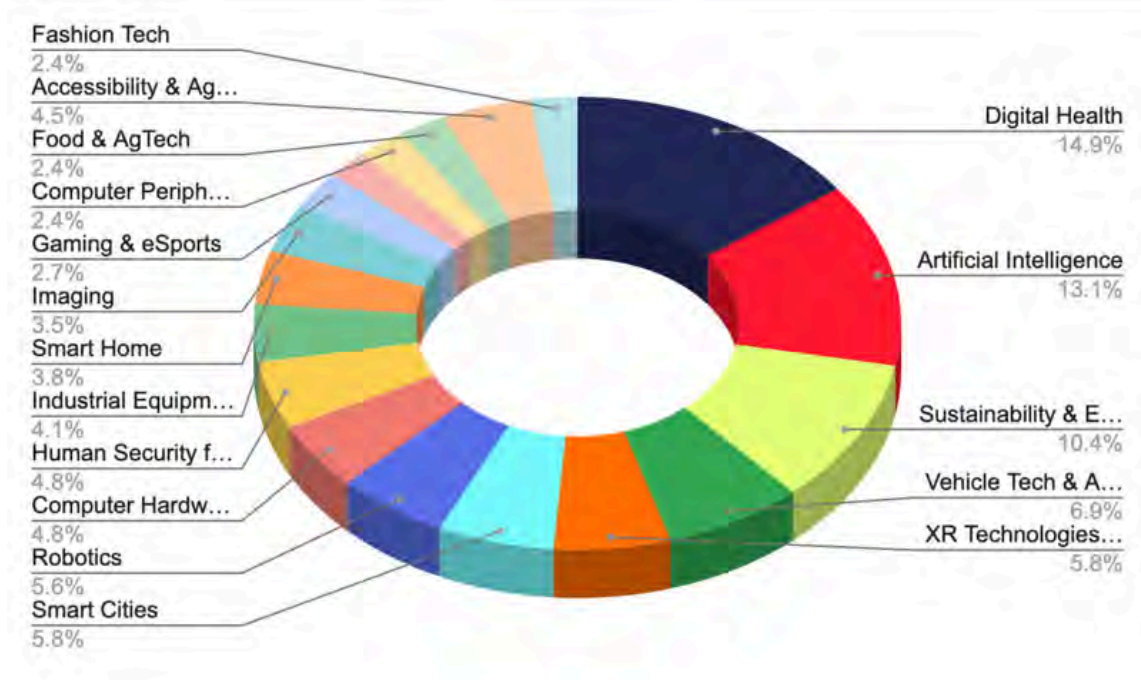
Advanced technologies are being applied across various areas, from disease management and treatment to running, fitness, and other forms of exercise. Numerous applications, services, devices, and solutions continue to emerge in this field. Reflecting this trend, several companies in this space, such as sleep tech company Variowell and hybrid care solution provider OnMed, are featured prominently in the Power Sessions during Media Day, held just before the official opening of CES 2025.

Since digital health and wellness often involve personal health information, innovations in this area focus on personalization, accessibility, and AI-driven intelligence. According to Allison, "Advancements such as AI-powered skin analysis tools, wheelchair-friendly fitness tracking, and drugs for better treatment of conditions like obesity are anticipated. Biotech companies are also expected to have a more significant presence alongside traditional digital health exhibitors at CES 2025."

The CTA will host a two-day "Digital Health Summit" during CES, along with a dedicated digital health conference track. Breakthroughs such as GLP-1-based obesity treatments are paving the way for advanced technologies to transform everyday life for the general public.

Digital health has also become the category with the most products showcased among the 33 Innovation Awards categories. Of the CES 2025 award winners announced in the first round, 43 came from the digital health category.

Innovation Award Winners by Top 18 Categories (as of December 6 update)



3. Mobility & Industrial Equipment and Machinery

The mobility, industrial equipment, and machinery sector, featured in the massive 130,000m² Las Vegas Convention Center (LVCC) West Hall, which first opened in June 2021, is expected to draw significant attention at CES2025.

In this space, which is roughly three times the size of COEX in Samseong-dong, Seoul, global mobility and agricultural machinery companies such as John Deere, Honda, and Brunswick have set up exhibition booths. Cutting-edge technology companies like Hyundai Mobis, Mobileye, Amazon Web Services (AWS), LG Innotek, and HERE Technologies, which provide automotive components and technologies, will also showcase their innovations in the LVCC West Hall.

The fact that Martin Lundstedt, Chairman and CEO of the Volvo Group, is delivering a keynote address further highlights the importance of the mobility industry. In his keynote, the Volvo Group is set to emphasize next-generation mobility innovations, focusing on electrification, enhanced connectivity, and automation.

Gary Shapiro, President and CEO of CTA, said, "Volvo Group is leading the mobility sector by providing sustainable technologies across trucks, buses, construction equipment, marine, and industrial solutions. We are looking forward to Volvo Group's ambitious strategy."



All-Terrain 4-Wheel Robot KATR (Source: Kubota)

The addition of the Industrial Equipment & Machinery category to the CES2025 Innovation Awards reflects the growing importance of the mobility industry. Advanced technologies are now being applied in the traditionally considered heavy industry and industrial equipment sectors, driving new innovations.

The 4-wheel robot 'KATR' developed by Japanese agricultural machinery company Kubota, which maintains a flat cargo deck even on uneven terrain with its stability control system, won the CES2025 Best Innovation Award, reaffirming the immense innovative potential of the mobility sector.

4. Energy Transition / Quantum Technology

Energy transition and quantum technology are key industrial areas attracting global attention, particularly from the perspective of addressing the energy crisis.

Reflecting this trend, the CTA has identified energy transition and quantum technology as major themes for next year's CES. President Shapiro stated, "CES 2025 will feature a core Energy Transition Program Track dedicated to exploring a variety of energy solutions." This underscores the growing need for energy transition amid challenges such as energy shortages.

The CTA also plans to showcase quantum sessions at CES 2025 in collaboration with the Quantum World Congress (QWC).

A dedicated special session will highlight the rapid advancements in quantum technology and related cutting-edge fields. President Shapiro emphasized that "Quantum Means Business," adding that the sessions will explore how quantum technology is shaping the future of the tech industry.

Panasonic CEO Yuki Kusumi will deliver a keynote address, presenting a vision for sustainable energy solutions and the circular economy. Under the theme "WELL into the Future," Kusumi is expected to highlight Panasonic's leadership in developing cutting-edge solutions.

Global big tech companies are also recognizing energy challenges and pursuing innovative efforts. Amazon CTO Werner Vogels noted, "In China, renewable energy accounts for 37% of the total energy capacity. By 2028, renewable energy is expected to produce 42% of the global energy supply." However, he emphasized, "Renewable energy alone cannot meet the rapidly growing energy demand quickly enough. To bridge the gap, we need continuous and modular complementary solutions available 24/7."

He further stated, "Nuclear energy is emerging as a promising solution. Advanced technologies like small modular reactors (SMRs) offer alternatives due to their smaller size, flexibility, and easier maintenance and operation compared to traditional nuclear plants."



(Source : allthingsdistributed)

5. Sustainability / Lifestyle

Industries related to sustainability, societal impact, and new lifestyles are becoming increasingly important, reflecting the mindset and behavioral patterns of future consumers, such as Gen Z and Gen Alpha, who are emerging as key consumer groups.

The CTA prioritizes sustainability as a core agenda, collaborating with the UN on initiatives such as enhancing technology accessibility through the Human Security for All (HS4A) initiative. In fact, the core slogan for CES 2023 was "Human Security for All," and the CES 2024 Innovation Awards introduced a new category for "Human Security."

Delta Air Lines' keynote at CES 2025 is closely tied to innovations in the lifestyle industry. Ed Bastian, CEO of Delta Air Lines, will deliver the keynote for the first time in the Sphere—a massive, globe-shaped performance venue—where he will share his vision for the future of travel.

Delta Air Lines CEO Ed Bastian stated, "Technology is incredibly powerful, but it's people who make true innovation possible. As we stand on the brink of a new era, this is the perfect opportunity for Delta Air Lines to showcase how cutting-edge technology will shape the next 100 years of the aviation industry."

According to Allison, Gen Z, a demographic with these characteristics, is driving global technology spending. Representing about 25% of the global population, Gen Z's purchasing power is rapidly increasing. Currently, approximately 33% of U.S. consumer tech spending is directed toward software, services, and subscriptions like Netflix. This highlights the importance of understanding Gen Z's mindset and behavioral patterns.

Reflecting these trends, the CTA has introduced new CES 2025 Innovation Award categories, including Beauty & Personal Care, Fashion Tech, and Pet Tech & Animal Welfare. This also underscores the significant increase in product submissions within these sectors.



The smart pet door company Pawport won the CES 2025 Innovation Award in the Pet Tech and Animal Welfare category. (Source: Pawport)

05 CES2025

Recommended Schedule by Interest Area

- The Milk's Top Picks

The Miilk's Top Picks

The Miilk introduces notable conferences/keynotes that can predict the notable areas of CES2025 in advance. The CES conference/keynote is an opportunity to forecast the future of major industries and is one of the important platforms that influence the direction of technology.

It is an event where leaders or important figures from major companies or organizations selected by CTA participate and discuss and speak on special topics. Depending on which companies or figures participate in the conference and give keynote speeches, you can gauge the major industries and companies that CTA sees.

This event is one of the core parts of the CES exhibition and is used to introduce trends and future prospects for technology and industries and share the vision and strategies of specific companies with stakeholders and the public. It mainly deals with new product announcements, introductions to technological innovations, business strategies, and industry trends, and it is a place that receives great attention not only from exhibition participants but also from the media, industry experts, investors, and consumers.

The Miilk has selected 'The Miilk Top Picks' by summarizing conferences worth checking out at CES2025. The number of stars indicates the level of importance, and the following is organized mainly by 5 and 4 stars. Please refer to the entire table for detailed conference date, location, and level of importance and use it when attending CES2025.

Importance ★★★★★

date	Jan. 6 (Mon. PST)
time	6:30 - 7:30pm
location	Mandalay Bay



(Source: Nvidia)

NVIDIA Keynote

Jensen Huang, the CEO of NVIDIA, who has become the biggest star in the generative AI era and led NVIDIA to grow into the world's largest company, will be a keynote speaker at CES2025. Huang co-founded NVIDIA in 1993 and has since guided the company to global prominence in advanced technology fields such as artificial intelligence, GPUs (graphics processing units), and data centers. He is known for presenting innovative visions at various global conferences, including CES.

NVIDIA has recently been focusing on developing GPU and DPU (Data Processing Unit) solutions that support generative AI, high-performance computing (HPC), and cloud workloads. The company is also heavily involved in developing AI platforms for automotive use and semiconductor technology, collaborating with major automobile manufacturers. It is expected that NVIDIA will announce new AI and data center solutions at CES2025, with the possibility of unveiling new GPU lineups or performance innovations.

Additionally, Huang may present NVIDIA's vision in the generative AI market and its future technological roadmap. At CES 2023, he made a splash by unveiling the NVIDIA Hopper GPU and Grace CPU, and it is anticipated that this year, the focus will again be on innovations in AI and data centers.

date	Jan. 6 (Mon. PST)
time	10:00 - 10:40
location	LVCC, West Level 2, W232



CTA's Jessica Boothe and Brian Comiskey presenting their 2024 Trends to Watch
(Source: CTA)

CES2025 Trends to Watch, presented by CTA

"Trends to Watch" is a session hosted by CTA, the official organizer of CES, where key technologies and innovations to watch in 2025 are introduced before the official CES opening. "CE 2025 Trends to Watch" will provide CES attendees with an opportunity to gain insights into the major trends and technological changes that will redefine the industry.

The presentation is based on CTA's research and industry data, offering attendees valuable insights for adopting new technologies and establishing market strategies. The presenter, Brian Komiskey, is a key figure driving innovation and trends at CTA. He oversees the thematic index partnership between CTA and Nasdaq and manages indexes tracking assets under management (AUM) of approximately \$14 billion. He has also provided media strategy consulting for industries such as energy, healthcare, and technology.

The annual CTA Trends to Watch presentation is expected to provide an overall blueprint for 2025's technological trends, offering essential information and direction for industry professionals. This year, it is expected to analyze new technologies and market trends that will transform industries such as generative AI, smart homes, and health tech.

date	Jan. 7 (Tue. PST)
time	9:00 - 9:40am
location	LVCC, West Level 2, W232



Tech Trends 2025: Explore What's New & Next in Emerging Technology, presented by Deloitte

The "Tech Trends 2025" presentation will analyze the changes that advanced technologies, including AI and spatial computing, will bring to business operations and industries. It will provide participants with future strategy insights through Deloitte's unique perspective. The focus will not only be on current technologies but also on exploring the technological innovations that will lead the industry over the next decade.

Deloitte's global technology leaders are expected to present trends that will have a practical impact on businesses and industries based on the latest research and analysis. Deloitte, one of the world's largest accounting and consulting firms, plays a key role in technology innovation and digital transformation strategies.

The presentation is expected to cover topics such as AI and beyond, the evolution of corporate technology, the potential of spatial computing, and the outlook for cross-industry convergence technologies.

date	Jan. 7 (Tue. PST)
time	5:00 - 6:00pm
location	Sphere



(Source: The Miilk)

Delta Keynote Experience

The upcoming presentation at Sphere will delve deeply into Delta's vision for redefining customer experience and realizing better air travel through technology.

The speaker, Ed Bastian, has been the CEO of Delta Air Lines since 2016, leading the company's customer-centric strategy and digital innovation. Under his leadership, Delta has focused on sustainability, technological innovation, and improving customer experience. The presentation will introduce Delta's vision to enrich human experiences through technology, and explore the fusion of the aviation industry and technology to present the future direction of travel and innovative changes in customer experience.

The Delta Keynote Experience will take place in Sphere, an immersive environment and one of the world's most advanced immersive venues. As part of CES, Sphere will host a presentation exploring the future of the aviation industry, focusing on technological innovation and sustainability. This will be a key opportunity to learn about Delta's latest strategies and the evolution of customer experience, making it one of the standout keynotes to watch at CES 2025.

date	Jan. 9 (Thu. PST)
time	9:00 - 9:40am
location	LVCC, North Level 2, N261

The Energy Infrastructure of the Future

One of the key areas to watch at CES2025 is the energy sector. The "The Energy Infrastructure of the Future" presentation will focus on the future of integrating renewable energy and intelligent power management, offering insights into the development of sustainable energy solutions.

The speaker, Mark Kelly, is an expert with over 20 years of experience in semiconductor systems, artificial intelligence (AI), the Internet of Things (IoT), and digital transformation. He currently oversees global AI strategy at Eaton's Intelligent Power Center in Dublin, Ireland, and focuses on designing intelligent power management product structures and future power infrastructure.

The presentation will cover the following topics: 1) exploring infrastructure challenges when integrating renewable energy with existing power grids, 2) discussing resource gaps and how companies are responding to address them, and 3) presenting a vision for the future of intelligent power management systems for sustainable energy management. This presentation will address key issues in the global energy transition, highlighting how Eaton's AI and IoT-based innovations are helping integrate renewable energy into power grids.

Importance ★★★★★

date	Jan. 8 (Wed. PST)
time	9:00 - 10:00am
location	Venetian, Level 5, Palazzo Ballroom



Volvo declares carbon neutrality by 2040
(Source: Volvo)

date	Jan. 7 (Tue. PST)
time	9:00 - 9:40am
location	ARIA, Level 1, Joshua 8

Volvo Group Keynote

The Volvo Group Keynote will highlight Volvo's strategy and vision for designing the future through sustainable transportation and technological innovation.

Volvo Group's recent direction focuses on: 1) concentration on electric vehicles and hydrogen fuel technology, 2) transition to a circular economy, and 3) strengthening autonomous driving research. The presentation will center on the integration of electrification and autonomous driving technologies, along with cross-industry collaboration, making it one of the keynotes at CES 2025.

The presentation is particularly expected to attract attention as it will delve into how Volvo Group combines sustainability and innovation in the transportation sector. Martin Lundstedt, the CEO of Volvo Group since 2015, has been leading the development of sustainable transportation solutions and industrial innovation. Under his leadership, Volvo Group has strengthened its position as a leader in electric vehicles, hydrogen fuel technology, and autonomous driving.

AI Transformation in 2025: Speed, Innovation and Solving for Long-term Value

The "AI Transformation in 2025" presentation will explore how to drive innovation and foster long-term growth by leveraging AI in the face of rapid change. It emphasizes that AI can create sustainable and comprehensive value across an entire organization, going beyond short-term performance. This session at CES2025 will be crucial for understanding the current and future potential of AI.

Particularly, the presentation will delve into how AI can become a core strategic asset for business growth, moving beyond being just a technical tool. It will also address the growing need for policies related to fairness, transparency, and data privacy in light of the widespread adoption of AI, discussing AI regulations and ethics.

date	Jan. 9 (Thu. PST)
time	9:00 - 9:40am
location	Venetian, Level 5, Palazzo Ballroom



IBM Quantum Computing (Source: IBM)

Quantum is Here: Computing Advancements and Tangible Applications

A new addition to CES 2025 is the field of quantum computing. The "Quantum is Here" session will emphasize how quantum computing technology has moved beyond research and entered the practical application stage, exploring innovative changes across various industries and academic fields. This will be an important presentation that offers a glimpse into the future of quantum technology through the leadership and examples of IBM Quantum.

In particular, this session will focus on how quantum computing technology is being applied in real-world industries and its potential, with examples from IBM Quantum.

The presenter, Joseph Broz, oversees business development and sales strategies for the government and academic markets at IBM Quantum. He also served as the founding director of the Quantum Economic Development Consortium (QED-C), established under the U.S. National Quantum Initiative Act. Broz holds a bachelor's degree in physics from MIT and a Ph.D. in physics from ETH Zurich, Switzerland, and has extensive experience in quantum computing and advanced physics.

date	Jan. 9 (Thu. PST)
time	11:00 - 11:40am
location	LVCC, West Level 2, W219

What's Next in Vehicle Tech

Mobility is now one of the most sought-after core areas at CES. With the growing adoption of electric vehicles (EVs) and autonomous vehicles, AI and AR technologies have become central to automotive innovation. Cars are transforming from mere modes of transportation into mobile platforms based on connectivity and personalization. As a result, automakers are investing in energy-efficient designs and battery technology innovations for a sustainable future.

The "What's Next in Vehicle Tech" session will delve into how technology is driving changes in vehicle manufacturing and consumer experiences. It will explore how advanced technologies such as AI and AR are being utilized in areas like autonomous driving, smart interfaces, and sustainability, offering a key insight into the future direction of the automotive industry. This presentation is expected to provide a vivid account of how AI and AR are leading automotive technology innovation, with participation from leaders in the automotive sector.

date	Jan. 8 (Wed. PST)
time	1:00 - 1:50pm
location	LVCC, North Level 2, N257

Sustainability and the New Product & Service Economy

Recently, many companies have been building new product and service economies centered around sustainability, exploring how they can transform this challenge into innovative opportunities. This session will feature multinational companies sharing examples of how they are driving innovative change by making sustainability a core strategy.

The "Sustainability and the New Product & Service Economy" session will emphasize the importance of sustainability and explore how this topic is evolving into innovative business strategies. Global companies such as Qualcomm, Delta Air Lines, and Siemens will present how they have integrated sustainability into their core business, creating new markets and opportunities in the process. This will be a key presentation at CES 2025.

06 How to Approach CES 2025

- Planning: App Downloads + Map Analysis
+ Travel Routes
- Introduction to each exhibition hall



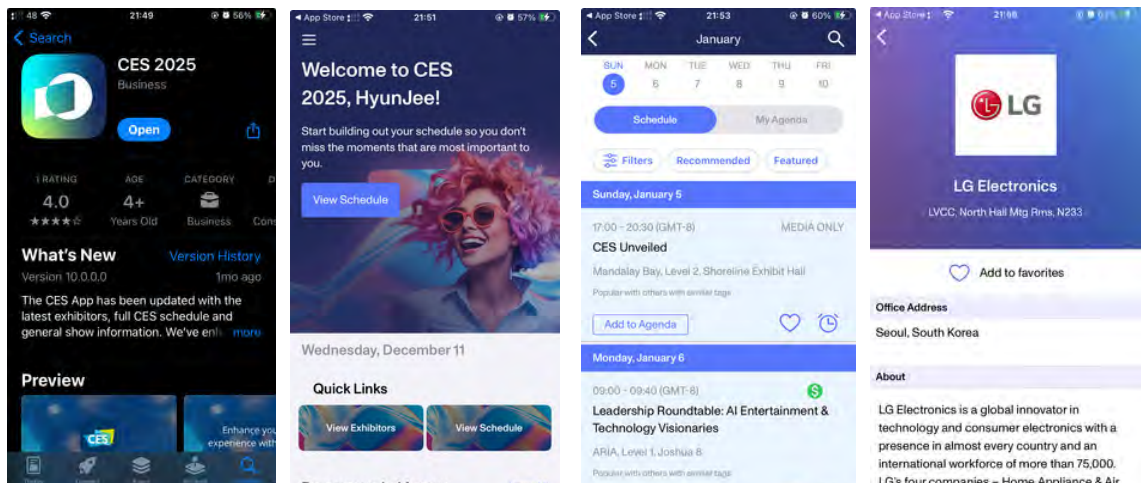
Planning: App Downloads + Map Analysis + Travel Routes

First-time CES attendees are often overwhelmed by its sheer scale. CES spans multiple venues scattered across Las Vegas.

Without a meticulous strategy for navigating CES, you're likely to waste time and end up with a superficial experience. However, with a bit of preparation, you can maximize your experience in the shortest amount of time. So, how can you make the most of CES 2025?

Download the CES2025 App

The fastest and most accurate way to stay informed is through the CES 2025 app. Download it from the Apple App Store or Google Play Store to network effectively and keep track of conference schedules that are easy to miss.

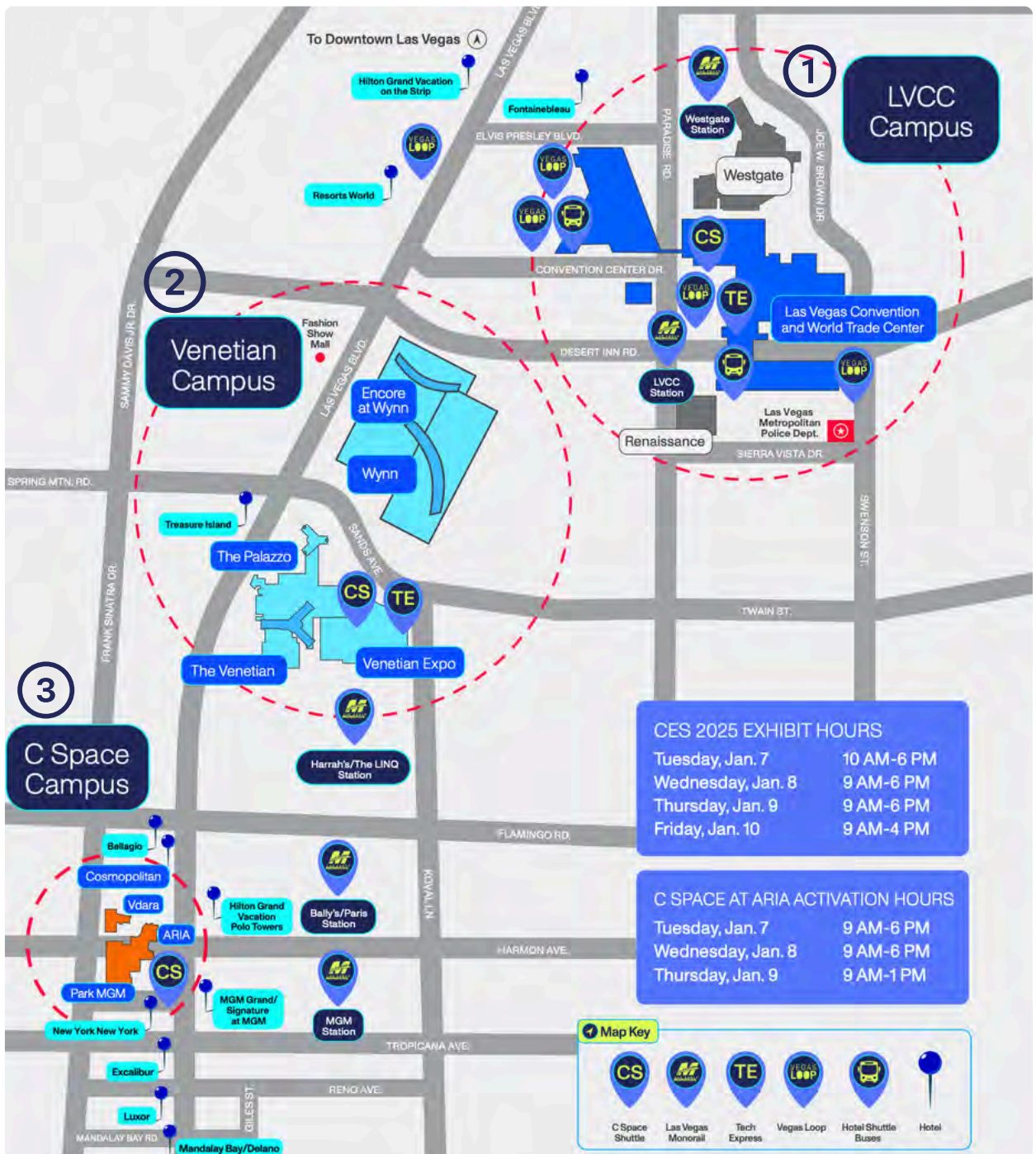


Search for 'CES' on the App Store or Google Play Store

Exhibition Locations

The CES exhibition is divided into three major locations:

1. **LVCC Campus (Central, West, North, South Halls):** Features innovations from major corporations in audio, automotive tech, drones, AR/VR, gaming, wireless devices, and digital imaging.
2. **Venetian Campus:** Highlights lifestyle technologies, including fitness, health, IoT, and sensors, and serves as the home of the startup-focused Eureka Park.
3. **C Space Campus:** Dedicated to advertising, content, marketing, and entertainment industries, hosting conferences, networking events, and creative community activities at Tech South.



Here's how

- If you're planning for a one-day itinerary as opposed to a two-day itinerary, it's important to plan accordingly, as each will have a different time frame at CES. In particular, navigating between the LVCC and the Venetian Expo can be challenging.

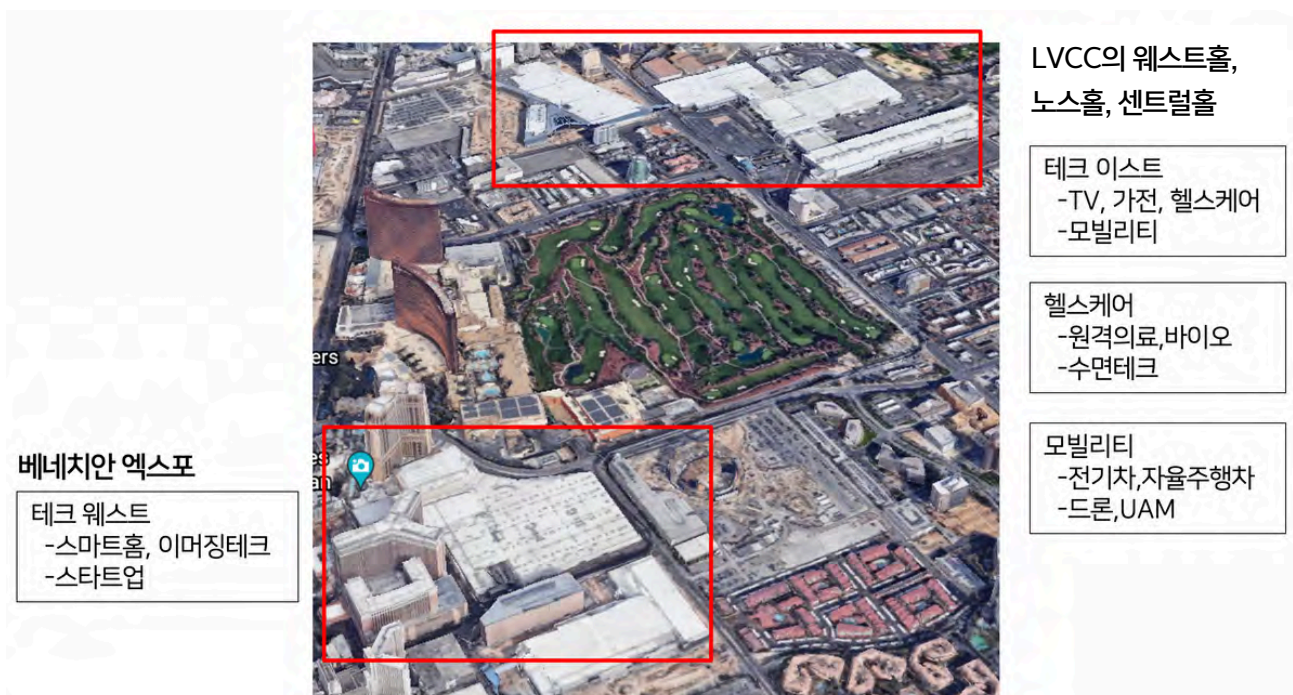
If you're staying for more than 2 days?

On the first day, we recommend exploring the West, North, and Central Halls at the LVCC, and on the second day, you can visit Eureka Park at the Venetian Expo.

What if the stay is only for one day?

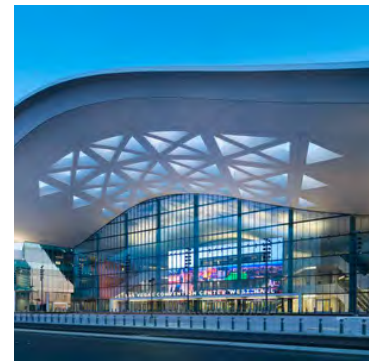
We recommend exploring LVCC's Central and West Halls in the morning and Eureka Park at the Venetian Expo in the afternoon.

- At LVCC, the Central Hall, where Samsung, LG, Sony, and others are located, tends to be the most crowded. Therefore, we recommend starting with the LVCC West Hall, where many mobility devices and software such as electric vehicles and autonomous vehicles are exhibited. If you have the time, it's advisable to avoid visiting Samsung Electronics and LG Electronics on the opening day (5th). However, if time permits, they are a must-see. The exhibits of Korean conglomerates are widely publicized in advance, so it's best to do some research and familiarize yourself with them beforehand.
- Engage by walking and experiencing, rather than just sitting and listening. Direct your attention to the actual show floor rather than the conferences. Conferences can be streamed through an app and will be accessible until the end of January. It's crucial to witness, feel, and gather insights directly from the show.



Introduction to each exhibition hall

1. A Must-See: LVCC West Hall



The LVCC West Hall, opened at CES 2022, is dedicated to "mobility." Over 300 exhibitors showcase cutting-edge technologies, including autonomous driving, EVs, and personal mobility devices, making it the largest automotive show in CES history. This area highlights the transition from gasoline to electric vehicles, offering key insights into industry changes and trends.

Major Exhibitors at LVCC West Hall

Zoox, Hyundai Mobis, Honda, Waymo, John Deere, Oshkosh, Great Wall Motors, Kubota, Qualcomm, Mobileye, Amazon



ZOOX (Booth 3316)

ZOOX is an autonomous vehicle startup owned by Amazon that is developing fully autonomous electric vehicles specialized for urban robotaxi services. Beyond the concept of vehicle ownership, the company is focused on building a mobility service platform that includes all services such as vehicle operation, charging, and maintenance.

At CES 2025, ZOOX will highlight a commercial demonstration of a fully autonomous robotaxi and urban mobility solutions. It will provide a different user experience from existing cars through differentiated vehicle design and advanced safety features, and will present a service model optimized for urban mobility. ZOOX also plans to emphasize that its vehicles are not just a means of transportation, but a sustainable solution that solves urban traffic problems.

In particular, as CES exhibitors tend to prepare specific business models for entering local markets, Juks is likely to strengthen its pricing policy, technical support, and sales support strategies. In doing so, it is expected to pursue partnerships with buyers and investors.

Through CES 2025, JOOX is expected to strengthen its position in the global market by showcasing not only its innovative technologies, but also its strategic vision to redefine smart city mobility in the future.



Self-driving car presented by ZOOX (Source: ZOOX)

Hyundai Mobis (Booth 4440)

Hyundai Mobis will present its vision for future mobility by introducing next-generation mobility innovation technologies at CES2025. As the only participating company within the Hyundai Motor Group, President Lee Kyu-seok will directly engage in sales activities to secure global customers and diversify sales.

Key exhibited technologies include electrification and charging solutions, including the 22kW ICCU (Integrated Charging Control Module) that doubles the charging speed compared to the existing one and V2G (Vehicle to Grid) technology. This enhances electric vehicle charging efficiency and power grid connectivity. In addition, it plans to demonstrate practical technology implementation and future vision through vehicles that apply cutting-edge technologies such as the e-corner system and experiential exhibits.



Bird's eye view of the Hyundai Mobis CES exhibition hall (Source: Hyundai Mobis)

Hyundai Mobis will showcase next-generation display technologies at CES2025, including augmented reality head-up displays applicable to windshields, transparent holographic displays, rollable and 3D displays.

Through these, it will highlight changes in vehicle design and user experience, and demonstrate Hyundai Mobis' strategy to strengthen its position in the global market and accelerate the commercialization of cutting-edge technologies.



'Human-centric lighting' unveiled by Hyundai Mobis in January (Source: Hyundai Mobis)

Honda (Booth 4640)

At CES 2025, Honda will showcase the next generation of electric vehicles and future mobility technologies. A key highlight will be a line of electric vehicles based on the Honda Zero platform, emphasizing lightweight, sleek design, space efficiency, and high-efficiency battery technology. It is expected to embody innovations that expand interior space with short overhangs and a low body design.

In line with sustainable technology trends, the company will also present eco-friendly mobility solutions that integrate electric and hydrogen fuel technologies, AI, and autonomous driving, and propose a vision of a future mobility ecosystem.

Honda's exhibit will be centered around the overarching theme of CES 2025, "Human Security for All," and will present a vision of enabling individual and societal security through technology and innovation. In doing so, Honda will set a new standard for global mobility, highlighting comprehensive technology solutions that encompass environmental sustainability and social value.



New electric vehicle based on the Honda Zero platform (Source: Honda)

Waymo (Booth 5450)

It will be interesting to see how Waymo's CES2025 exhibit will shape the future vision of self-driving technology. Waymo is an American company leading the development of self-driving technology, which began as Google's self-driving car project in 2009 and spun off as an independent company in 2016. Today, Waymo is driving innovation in mobility and logistics through its robotaxi service, Waymo One, and self-driving technology platform, Waymo Driver. Waymo continues to expand in the robotaxi market, preparing to launch new services in Atlanta and Austin.



Waymo's robotaxi (Source: Waymo)

At CES2025, Waymo will focus on the evolution and real-world applications of autonomous driving technology. In particular, it will highlight the popularization and commercialization of robotaxis, and will likely introduce innovative technologies focused on vehicle safety and data protection. While past CES exhibits have primarily emphasized the autonomous driving technology itself and early service concepts, this year's show will showcase Waymo's expanded service and collaboration model, particularly its partnership with Uber, which is operating in major U.S. cities.

Beyond showcasing its technology, Waymo is likely to conceptualize its exhibit to emphasize data privacy and compliance with global standards, as well as bolster its corporate credibility. This is a strategy to increase the public acceptance of autonomous driving technology and ensure its continued growth in international markets.

John Deere (Booth 5016)

At CES2025, John Deere will showcase autonomous tractors and precision farming solutions, focusing on AI and IoT-based smart agriculture technologies. These innovations aim to improve agricultural efficiency, automate crop management, and optimize resources, all while supporting environmental sustainability.

The company's emphasis on energy transition and sustainable agriculture will highlight its contributions to reducing environmental impact and building a more sustainable agricultural ecosystem.



John Deere Showroom 2024 (Source: CTA)

The exhibit will showcase the digital transformation of agriculture, the possibilities of AI transformation, and highlight the company's vision for addressing climate change and sustainable food production. Aligned with the overall CES theme of energy efficiency and AI technology, John Deere is one of the most anticipated companies to provide insights into how its technology can set the standard for the future of agriculture.

Amazon Web Services (Booth 4000)

At CES2025, AWS will unveil its latest cloud services and solutions for the automotive, transportation, manufacturing, and mobility industries. Key highlights will include innovations in generative AI to drive data-driven breakthroughs and software-defined vehicle technologies that enhance the flexibility and scalability of vehicle software.

The company will also showcase a range of solutions, including Product Engineering, a cloud service for next-generation product design and manufacturing; Digital Customer Experience, which transforms the customer experience with digital technologies; Connected Mobility, which enhances connectivity between vehicles and transportation systems; and Autonomous Mobility, a cloud-based autonomous driving technology.



AWS Exhibition Hall 2024 (Source: CTA)

Oshkosh (Booth 5616)

Oshkosh Corporation, a U.S. manufacturer of specialty vehicles, will make its debut at CES 2025. The company, known for its military, commercial, and special-purpose vehicles, will showcase its electric vehicle innovations, including large-scale production of the U.S. Postal Service's next-gen delivery vehicles.

Oshkosh's acquisitions of CartSeeker and Maximetal, which specialize in automated waste collection and fire equipment, further enhance its focus on advanced mobility technologies, generating anticipation for their CES debut.



US Postal Service Electric Vehicle (Source: Oshkosh)

Great Wall Motors (Booth 5852)

Great Wall Motors (GWM), a leading Chinese automaker known for its SUVs and pickup trucks, is accelerating its global expansion with a focus on electric vehicles (EVs) and autonomous driving technology.

At CES2025, GWM plans to showcase its theme of "Future Mobility and Sustainability," highlighting compact electric SUVs and luxury models that have gained traction in Europe. Key features will include cobalt-free batteries and recyclable materials, emphasizing sustainable innovation as GWM continues to strengthen its presence in markets like Europe and Southeast Asia through brands like ORA and WEY.



P series pickup truck (Source: Great Wall Motors)

Kubota (5700 booths)

Kubota is a global agricultural and construction machinery manufacturer headquartered in Japan, best known for producing a wide range of equipment, including tractors, construction equipment, and lawn care machines, among others. In recent years, Kubota has put sustainability at the center of its focus, leveraging advanced technologies such as electromobility and precision agriculture techniques to increase productivity and reduce environmental impact.

At CES2025, Kubota is showcasing the Kubota All-Terrain Robot (KATR) as a key exhibit product, highlighted by its "Best of Innovation" award. Designed to increase work efficiency in agriculture and construction, KATR is a four-wheeled, multi-purpose robot with a real-time stability control system that enables it to work steadily on slopes and uneven terrain. The robot also features electric and diesel power options, giving it the flexibility to be used according to the user's needs.

Kubota's display is an exciting example of the digital transformation of agriculture and construction. At CES2025, visitors will have the opportunity to see KATR's technical possibilities and real-world applications, and get a glimpse into the vision of a sustainable future of agriculture.



KATR wins innovation award (Source: Kubota)

Qualcomm (Booth 5000)

At CES 2025, Qualcomm showcased technologies and platforms with AI and energy efficiency at their core, highlighting the expansion of its technology into autonomous vehicles and IoT devices.

The Snapdragon platform is used in a variety of industries to maximize power efficiency and performance, and was recognized at the show with CES Innovation Awards for its work in AI and more. In line with CES2025's overarching theme of sustainability and energy efficiency, Qualcomm presented its vision for the future through advanced technology and sustainability strategies.



Qualcomm's AI Engine for Snapdragon 8 Elite Mobile Platform (left) and Snapdragon X Elite (right), winners of the Innovation Award (Source: CTA)

Mobileye (Booth 4700)

Mobileye is a leader in autonomous driving and ADAS technology, developing safe and efficient autonomous driving platforms through AI and machine learning.



At CES2025, Mobileye will showcase solutions that integrate autonomous vehicle sensors, real-time data processing technologies, and urban transportation networks, with a focus on next-generation ADAS 2.0 technologies and fully autonomous platforms.

In particular, the latest chipset technologies and V2X-based traffic data integration platforms will be highlighted. The exhibition will demonstrate how autonomous driving technology enhances safety and efficiency through examples of the convergence of urban transportation and logistics services.

CES2025 LVCC West Hall Features (Automotive)

1. Mercedes-Benz is gone...Many original equipment manufacturers (ODMs) are absent -Hyundai, GM, Ford, Stellantis, etc. did not exhibit (Toyota and Volvo announced only conferences)
2. Honda's appearance... Second after 2024
3. debut of Harvey Mobility ... filled with heavy equipment companies
4. AI and mobility services combine ... Soundhound AI, Qualcomm, Amazon
5. China's EVs land with caution ... Great Wall Motors

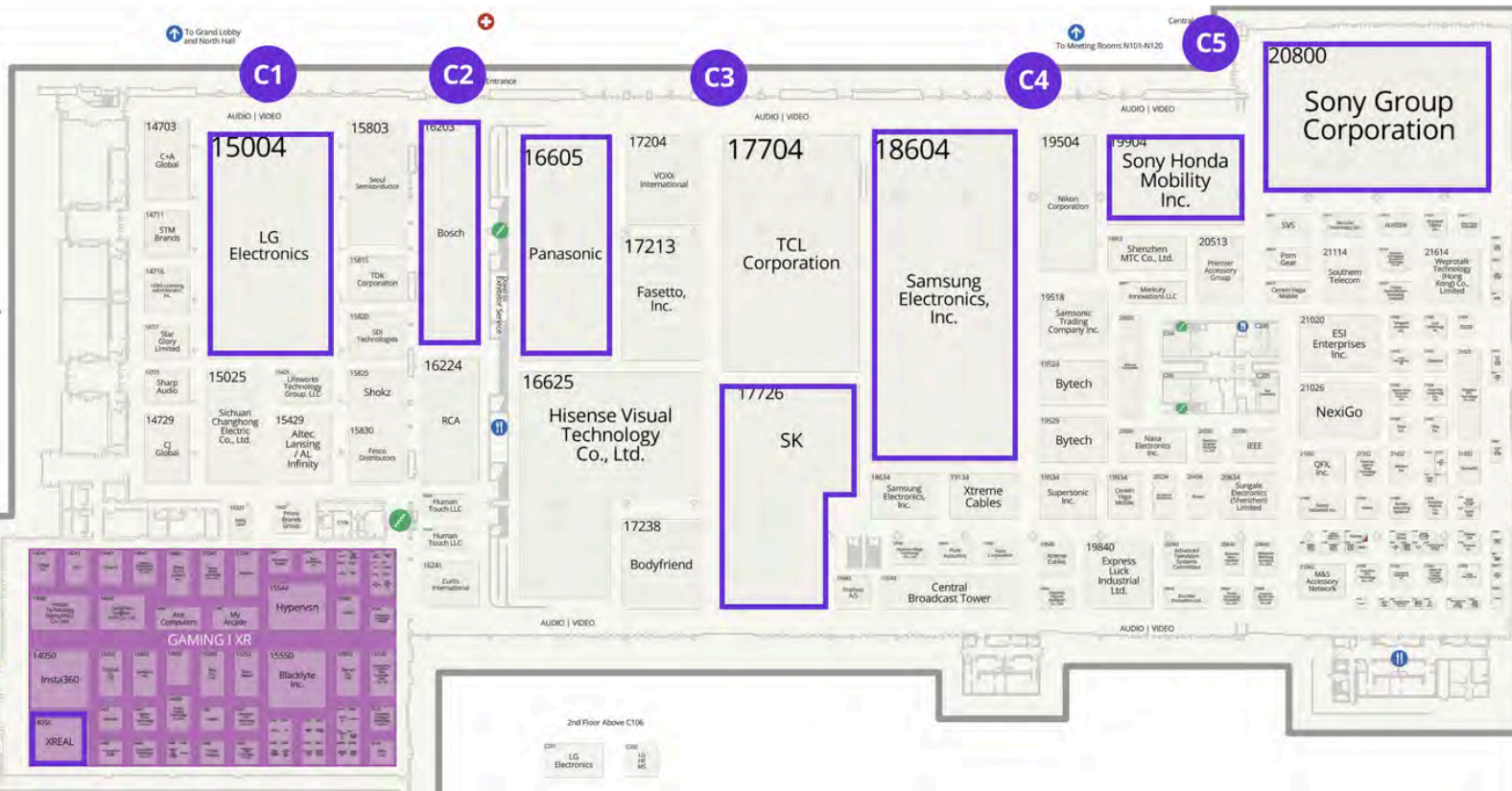
2. A Must-See: LVCC Central Hall



The LVCC Central Hall is the highlight of the CES exhibition, showcasing major companies like Samsung, LG, and Sony. If you have limited time and can only visit one location, the LVCC Central Hall is highly recommended.

LVCC Central Hall Featured Exhibitors

Samsung Electronics, LG Electronics, Bosch, SK, Sony, Panasonic, Sony Mobility, XREAL



Samsung Electronics (Booth 18604)

Samsung Electronics is set to unveil innovative products and strategies centered around artificial intelligence (AI) at CES2025. Under the theme “AI for Everyone: Expanding Experiences and Innovations”, the company will present its home AI strategy, showcasing AI-powered appliances aimed at enhancing consumer experiences.

Key products include the Bespoke AI Family Hub refrigerator, which uses internal cameras to automatically recognize ingredients, recommend recipes, and provide expiration date alerts. The Bespoke AI washer and dryer detect laundry weight and soil levels to automatically set optimal cycles, while the Bespoke Jet Bot AI robot vacuum utilizes object recognition technology to avoid obstacles and plan efficient cleaning routes. Additionally, the SmartThings Home Care service monitors the status of appliances and provides alerts and maintenance guidance when issues arise.

Samsung Electronics has garnered a total of 29 Innovation Awards at CES, including four Best of Innovation Awards. The accolades span categories such as visual displays, home appliances, mobile devices, and semiconductors. Award-winning products will be displayed at the Las Vegas Convention Center, while startups from Samsung’s C-Lab program will showcase their innovations at the Samsung C-Lab exhibit in the Sands Expo’s Eureka Park.

Vice Chairman and CEO Han Jong-hee will deliver a keynote address on January 6, 2025, the day before CES opens. The speech is expected to outline Samsung’s vision and innovation strategy to strengthen its global leadership in technology.



Samsung Electronics products that won the Best Innovation Award at CES2025 (Source: CTA)

LG Electronics (Booth 15004)

LG Electronics will showcase its AI innovation vision centered on Empathic Intelligence at CES 2025. This concept leverages AI technology to deliver thoughtful and empathetic customer experiences, aiming to connect and expand diverse experiences and spaces while transforming everyday life. Emphasizing the impact of AI applications in the home, LG seeks to drive its transition into a smart life solutions company through customer-centric AI solutions.

At CES, LG Electronics has earned 24 Innovation Awards, including three Best of Innovation Awards, highlighting the company’s ongoing technological advancements and customer-focused innovation.

LG will also unveil its next-generation LG XBOOM audio products, featuring premium sound quality and AI-powered audio control technologies. These innovations are designed to strengthen LG’s competitiveness in the premium audio market while emphasizing differentiated user experience-driven technologies.



Will.i.am working to redefine the sound identity of the LG XBoom (Source: LG Electronics)

On January 6, 2025, the day before CES officially begins, LG’s global press conference, LG World Premiere, will take place. CEO Cho Joo-wan will deliver a keynote address presenting LG’s vision and innovations, offering concrete insights into how AI technology will transform customers’ daily lives.

SK (17726 Booth)

SK Group has grown into a global conglomerate spanning energy, semiconductors, and telecommunications, with a strong focus on sustainability and technological innovation. It prioritizes green energy, carbon reduction, AI, and data-driven solutions to advance digital transformation and sustainable development, emphasizing ESG values.

At CES2025, SK will showcase cutting-edge technologies. SK Telecom's AI-based "ScamVanguard," which prevents financial scams like spam and phishing, won the Best Innovation Award.

Additionally, SK is expected to highlight advanced carbon neutrality and green energy solutions, building on its CES 2024 success in carbon reduction technologies.



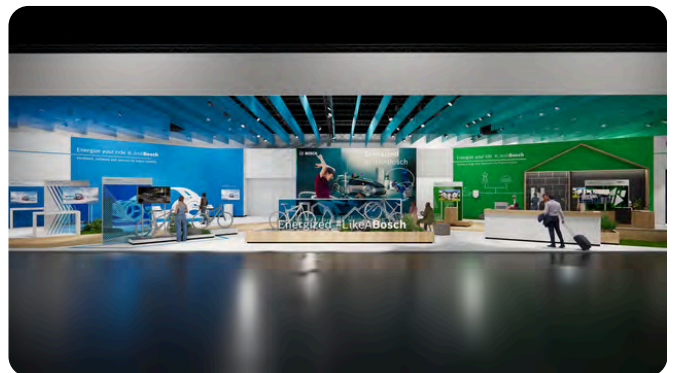
CES2024 SK exhibition hall (Source: CTA)

Bosch (16203 Booth)

Bosch, a traditional leader in automotive component manufacturing, continues to pivot toward advanced technology fields, excelling in smart solutions, IoT (Internet of Things), sustainability, and e-mobility. Recently, Bosch has been focusing on digital transformation and electrification, developing products and services centered on artificial intelligence (AI) and connectivity. The company is also investing in technologies that enhance sustainable energy and efficiency, contributing to efforts to combat climate change.

At CES, Bosch is expected to showcase exhibits centered on sustainable technologies and digitalization. Key highlights will likely include smart home solutions, autonomous driving technologies, electric vehicle components, and energy-efficient industrial solutions.

In previous CES events, Bosch has emphasized sensors and connected technologies. This year, it is anticipated to unveil more advanced solutions based on AIoT (the fusion of AI and IoT). Sustainable energy solutions, such as battery and energy management systems, are also expected to be prominent features of its exhibit.



CES2024 Bosch exhibition hall (Source: Bosch)



CES2025 Unveils the “CES Creator Space”

CES Creator Space 조감도

New Central Hall activation strengthens connections between storytellers and exhibitors, offering education, networking, and workspaces.

The Consumer Technology Association (CTA)®, owner and producer of CES®, the world’s most powerful tech event, is introducing the CES Creator Space at CES 2025. This innovative space is designed to empower the diverse community of content creators and media who attend the show. CES Creator Space will provide tools and workspaces for storytellers to produce compelling content for many platforms and forge meaningful connections with exhibitors. The stage at the CES Creator Space will feature three days of programming designed to help creators hone their craft.

“Creators are at the heart of the modern tech narrative, bringing groundbreaking innovations to life for audiences around the world,” said Kinsey Fabrizio, president, CTA. “The CES Creator Space is a natural evolution of our commitment to this influential group, offering them a dedicated space to collaborate, create, learn, and connect. Whether they are emerging voices or established influencers and reporters, all creators will find immense value in this new multi-use area.”

Located in the Central Hall Lobby of the Las Vegas Convention Center, the CES Creator Space is designed with direct input from the creators, ensuring it enhances their CES experience. This space offers valuable resources including workstations, recording pods, networking events, onstage conference programs, and plenty of room to relax, recharge, and create. Conference programming includes topics of importance to this community: production tips and techniques, storytelling, working with brands, monetization of content, rights and ownership, and more. The CES Creator Space is a place to work and get smart about work at the same time.

“The Creator Space is a gateway to new collaborations, insights, and ideas for storytellers,” said John T. Kelley, VP, CES Show Director, CTA. “By participating, creators put themselves at the forefront of technology discovery and communication, while exhibitors gain access to authentic voices that can share their stories with the world.”

Sony (20800 Booth)

Sony is expected to unveil its next-generation XR technology, the XR Head-Mounted Display SRH-S1, at CES2025. This product has already been recognized for its technological excellence, earning the CES2025 XR Technologies & Accessories Innovation Award.



Sony's XR Head-Mounted Display SRH-S1, a CES2025 Innovation Award Winner (Source: CTA)

The SRH-S1 features a high-quality 4K OLED microdisplay and Video See-Through functionality, delivering an enhanced immersive experience. Additionally, it includes both a conventional controller and a smart ring device designed for intuitive interaction with 3D objects, significantly improving the user experience.

At CES2025, Sony will showcase various demonstrations highlighting how XR technology can transform personal workflows, collaboration, and immersive experiences, presenting its vision for the future of XR.

Sony Honda Mobility (19904 Booth)

Sony Honda Mobility, which garnered attention at CES2023 by unveiling an electric vehicle (EV) in collaboration with Sony, is set to showcase an upgraded electric sedan prototype at CES 2025.

The new EV, named Afeela, is a sedan aimed for official release in 2025.

It will be manufactured at Honda's production facility in Ohio, USA, and developed as a software-centric EV integrating Sony's video games, movies, and other entertainment content. Following the debut of the first prototype at CES 2023, the CES2025 reveal is expected to introduce technical enhancements and detailed specifications.

According to the currently disclosed features, the vehicle will be equipped with a 91kWh lithium-ion battery, delivering over 400 horsepower through a dual-motor system. It will adopt Tesla's NACS charging port, enabling access to the Supercharger network, and support 150kW DC fast charging. However, key specifications such as driving range and charging speeds remain undisclosed, with updates likely to be announced later.

Afeela emphasizes software integration and automation technology, reflecting the latest industry trends. It features multiple displays, advanced software functionalities, and hands-free autonomous driving assistance, setting itself apart from competitors. The CES2025 showcase will provide the first look at the actual vehicle, generating significant anticipation among industry professionals and consumers alike.

At its booth in Central Hall, Sony Honda Mobility will highlight the latest model in development along with various visual content, focusing on Afeela's key concepts:

- **Autonomy:** Evolving autonomy
- **Augmentation:** Extending physical, temporal, and spatial capabilities
- **Affinity:** Enhancing harmony with people and coexistence with society.



Bird's eye view of the Sony-Honda Mobility exhibition hall (Source: Sony Honda Mobility)

Panasonic (16605 Booth)

Panasonic, traditionally recognized as a leading Japanese manufacturer of home appliances and electronics, has recently shifted its focus to future-oriented industries such as sustainable energy, smart home technology, IoT, electric vehicle (EV) batteries, and automotive electronics.

At CES 2025, Panasonic plans to showcase exhibits centered on sustainability and smart energy solutions. These will include IoT-based energy management systems for smart homes, advanced technologies related to EV batteries, and next-generation energy storage solutions. Highlights are expected to feature energy exchange systems between homes and vehicles, as well as sustainable battery production technologies.

Building on its continued transition into the sustainability sector, Panasonic aims to use this exhibition to demonstrate its transformation from a manufacturing company to a global provider of energy and IoT solutions.



CES2024 Panasonic Exhibition Hall (Source: CTA)

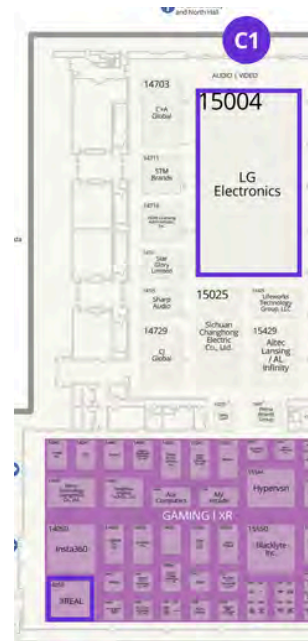
XREAL(14056 Booth)

XREAL (formerly Nreal) is set to showcase ultra-lightweight smart glasses and AR technology at CES, highlighting innovative features such as real-time environment mapping, enhanced holographic displays, and AI integration.

The exhibit will demonstrate the practicality of the technology through various applications in education, healthcare, gaming, and more. By focusing on user-centric UX/UI improvements, XREAL aims to maximize immersive experiences. The latest products are designed to enhance portability and interactivity, moving beyond experimental technology to present real-world usability.



Xreal's Beam Pro, a CES2025 Innovation Award Winner (Source: CTA)



CES2025 LVCC Central Hall Features (Home Appliances Hall)

1. AI Agents and AX in the spotlight
-Samsung, LG, Sony, Nikon, etc. are expected to introduce AI agents and AX products.
2. Realization of energy transition ... SK Group, Panasonic, Bosch, etc. will exhibit solutions
3. Emergence of experience economy... Metaverse Hall (AR glasses and VR products exhibit)

3. A Must-See: LVCC North Hall



As in CES2023 and CES2024, healthcare exhibits that were previously in the South Hall have been relocated to the North Hall. The North Hall will also feature a wide range of emerging tech fields, including AI/robotics, vehicle technology/advanced mobility, smart cities, fintech, and IoT infrastructure, raising anticipation for the innovations that will be showcased. Notably, digital health has emerged as a major exhibit category, with numerous companies registered in areas such as remote diagnosis, mental health enhancement, digital therapeutics, and wearables. Digital health is also one of the industries highlighted by CTA as a key focus area for CES2025.

LVCC North Hall Featured Exhibitors
 Dassault, Siemens, Segway, Abbott, Lotte, SoluM, Jackery



Dassault Systèmes(8705 Booth)

Dassault Systèmes, headquartered in France, is a software and technology company primarily known for providing 3D design software, digital twin technology, and innovative industrial solutions. The company offers platforms and tools that support digital transformation across various industries, including automotive, aerospace, medical devices, and architecture. Notable products include the 3DEXPERIENCE platform, CATIA, SOLIDWORKS, and SIMULIA. Recently, Dassault Systèmes has focused on digital twins and sustainability. The company supports customers across different industries in designing, simulating, and testing products and systems more efficiently. In particular, it is actively leveraging digital technologies to develop personalized treatment solutions in the medical technology and healthcare sectors.

At CES2025, Dassault Systèmes will showcase innovations emphasizing digital health and sustainability. The company is expected to highlight the potential of digital twin technology to revolutionize healthcare and manufacturing. In line with the CES theme, "Dive In," the company plans to specifically demonstrate how connecting humans and technology can solve complex global challenges.

The exhibition concept is centered around human-centered technological innovation, where attendees will experience real-time product and system operations in a virtual environment. They will be able to see how Dassault Systèmes' technologies can improve efficiency, reduce costs, and minimize environmental impact.



At CES2024, Dassault Systèmes showcased a virtual model system that digitally replicates patients' physical and physiological conditions. (Source: The Milk)

Siemens(8725 Booth)

Siemens is a global engineering and technology company that provides innovative products and services across various fields such as industrial automation, energy solutions, smart infrastructure, and medical technologies. Siemens has recently positioned sustainability and digitalization as core strategies, focusing on integrating digital twin, IoT (Internet of Things), and AI technologies to enhance the efficiency of industries and cities while reducing carbon emissions.

At CES2025, Siemens will exhibit under the theme of Smart Cities & Sustainability in the North Hall. The main exhibition topics are expected to include smart city management using digital twin technology, energy solutions for power efficiency, and connected infrastructure solutions utilizing Siemens' IoT platform, MindSphere.



Siemens Exhibition Booth at CES2024 (Source: Siemens)

Segway(8529 Booth)

Segway is a tech company in the personal mobility and robotics fields, known for its micromobility products such as electric scooters, autonomous driving technology, and robotic lawnmowers. Recently, Segway has been enhancing efficient and sustainable mobility solutions with a focus on smart mobility innovation. At CES2025, Segway is expected to showcase its latest electric scooter models and new products featuring autonomous driving capabilities, with a particular focus on smart solutions for urban mobility.

While previous CES events highlighted autonomous driving technology and small electric scooters, CES 2025 is expected to feature advanced products like the "ST1" and "E2 Pro" electric scooters as key highlights. Additionally, Segway will emphasize mobility solutions aimed at improving urban and suburban mobility, combining sustainable energy use and mobility technologies.



Segway Electric Scooter E2 Pro (Source: Segway)

Abbott(8713 Booth)

Abbott is a global healthcare company that offers a wide range of healthcare solutions, including diagnostics, medical devices, nutrition, and pharmaceuticals. The company focuses on chronic disease management and prevention, patient monitoring technologies, and wearable healthcare products, with an emphasis on the convergence of digital healthcare and medical technology. Recently, Abbott has been focusing on personalized health management and telemedicine solutions.

At CES2025, Abbott is expected to showcase innovative healthcare solutions based on digital healthcare and AI technologies. The exhibition will likely focus on wearable sensor-based patient monitoring systems, real-time health data analysis platforms, and enhanced home care solutions for better accessibility. Unlike previous CES events where Abbott primarily showcased healthcare products and innovative medical technologies, this time, the theme will emphasize "Connectivity for Better Health," highlighting the integration of data and technology.



Abbott AVEIR DR (Source: Abbott)

Lotte(8913 Booth)

Lotte will participate in CES2025 in the North Hall, showcasing various innovative technologies and products centered on smart living and sustainability. As a conglomerate spanning food, retail, chemicals, and advanced technology, Lotte has been focusing on digital transformation and building sustainable business models.

Lotte is dedicated to strengthening environmental protection and circular economies for sustainable development. In particular, the company is working to combine digital innovation and sustainability through smart stores, eco-friendly packaging, and food data platforms. Lotte is also investing in technologies to improve customer experiences using the metaverse and AI.

At CES2025, Lotte is expected to present advanced technologies and services related to smart retail technology, eco-friendly products, and enhanced digital experiences under the themes of sustainability and connectivity.



Lotte Exhibition Booth at CES2024 (Source: Lotte)

BoluM(9615 Booth)

SoluM, established in 2015, is an electronic components and smart solutions provider that was spun off from Samsung Electro-Mechanics' power module, tuner, and ESL divisions. Since then, the company has expanded its business areas to include smart lighting, sensors, and healthcare.

At CES2025, SoluM will showcase exhibits specialized in the mobility and commercial sectors. The exhibition will feature a lineup of power modules for electric vehicle chargers, as well as display technology that has been transformed into an advertising platform.



CES2025 솔루엠 전시관 컨셉 이미지(출처: 솔루엠)

Jackery(9815 Booth)

Jackery is a global leader in providing innovative portable power solutions, offering products that supply electricity for outdoor activities, camping, RV travel, and emergency situations, all through sustainable energy technologies. Jackery has a particular focus on solar power solutions and is committed to promoting the spread of environmentally friendly energy. Recently, Jackery's strategy has been centered around achieving carbon neutrality.

At CES2025, Jackery is expected to showcase more advanced eco-friendly technologies compared to its previous products. Notably, products such as the "Mars Bot" and solar generators for rooftop tents, which were introduced at CES2024, will be highlighted in an exhibition focused on spreading sustainable energy use. The Mars Bot, designed to use solar power efficiently like a Mars exploration rover, attracted significant attention for its innovative approach.

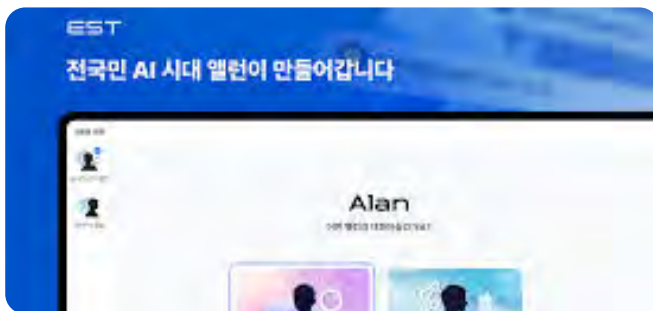


Jackery's Mars Bot, Winner of the CES2025 Innovation Award
(Source: CTA)

EastSoft(9333 Booth)

EastSoft is a company that develops various digital technologies, including artificial intelligence (AI), security software, and cloud solutions. Through its AI-based software and solutions, the company is driving digital innovation for businesses, and it has recently achieved notable success with services utilizing AI and big data, gaining global recognition for its technological expertise.

At CES2025, EastSoft is expected to showcase new solutions and services primarily based on AI technology. The exhibition will likely place more emphasis on cloud-based platforms and AI-related technologies, with a significant focus on smart environment technologies linked to IoT (Internet of Things). Compared to previous CES events where the company showcased software and security technologies, this time, the focus on AI and automation solutions is expected to increase. Additionally, the company is expected to present innovative approaches in industries such as smart cities, healthcare, and industrial automation.



ESTsoft's New Search Engine, Allan (Source: ESTsoft)

NVIDIA, which has gained significant attention with the rise of generative AI, will participate in CES2025. At this year's CES, the company is expected to showcase innovative technologies and visions in artificial intelligence (AI) and accelerated computing.

At CES, NVIDIA will present the future and potential of AI technology, the advancements in accelerated computing and AI platforms, and its latest technological innovations and visions. The industry anticipates the first unveiling of new products such as the GeForce RTX 5080 and RTX 5090.

NVIDIA will once again demonstrate its innovations using AI and accelerated computing technologies on the global stage at CES2025. The company's booth will be set up at the Hospitalité Suite of the Fontainebleau Hotel.



(Source: Nvidia)

Features of CES 2025 LVCC North Hall (AI, Smart Cities, IoT, etc.)

1. Industry AI takes center stage... Focus on robotics and hardware
 - Siemens, Lotte, Matter, SoluM, Daedong
2. AI services on display... AI education (Woongjin), Autonomous (Hotels), Dassault Systèmes, Mind AI
3. Micro-mobility boom... Segway, Heybike, etc.
4. Transparent displays, the 4th window of the future?... Zeiss

Tedream™
Your At-home Sleep Solution

Sleep tight at home!

Forehead

Forearm

Chest

WiS Medical

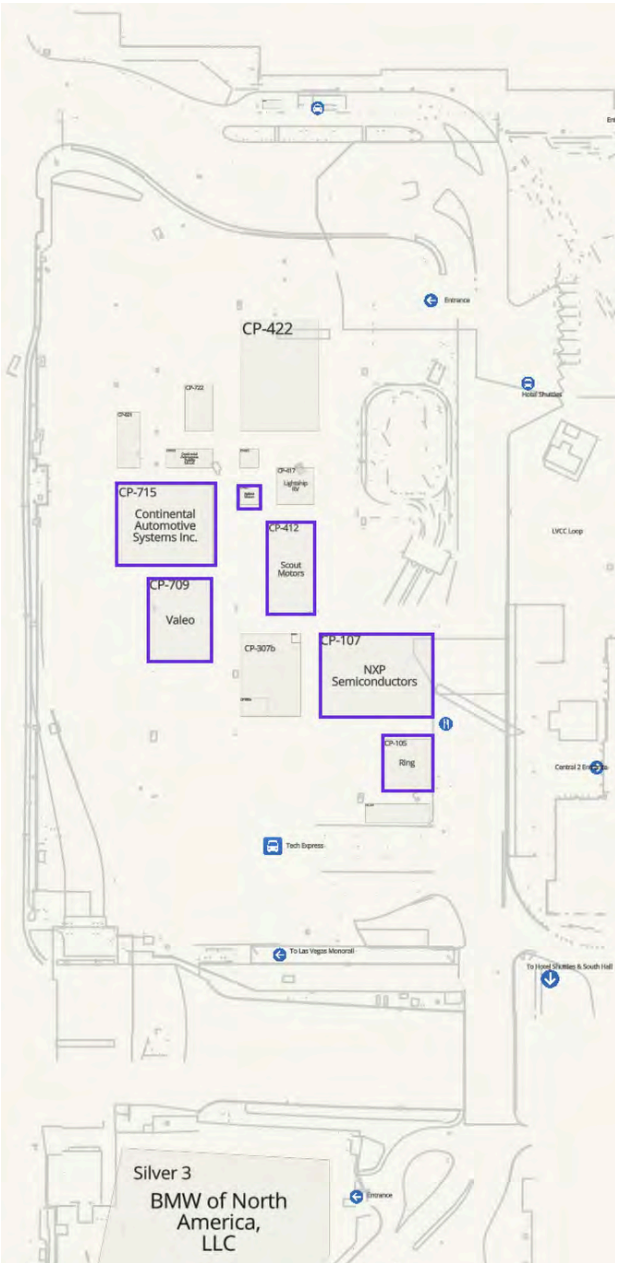
4. A Must-See: Central Plaza



A "Central Plaza" in the form of an outdoor special exhibition area will also be set up in front of the LVCC at CES2025. It is designed to allow companies to showcase exhibits that align with their concepts.

TheMilk's Central Plaza Picks

Continental Automotive Systems , Ring, NXP



Continental Automotive Systems Inc. (CP-715)

Continental Automotive Systems Inc. is a global leader in advanced technologies specializing in vehicle electronics, autonomous driving, connected technologies, safety systems, and electrification solutions. Recently, the company has focused on software-defined vehicles, intelligent sensor technologies, and eco-friendly mobility.

At CES2025, Continental is expected to showcase the Invisible Biometrics Sensing Display, autonomous truck technology, and sustainability-centered innovations. Unlike past exhibitions focused on parts, Continental will emphasize integrated hardware and software systems, showcasing the interaction between vehicles and their surrounding environments.



Continental's Invisible Biometrics Sensing Display, Winner of the CES2025 Innovation Award (Source: Continental)

Aptera Motors(CP-517)

Aptera Motors, founded in 2019, is a solar-powered mobility company dedicated to providing sustainable transportation solutions based on solar energy. The vehicle is designed to recharge in one hour for up to 400 miles (approximately 640 km) and drive up to 40 miles (about 64 km) daily using solar power.

Aptera currently holds about 50,000 preorders and \$1.7 billion in contracts and has raised \$135 million through crowdfunding to support product development.

At CES 2025, Aptera Motors will debut its solar-powered electric vehicle's production model. Visitors to the booth will be able to experience the vehicle's solar-powered design firsthand and take part in media test drives.



Aptera Motors' Concept Car (Source: Aptera Motors)

NXP(CP-107)

NXP Semiconductors is a global semiconductor company specializing in high-performance chip solutions for automotive, IoT, security, and industrial applications. The company focuses on safe, sustainable technological innovation, particularly in software-defined vehicles, high-performance radar systems, and electric vehicle power management solutions.

At CES2025, NXP will present software-defined vehicle platforms, advanced radar technology, EV power management chipsets, and collaboration-based ADAS (Advanced Driver Assistance Systems) and cloud-based connectivity solutions. The "Connected Future" theme will emphasize vehicle connectivity both inside and outside, along with vehicle-cloud integration solutions.



(Source: NXP)

Ring(CP-105)

Ring, a leader in smart home security, will participate in Central Plaza to showcase the latest technologies and innovations. Known for smart doorbells and security cameras, Ring has recently expanded its market with AI-based features and eco-friendly approaches. As an Amazon subsidiary, Ring provides smart home security products and services. Recently, it introduced an AI-based video search function, improving user experience.

At CES2025, Ring is expected to highlight smart home solutions integrating sustainability and technological progress, featuring new products emphasizing energy efficiency and data protection through AI and IoT.

Scout Motors(CP-412)

Scout Motors, an electric vehicle specialist under Volkswagen that revived the traditional American SUV brand Scout, is developing electric pickup trucks and SUVs that leverage the legacy of the past. Scout aims to compete in the electric vehicle market with competitive pricing and unique design.

At CES2025, Scout will reveal details of its electric pickup and SUV models, emphasizing "strength" and "off-road performance." The company will focus on sustainability and modern interpretations of retro design concepts to differentiate the brand.



Scout Motors Electric Pickup Truck (Source: Scout Motors)

Valeo(CP-709)

Valeo, a French automotive parts company with a 100-year history, will also attract attention at its CES2025 exhibition. Valeo was the first company in the automotive industry to participate in CES in 2014. It has developed leading technologies in electric vehicle components, autonomous driving, smart lighting, and vehicle interior improvements. Valeo has strengthened its market position with products like LiDAR technology and electric vehicle thermal management solutions.

Recently, the company has focused on integrating AI and cloud-based technologies, developing wireless charging systems, and extending battery life with thermal management software.

At CES2025, Valeo will showcase its third-generation LiDAR technology for autonomous driving, wireless charging technology, battery and thermal management solutions, and smart battery cooling systems under the theme "Sustainability, Connectivity, and Future Mobility."



CES2024 Exhibition Hall (Source: CTA)

La French Tech(60200 Booth~)

"La French Tech" is expected to remain a key exhibition in Eureka Park at CES2025. This year marks the 12th anniversary of France's participation in CES under the "La French Tech" brand. The French pavilion, bringing together companies from all regions of France, hosted more than 120 companies at CES2024.

At CES2025, a delegation providing solutions for industries such as automotive, IoT, sports, healthcare, and wellness will participate. (La French Tech 60200~)



Companies Participating in CES2024 (Source: CTA, The Milk)



96 Taiwanese Companies Participating in CES2024 (Source: PR Newswire)

Swiss Pavilion(50435, 61033 Booth~)

The Swiss Pavilion at CES2024 featured 34 new innovative startups focused on AI, renewable energy, drones, AR/VR, health tech/med tech, lifestyle, and business/ICT. For CES 2025, the Swiss Pavilion in Eureka Park will present the theme "Taking a Step Forward in Swiss AI Innovation."

A total of 33 Swiss startups and research institutions will showcase innovative AI-powered solutions. The main exhibit areas include automation, robotics, medtech, fintech, edtech, and cybersecurity. (Swiss Tech Pavilion 50435, 61033)



Swiss Pavilion at CES2024 (Source: Swiss Tech Website)

Taiwan Tech Arena(62501 Booth~)

Taiwan Tech Arena (TTA), established by the Taiwanese government's Ministry of Science and Technology, serves as a startup hub supporting advanced tech companies to scale internationally. Taiwan, home to TSMC, fosters a startup ecosystem in innovative fields such as AI, IoT, smart manufacturing, and healthcare.

At CES2025, TTA will showcase over 100 Taiwanese startups with products and technologies focused on AI-based smart devices, IoT solutions, data protection, and healthcare, emphasizing sustainability and security. (Taiwan Tech Arena, 62501)

Netherlands(62100)

The Dutch Tech Pavilion, organized by the Netherlands Enterprise Agency (RVO), will showcase around 50 promising tech startups and innovations at Eureka Park in the Venetian Expo.

Startups from fields such as sustainability, digital health, wearables, and consumer technology will participate. (Netherlands Enterprise Agency, 62100)



Dutch Companies Participating in CES2024 (Source: netherlandsandyou.nl)

J-Startup(61000,61001 Booth~)

The J-Startup program, which always garners attention with new concepts, is also worth noting. This program, operated by Japan's Ministry of Economy, Trade and Industry (METI), helps Japanese startups introduce their innovative technologies on the global stage and grow. The program nurtures startups in fields like technology, robotics, and sustainability.

At CES2025, technologies aimed at improving environmental sustainability, such as AI-based health solutions, smart robots, energy management systems, clean technology, and waste management, are expected to be exhibited. (J-Startup, 61000, 61001)



Japan Pavilion at CES2024 (Source: The Milk)

KOTRA(62901, 62919 Booth~)

The Integrated Korea Pavilion at CES2025 is expected to become the hub for Korean companies and startups targeting the global market, led by the Ministry of Trade, Industry, and Energy (Minister Ahn Duk-geun) and KOTRA (President Kang Kyung-sung).

A total of 516 companies will participate, marking the largest scale to date, surpassing the 443 companies that participated in CES2024. (Korea Pavilion, KOTRA, 62901, 62919)



CES2024 Integrated Korea Pavilion (Kotra) (Source: korea.net)

The Integrated Korea Pavilion will include participants from organizations such as KOTRA, the Ministry of the Interior and Safety, the Korea Trade Association, Daejeon Metropolitan City, Gwangju Metropolitan City, Chungcheongnam-do, Jeju Special Self-Governing Province, Jinju City, the Korea Rural Community Corporation, IBK Industrial Bank of Korea, the Korea Credit Guarantee Fund, Incheon Technopark, Gyeongnam Technopark, the Institute for Information & Communications Technology Planning and Evaluation, the Small and Medium Business Technology Information Promotion Agency, the Korea Electronics Technology Institute, the Korea New Product Certification Association, the Korea Information and Communications Technology Industry Association, the Siheung Industrial Promotion Agency, and the Wonju Medical Device Technovalley.

The Korea Startup Promotion Agency and Seoul City will also join under the integrated brand. This is a significant increase from the 32 institutions and 443 companies that participated in CES2024.

Division		2020	2021	2022	2023	2024	2025
Integrated Hall	Total number of Korean companies	390	340	442	565	800	1,000
	Number of participating organizations	8	5	9	14	32	33
	Number of participating companies	95	89	77	140	443	516
	Participation proportion	24%	26%	17%	19%	58%	51%

Estimated number of Korean participating companies, currently updating participating companies on the CTA website (as of December 4, 2024)
(Source: KOTRA)

6. A Must-See: Venetian Expo (Eureka Park) - Level 2

The 2nd floor of the Venetian Expo will feature exhibits on healthcare, smart city solutions, food tech, smart home, 3D printing, lifestyle tech, sports tech, and more. It will showcase how technology is infiltrating everyday life and transforming our daily routines.

An Innovation Awards Showcase will also be set up, where visitors can view products that won the CES2024 Innovation Awards. These products, selected from various technology categories such as artificial intelligence, healthcare, smart home, sustainability, and mobility, can be experienced firsthand. (Booth 50043)



07 CES2025 Innovation Award List

- CES2025 Best Innovation Award Winners
- CES2025 Product Categories and Innovation Award Winners List



CES2025

Best Innovation Award Winners



As of December 10, a total of 25 products were awarded the Best of Innovation Award, with notable attention on AI, XR, sustainability, and digital health.

South Korea produced 12 award-winning products (including Booxtory, Q-Vision Pro, ScamVanguard, Station for Drone First Responder, TD Square, etc.), demonstrating international competitiveness in digital health and AI technologies. In particular, the country confirmed its position as a global technology leader by showcasing innovation and creativity across various industries such as education, finance, security, and healthcare.

The products awarded the Best of Innovation Award have been summarized in terms of technology, design, and innovation.

1. Bio Leg (Japan) - BionicM Inc. Accessibility & AgeTech



	Key Features
Technolog	Integrates an electric motor with multiple sensors to support movement, reduce discomfort, and improve mobility.
Design	Emphasizes a natural appearance resembling the human knee, using calf muscle protrusions and black carbon material to support self-expression.
Innovation	Mimics the movement characteristics of the human knee, providing both flexibility and power, transforming the prosthetic from a simple aid to a symbol of confidence and style.

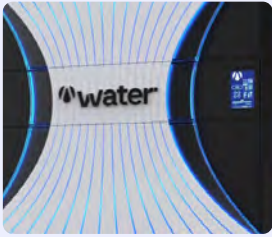
2. Booxtory (South Korea) - Woongjin Thinkbig AI



	Key Features
Technolog	Uses AI to digitally transform books in real time and provide a personalized reading experience for users.
Design	Combines visual effects and sound to enhance immersion, while strengthening inclusivity through an Easy Reading Mode.
Innovation	Innovatively improves accessibility for users of all ages, including those with developmental disabilities, who find reading challenging.

3. Farady Reactor (USA) - VWater

Sustainability & Energy/Power



	Key Features
Technolog	Uses A.L.T.E.P. technology to break down harmful substances without chemicals, providing eco-friendly water purification through hydroxyl radical generation.
Design	Maximizes ease of use with a modern and intuitive interface.
Innovation	Enables efficient water treatment without chemicals or filters, achieving both sustainability and cost-efficiency.

4. Galaxy Buds3 Pro (South Korea) - Samsung Electronics America, Inc.

Headphones & Personal Audio



	Key Features
Technolog	Delivers smart audio technology that eliminates language barriers with powerful sound quality, clear call quality, and AI-based audio translation features.
Design	User-friendly design that combines comfort and functionality, making it suitable for everyday use.
Innovation	Provides a personalized sound experience based on seamless integration with Galaxy devices, offering a differentiated audio solution that can be used without a screen.

5. Holographic Transparent Camera (Germany) - ZEISS Microoptics

Vehicle Tech & Advanced Mobility



	Key Features
Technolog	Uses holographic optical technology to transform transparent surfaces into cameras, integrating camera functionality while maintaining transparency and aesthetics.
Design	Enhances the appearance of electronic devices with a slim and minimalist design that requires no additional equipment.
Innovation	Provides innovative features that eliminate the need for traditional camera devices, improving the user experience with image centering and eye-tracking functionality.

6. HP Z Captis (USA) - HP Inc.

Computer Peripherals & Accessories



	Key Features
Technolog	Uses photometry-based 3D imaging technology to digitally render various materials, connecting the physical and digital worlds through integration with NVIDIA Jetson AGX Xavier and Adobe Substance 3D Sampler.
Design	Designed with a simple, modern form to be easily used in various environments.
Innovation	Innovates material digitization across industries such as architecture, automotive, entertainment, fashion, and gaming, offering creators new possibilities for creation.

7. Hypershell Carbon X (China) - Hypershell Co., Ltd.

Robotics



	Key Features
Technolog	Equipped with the self-developed M-One motor system and AI MotionEngine algorithm, it provides up to 800W of auxiliary power and adjusts 10 support modes in real-time.
Design	The ultra-lightweight ergonomic design ensures exceptional comfort and durability for the wearer.
Innovation	The world's first outdoor exoskeleton allows users to maximize mobility while exploring nature.

8. inReach® Messenger Plus (USA) - GARMIN International Inc.

Mobile Devices, Accessories & Apps



	Key Features
Technolog	Utilizes satellite communication for SOS messaging and integrates with the Garmin Messenger app, offering voice, photo, and group messaging features even in areas without a network.
Design	Compact and rugged design makes it usable in extreme environments, with a long battery life and safe charging capabilities.
Innovation	Enables emergency response and communication in situations without network connectivity, supporting both adventure and safety.

9. KATR (USA) - Kubota North America

Industrial Equipment and Machinery



	Key Features
Technolog	With a unique stability control system, it ensures stable cargo transport even on slopes or rough terrains, operating on either diesel or electric power, and is remotely and onboard controllable.
Design	Compact yet rugged design makes it suitable for off-road use in extreme environments such as agriculture and construction.
Innovation	The first practical four-wheeled robot platform capable of carrying heavy loads (240kg), offering real-world applicability in demanding environments.

10. minVerse (Canada) - Haply Robotics

Metaverse

XR Technologies & Accessories



	Key Features
Technolog	Provides precise 3D touch and realistic haptic feedback, enabling immersive interaction with virtual environments.
Design	Designed in a compact and portable form, it offers an immersive experience anywhere, with easy accessory swapping using the VerseGrip handle
Innovation	Sets a new standard for metaverse interaction, being hailed as a game changer in immersive haptic technology.

11. Osmotex : Active Electroosmotic Membrane Jackets (Canada) - Myant Inc.

Fashion Tech



	Key Features
Technolog	Applies electroosmotic membrane technology to actively manage moisture according to the body's sweat evaporation rate, maintaining dryness even in bad weather.
Design	Smart structure combining breathability and waterproofing to maximize user comfort and safety.
Innovation	Provides innovative changes in moisture management of fabrics, enhancing performance, health, and safety as next-generation fashion technology.

12. On-Device biometric payment solution (USA) - GHOSTPASS Inc.

FinTech



	Key Features
Technolog	Fully decentralized biometric authentication technology securely stores biometric data on the user's smartphone, ensuring personal data sovereignty without reliance on external servers or the cloud.
Design	Security-focused design that provides a simple and intuitive user experience while protecting the user's biometric authentication information.
Innovation	Unlike traditional centralized storage methods, it fundamentally blocks the possibility of large-scale data breaches and addresses issues related to the misuse and surveillance of biometric data.

13. Q-Vision Pro: Safe, Fast On-Device AI for Crime Prevention (South Korea) - Suprema AI

Embedded Technologies



	Key Features
Technolog	An on-device AI module that predicts and prevents financial crimes through facial recognition and behavioral analysis, operating securely with data encryption without relying on the network.
Design	Compact module design that can be integrated into standalone devices like ATMs, enhancing both convenience and security for banks and customers.
Innovation	An independent AI solution capable of handling up to 50,000 users, preventing illegal transactions and creating a safer financial environment.

14. ScamVanguard (South Korea) - SK Telecom

Cybersecurity



	Key Features
Technolog	Combines AI and cybersecurity technology to detect fraud and prevent financial scams through SMS, social networks, and phone calls.
Design	An operational platform with a user-friendly web UI and API that enhances convenience and scalability.
Innovation	Blocks over 1.3 million fraud messages and calls each month, providing alerts to users exposed to threats, setting a new standard in mobile fraud prevention.

15. Sony BRAVIA Theater Quad Wireless Speaker System (Japan) - Sony Group Corporation

Audio Video Components & Accessories



	Key Features
Technolog	Provides a cinema-level immersive audio experience from every seat by implementing 360 Spatial Sound Mapping technology and 12 virtual speakers.
Design	Can be installed as a wall-mounted or standalone unit, with a sleek design that balances both convenience and style.
Innovation	Supports the latest formats and minimizes plastic used in the product and packaging, achieving sustainability.

16. Sony XR Head-Mounted Display SRH-S1 (Japan) - Sony Group Corporation

XR Technologies & Accessories



	Key Features
Technolog	Provides ultra-high-definition immersive experiences with a XR headset offering 4K resolution for each eye and a dedicated controller optimized for interaction with 3D objects.
Design	Maximizes user convenience with an ergonomic design for comfort and a modern appearance.
Innovation	Presents a new standard in extended reality technology with a new XR interface that enables precise interaction with 3D objects.

17. Station for drone first responder (South Korea) - Nearthlab

Drones



	Key Features
Technolog	The drone automatically obtains flight authorization and seamlessly integrates with police operation systems, enabling rapid response to emergencies while overcoming battery limitations for continuous mission execution.
Design	Designed as an advanced drone base to maximize the drone's reliability and operational efficiency, capable of meeting high demand across various industries.
Innovation	Maximizes drone productivity and uptime, enhancing autonomy and setting a new standard for drone reliability.

18. TD Square, Tinnitus Digital Treatment Device (South Korea) - Hanyang University

Digital Health



	Key Features
Technolog	Combines auditory, visual, and tactile feedback systems with virtual reality (VR) technology to provide cognitive therapy, while using AI-generated 3D sound to regulate tinnitus symptoms.
Design	User-friendly interface and VR equipment designed for easy integration into medical environments, maximizing patient immersion.
Innovation	Alleviates tinnitus symptoms through digital therapy without the side effects of medication, offering an innovative alternative to traditional treatment methods.

19. On-Demand Automotive Infotainment Center (USA) - Corning Incorporated

In-Vehicle Entertainment



	Key Features
Technolog	Corning's ColdForm™ technology enables automotive displays to be molded at room temperature, supporting a more sustainable manufacturing process, while Dynamic™ Décor seamlessly integrates the screen with the vehicle interior.
Design	A sleek and innovative vehicle interior design that hides the display while offering high-resolution colors and patterns.
Innovation	Revolutionary technology that helps automakers provide curved displays and immersive infotainment experiences to customers.

Products from South Korea that have won the Best Innovation Award but are not yet updated on the CES website: Samsung Electronics has three products in the Video Display category, and LG Electronics has three products.
(Detailed information will be updated later.)



LG Electronics' OLED TV, which has won the CES Best Innovation Award for three consecutive years (Source: LG Electronics).








CES2025 Product Categories and Innovation Award Winners List







CES2025 Innovation Award Features

- The top two categories based on submission numbers are 'Digital Health' and 'Sustainability, Eco-friendly Design, and Smart Energy'.
- New categories introduced: Human Security for All, and AI (Artificial Intelligence).
- A total of 34 categories selected for innovative products, an increase of 4 compared to CES 2024.
- Over 3,400 submissions received, a 13% increase compared to CES 2024.
- A significant rise in submissions in the 'AI' category, with a 49.5% increase compared to CES 2024.
- New categories introduced include Beauty and Personal Care, Fashion Tech, Industrial Equipment and Machinery, Pet Tech and Animal Welfare.
- Of the 19 top innovation awards announced by CTA, 7 products are from Korean companies (36.8%)



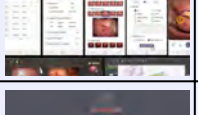
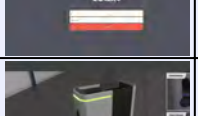




Here is the list of innovation award-winning products by category at CES 2025.

Accessibility & Accessibility & AgeTech




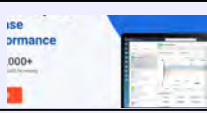
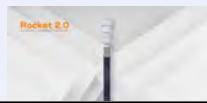


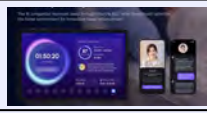



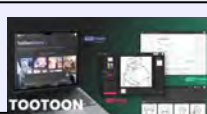
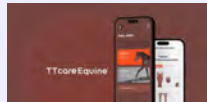
No	Image	Product	Manufacturer	Country	Features
1		BLING	Braindeck	South Korea	Wearable device supporting health monitoring
2		CLholmes@	HolmesAI Co., Ltd.	USA	AI-based heart disease prediction system
3		EasyPlus	Route Finders	South Korea	Assistive platform for visually impaired individuals
4		Electric Salt Spoon	Kirin Holdings, Meiji University 외	Japan	Device supporting a salt-reducing diet
5		H-Medi	HUROTICS Inc.	South Korea	AI and robotics-based gait rehabilitation and prognosis device
6		JubileeTV	JubileeTV	USA	TV platform with enhanced accessibility
7		Mobile Ankle-foot Exoskeleton	The Hong Kong Polytechnic University	Hongkong	Ankle-foot robotic exoskeleton device for mobility assistance

No	Image	Product	Manufacturer	Country	Features
8		Multi-Mic+	GN Group	Denmark	Hearing assistance and multi-microphone technology
9		NAQI Neural Earbud	Naqi Logix Inc.	Canada	Earbuds based on neural signal analysis
10		SATELLITE STICKER	LINXENS	France	Sticker-type device for short-range data transmission
11		Seekr	Vidi Labs Ltd	Hongkong	Navigation technology based on video analysis
12		XanderGlasses Connect	Xander	USA	Glasses that display subtitles on the lenses to support individuals with hearing impairments
13		MouthPad^	Augmental	USA	Mouth-controlled interface device







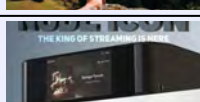

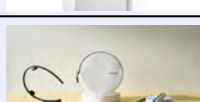

Artificial Intelligence

No	Image	Product	Manufacturer	Country	Features
1		3D Visualization of X-ray Image & Visibility Enhancement	Korea Institute of Science and Technology	South Korea	AI solution for 3D visualization and enhanced visibility of X-ray images.
2		Aegis RS2 AI	MSI Computer Corp	Taiwan	High-performance computer offering powerful AI capabilities.
3		AI Doc: AI Diagnosis and Prediction Platform for Female Cancer	MTS Company CO., LTD.	USA	AI platform supporting the diagnosis and prediction of women's cancers.
4		AI Echo Care	Inviz Corporation	Israel	AI-based caregiving solution for real-time health monitoring.
5		AI Logistics Stocktaking Robot	WATA AI Inc.	USA	Robot automating inventory management in logistics warehouses using AI
6		AI Sign Language Translation Service: Hand Sign Talk Talk	klcube	South Korea	AI-based translation service for real-time sign language interpretation.
7		AiLive Studio	AiLive Inc.	USA	AI-based studio platform for creating interactive content.
8		AIVAS Interactive Supercomputer	ALAFIA	USA	AI-based high-performance supercomputer for handling various types of data.






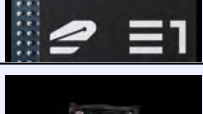








No	Image	Product	Manufacturer	Country	Features
9		AMD Ryzen AI 9 HX 370	Advanced Micro Devices	USA	Next-generation computer hardware equipped with high-performance AI processors.
10		Apollon	Sky Labs	South Korea	Wearable device for health monitoring and analysis.
11		arti	ArtygenSpace	USA	Innovative platform for providing content using VR and augmented reality.
12		DeepLounge AD: Real-Time Offline Targeted AD Platform	Triplet	South Korea	AI advertising platform delivering real-time targeted ads even offline.
13		EVOM AI Piano - Automatic Spatial Music Generator	Creativemind Inc.	South Korea	Innovative AI piano system that automatically generates spatial audio.
14		Gaudio Music Placement	Gaudio, Inc.	South Korea	AI music editing solution supporting customized music arrangements.
15		GenGenAI	GenGenAI	USA	Advanced AI platform that creates personalized content based on data.
16		HP AI Companion	HP Inc.	USA	Personalized computer offering an efficient work environment powered by AI.
17		IL1A-AI based olfactory digital sniffer dog system	Ilias AI Co., Ltd.	South Korea	AI-based digital sniffer system for detecting odors, applicable across various industries.
18		JU, Just Universe	FLOW STUDIO Co., Ltd	South Korea	Next-generation AI platform supporting creative content creation and collaboration.
19		KINDOC Endo - The generative AI solution for endoscopy	VIVAINNOVATION Co., Ltd	South Korea	Generative AI solution for analyzing and optimizing endoscopic examination data.
20		learnCoach	Tutorus Labs Inc.	USA	AI-based learning platform offering customized coaching and learning experiences.
21		Lesa-pass	TERAMIME	USA	Simple and secure digital identity verification and authentication solution.
22		LUCI	OpenInterX Inc.	USA	Innovative camera technology integrating high-resolution digital imaging and AI analysis.
23		MATRx: Privacy-first AI Fall Detection Mat	AI and Robotics Ventures Company Limited	Thailand	AI-based mat that detects and alerts for falls while protecting privacy.
24		MEG Vision X AI	MSI Computer Corp	Taiwan	High-performance computer hardware with AI technology for gaming and e-sports.
25		Pickpad	Pickpad	South Korea	AI-based personalized product recommendation service optimizing consumer experience.

No	Image	Product	Manufacturer	Country	Features
26		Polaris Office AI NOVA	Polaris Office AI NOVA	South Korea	Next-generation document editing and management platform powered by AI to enhance productivity and collaboration
27		Qualcomm AI Engine for Snapdragon 8 Elite Mobile Platform	Qualcomm Technologies, Inc	USA	High-performance AI processing and efficient data analysis on mobile platforms.
28		REGULUS - AI System-on-Chip for On-device AI	Mobilint, Inc.	USA	Standalone AI chip integrated into devices to provide high-performance AI capabilities while reducing power consumption.
29		RevComm	RevComm Inc.	Japan	Communication platform that enhances business efficiency based on voice data analysis.
30		Rocket 2.0 - Smart Irrigation Platform	Full Nature Farms (Hong Kong) Limited	Hongkong	AI-powered smart agriculture solutions with efficient water management.
31		Self-Driving AI Home Hub	LG Electronics	South Korea	Autonomous driving technology applied to home AI hubs to revolutionize smart home experiences.
32		Skyworks AI Dialog Boost	Skyworks Solutions, Inc.	USA	AI solution that enhances voice conversations and can be used in various embedded applications.
33		SleepBoard Powered by AsleepTrack	Asleep Co., Ltd.	South Korea	AI-based sleep management solution that analyzes users' sleep patterns and provides personalized sleep solutions.
34		Smart Factory Manager All-in-One Manufacturing Platform	DMTEK CONSULTING	South Korea	All-in-one platform for smart factory management, supporting the maximization of manufacturing efficiency
35		SONA AI EDU – Education platform available without network	Persona AI	South Korea	Education platform that can be used without a network, revolutionizing the learning environment with AI.
36		STM32MP25	STMicroelectronics	France	Embedded processors providing high-performance AI processing and efficient energy management.
37		TooToon	Onoma AI	South Korea	AI-based content creation and editing solution with a user-friendly interface.
38		TTcare Equine	AI For Pet	South Korea	AI-powered platform that monitors horse health and provides personalized management solutions.





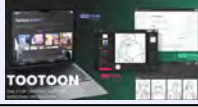
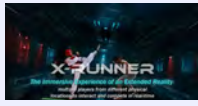
Audio Video Components & Accessories / Beauty & Personal Care

No	Image	Product	Manufacturer	Country	Features
1		BoldJet by FlowBeams	FlowBeams B.V.	Netherlands	Innovative skincare solution that provides personalized skincare through precise spraying technology.
2		e1	epitome GmbH	Germany	AI-based personalized skin and hair care solution that precisely analyzes the user's needs.
3		Gait Beauty Measurement System	Shiseido Co., Ltd.	Japan	Innovative beauty solution that analyzes walking patterns to measure individual body shape and skin condition.
4		HISONG SuperMic S1	Hisong Music Technology Inc.	China	High-performance audio recording solution that removes noise and delivers excellent sound quality.
5		HOVERAir Beacon	Shenzhen Zero Zero Infinity Technology Co., Ltd.	China	Lightweight high-resolution drone camera that enables stable flight in various environments.
6		iSteady V3 AI Tracking Smartphone Gimbal	Hohem Technology Co., Ltd.	China	AI-based smartphone gimbal that supports automatic tracking and stable video recording
7		NODE ICON	Bluesound	Canada	Hi-fi audio streaming solution that provides clear sound quality and an intuitive control interface.
8		SHISEIDO Skin Visualizer	Shiseido Co., Ltd.	Japan	AI-based skin visualization tool that analyzes skin condition in detail and provides personalized solutions.
9		Sleepisol Lite	Leesol Co., Ltd.	South Korea	AI-based sleep assistance solution that improves and optimizes the user's sleep environment.
10		WiiM Ultra	Linkplay Technology Inc.	USA	High-performance audio streaming device that offers compatibility with various platforms.

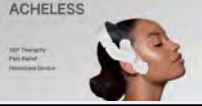


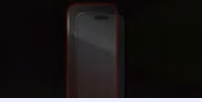
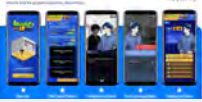






Computer Hardware & Components / Computer Peripherals & Accessories

No	Image	Product	Manufacturer	Country	Features
1		AirJet Mini Sport	Frore Systems	USA	Innovative solution providing both high performance and low noise through ultra-thin cooling technology.
2		AIVAS Interactive Supercomputer	ALAFIA	USA	Ultra-fast computation and AI support for large-scale data processing and simulation optimization.
3		AMD Ryzen 7 9800X3D	Advanced Micro Devices	USA	Next-generation processor for high-performance gaming and multitasking.
4		AMD Ryzen AI 9 HX 370	Advanced Micro Devices	USA	Next-generation CPU integrating AI acceleration and high-performance computing.
5		DW100	Biwin Storage Technology Co., Ltd.	China	Storage solution providing ultra-fast data transfer and reliability.
6		Efficient E1	Efficient Computer	Germany	High-performance computer maximizing energy efficiency.
7		Gaming Motherboard	Asus Computer International	Taiwan	Motherboard offering optimized gaming performance and scalability.
8		HP OmniBook Ultra Flip 14 inch Next Gen AI PC	HP Inc.	USA	Next-generation ultrabook with AI-based features, enhancing productivity and efficiency.
9		Lenovo ThinkBook Plus Gen 5 Hybrid	Lenovo	China	Innovative hybrid laptop combining dual displays and high-performance hardware.
10		Lenovo ThinkCentre Neo Ultra	Lenovo	China	Desktop solution offering compact design and powerful performance.
11		Lenovo ThinkPad X1 Carbon Gen 13 Aura Edition	Lenovo	China	Premium business laptop with a lightweight design and AI-based security features.
12		Thunderbolt Share	Intel Corporation	USA	Thunderbolt technology solution enabling fast and simple data sharing across multiple devices.
13		xMEMS μ Cooling	xMEMS Labs, Inc.	USA	Ultra-compact cooling technology effectively managing heat and improving energy efficiency.
14		XPG LANCER NEON	ADATA Technology Co., Ltd.	USA	High-speed memory technology combined with RGB lighting to provide optimal performance for gamers and creators.

Content & Entertainment & Cybersecurity

No	Image	Product	Manufacturer	Country	Features
1		Base On Board	DK LAB, Inc.	South Korea	An innovative board game platform that integrates content and entertainment experiences, breaking the boundaries between digital and physical board games.
2		Dropshot Explorer	Jiro Inc	Japan	Advanced video and image exploration tool supporting effective analysis and navigation of visual content.
3		Humming Blocks	Squarify	USA	An innovative solution combining education and entertainment with a block-based interface, enabling simultaneous learning and play
4		Moonlock Engine in CleanMyMac by MacPaw	MacPaw Inc.	Ukraine	A powerful cybersecurity engine that protects user data and systems, seamlessly integrated with CleanMyMac.
5		TooToon	Onoma AI	South Korea	AI-powered content creation platform for fast and efficient production of animations and visual content.
6		NEWJAK	X-RUNNER : A New Paradigm for the Metaverse Platform	USA	Next-generation metaverse platform offering immersive experiences in virtual environments, with real-time data processing and high-quality graphics support.



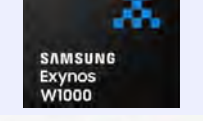


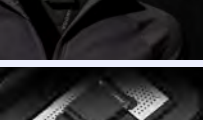





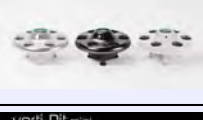


Digital Health

No	Image	Product	Manufacturer	Country	Features
1		Acheless	PTBRO Inc.	South Korea	Homecare device for pain relief based on SSP therapy
2		AI MEDI WATER	Ceragem Co., Ltd.	South Korea	Personalized water purification system powered by AI
3		AI-powered Home Therapy Booth	Ceragem Co., Ltd.	South Korea	AI-based home therapy booth
4		ArthronPulse	EntWick Inc.	South Korea	Non-invasive arthritis management device
5		ARTIS	Decasight Corp.	USA	AR training platform for interventions and surgeries
6		BodyGuardz Red Light Converter	BGZ Brands	USA	Infrared conversion device
7		BPM Pro 2	Withings	France	Advanced blood pressure monitor
8		buddy-in	Neudive Inc	South Korea	Digital therapeutics platform
9		Budz	Budz B.V.	Nedelands	Smart health tracker
10		CalmiGo Plus	CalmiGo Neurotech (Dendro Technologies, Inc)	USA	Stress relief and breathing regulation device
11		CAMELEON	CAMELOTECH, inc.	South Korea	AI-powered automated herbal medicine dispensing system
12		CARELINK	Plasmapp Co., Ltd.	South Korea	Plasma-based disinfection and hygiene solution
13		Cellpuri Series	Curiosis Inc.	South Korea	Innovative cell therapy platform
14		cortiSense	Nutrix AG	Swiss	Wearable device for tracking stress and health conditions
15		CureSilk	Medicosbiotech	South Korea	Innovative medical textiles
16		Early Cancer Screening Device in Pets	Point Biotech	South Korea	Early cancer detection device for pets






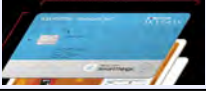








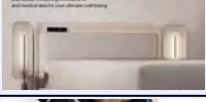

No	Image	Product	Manufacturer	Country	Features
17		Electric Salt Spoon	Kirin Holdings, Meiji University, ATHA, TOPPAN, ADK Marketing Solutions, SunnySideUp	Japan	Health seasoning device using electronic salt
18		eufy Wearable Breast Pump S1 Pro	Anker Innovations Ltd	China	Portable wearable breast pump
19		FaceHeart CardioMirror	FaceHeart Corporation	Taiwan	Smart mirror that monitors heart rate
20		FRENZ FocusFlow	Earable Neuroscience	Singapore	AI-based device for enhancing focus
21		Home MediCare Bed 2.0	Ceragem Co., Ltd.	South Korea	Medical bed equipped with AI healthcare services
22		January AI	January AI	USA	AI platform for diet and blood sugar management
23		Kardian Bibi	Xandar Kardian Inc.	USA	Smart bed that monitors newborn health in real time
24		Lingo	Abbott	USA	Wearable device for analyzing physical conditions
25		MOGLU	Apollon	South Korea	Non-invasive blood glucose monitoring device
26		MOVED	OGGMA	Israel	Autonomous hospital bed
27		MoveFreeker	COMPLEXION Co., Ltd.	South Korea	Healthcare platform supporting exercise and rehabilitation
28		MSP™ Series	Curiosis Inc.	South Korea	Multipurpose medical and research analysis equipment
29		Nuance Audio OTC	EssilorLuxottica	France	Combined OTC hearing aid and eyeglasses product
30		NutriTrex	Nuvilab	South Korea	AI-based nutrition management platform for children
31		OptimizeME	Anssil Co., Ltd.	South Korea	Solution integrating smart home and digital health
32		Peri	identifyHer	USA	Smart device for monitoring women's health

No	Image	Product	Manufacturer	Country	Features
33		Phin Stim	Gbrain	South Korea	Wireless brain monitoring and stimulation implant
34		Qolo Rehabilitation	Qolo Inc.	Japan	Advanced rehabilitation robot for therapy
35		Real-Time Bacteria Sensor	The Wave Talk	South Korea	Real-time bacteria detection sensor
36		SHANMU S1	Shanmu (Shenzhen) Biotechnology	China	Portable device for water quality testing
37		SITh (Self-Insight Therapy)	VHEX Lab	South Korea	Therapy solution based on self-insight
38		Skiin: Cardiac Monitoring	Myant Inc.	Canada	Heart-monitoring smart clothing
39		SleepBoard Powered by AsleepTrack	Asleep Co., Ltd.	South Korea	AI-based sleep analysis and management board
40		Smart Headboard with AI Health Concierge	Ceragem Co., Ltd.	South Korea	Smart headboard equipped with an AI health platform
41		Standing Rovo (SR) 733	Bodyfriend	South Korea	Massage chair with advanced technology
42		Stelo by Dexcom	Dexcom	USA	Non-invasive blood glucose monitoring device
43		UniWhale AI Baby Companion	SiriuXense Inc.	China	AI-based infant sleep and care device

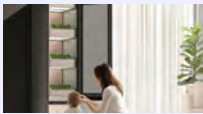

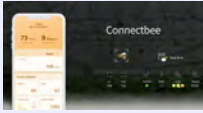

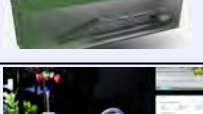
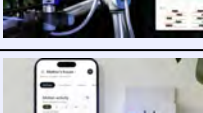




Drones & Embedded Technologies Fashion Tech

No	Image	Product	Manufacturer	Country	Features
1		Aura: The World's First Color-changing Glasses	Chamelo	미국	The world's first color-changing glasses, an innovative fashion technology that adjusts colors based on the user's style and environment.
2		EVOVA: Hyper-Realistic Fashion 3D Digitization Service	MeTown Inc.	대한민국	Providing hyper-realistic 3D digitization for the fashion industry, maximizing showroom and design efficiency.
3		Exynos W1000	Samsung Electronics, Inc.	대한민국	Advanced chipsets for wearable devices, delivering high performance and energy efficiency as a core element of fashion technology.
4		Galaxy Watch7	Samsung Electronics, Inc.	대한민국	A premium smartwatch integrating advanced healthcare and lifestyle features, representing the perfect blend of fashion and technology.
5		HAGAMOSphere™	DIC Corporation	일본	High-performance spherical platforms based on drone technology, adaptable to various industries and environments.
6		Mij(tm)	VOORMI	미국	Fashion items crafted with innovative textile technology, combining functionality and sustainability.
7		NanoLoom	1NA Technologies	영국	Ultra-lightweight, high-strength nanofiber technology, offering embedded solutions applicable across various industries.
8		PortaCON Plus	CONPORTLAB	독일	An all-in-one gateway for digital transformation, supporting easy installation and efficient data communication.
9		QSIMunit-SC : Signal generator for quantum communication	QSimPlus	대한민국	A cutting-edge signal generator for quantum communication signals, marking an innovative leap in embedded technology.
10		ScanWatch Nova Brilliant	Withings	프랑스	A hallmark of fashion technology blending elegance and classic design, prioritizing both healthcare and style.
11		Snapdragon X Elite	Qualcomm Technologies, Inc.	미국	High-performance chipsets for next-generation computing, offering cutting-edge solutions in embedded technology.
12		Underground Drone	Sky Flight/HANSEO UNIVERSITY	대한민국	An innovative drone designed for underground exploration, providing solutions suitable for various industries.
13		Urban Bladeless Delivery Drone System	AIRUS/HANSEO UNIVERSITY	대한민국	Wingless drone systems for safe and efficient logistics delivery in urban environments.
14		verti-Pit mini	WEFLO	대한민국	Compact drone platforms with vertical takeoff and landing capabilities, designed for efficient operation in confined spaces.












FinTech & Fitness & Gaming & eSports

No	Image	Product	Manufacturer	Country	Features
1		Beyond 01	wearM.AI	USA	Fitness data provided in real-time with a smart shoe sensor that optimizes workout efficiency
2		Claw 8 AI+	MSI Computer Corp	Taiwan	AI-powered high-performance gaming device for gamers, offering immersion and performance
3		Funet v2.0 : DID-based Blockchain Mainnet Platform	Leadpoint System, Inc.	South Korea	Blockchain mainnet platform based on DID (Decentralized Identifier), revolutionizing fintech technology
4		G-Grip, World's First AI-Powered Intelligent Golf Club	SGLAB Inc	South Korea	AI-enabled golf club that analyzes swing data and suggests the optimal swing for users
5		HomePlunge	HomePlunge	USA	Smart bathtub with automatic temperature control, enhancing fitness and wellness experiences
6		IoT credit card	CARDNATION Co., Ltd	South Korea	IoT-powered smart credit card, maximizing security and usability
7		MEG Vision X AI	MSI Computer Corp	Taiwan	High-performance computing device combining gaming and AI technologies
8		MEG Z890 UNIFY-X	MSI Computer Corp	Taiwan	Optimized motherboard for gamers and hardware enthusiasts, ensuring performance and stability
9		MPG Z890I EDGE TI WIFI	MSI Computer Corp	Taiwan	Compact motherboard supporting high-performance gaming and esports with enhanced wireless connectivity
10		NEX Generation_Single Hand Controller	Nex Generation Applications Corporation	USA	Single-hand controller revolutionizing gaming experience while improving accessibility
11		Playseat® Formula Instinct - F1® Edition	Playseat® B.V.	Netherlands	Premium F1 simulation seat providing a realistic racing experience
12		Portable Coding Drone & Expendable Drone Game platform	ALUX	China	Platform combining coding education and drone games, offering creative learning and fun
13		QuantMO.AI	MOFIN COMPANY LIMITED	South Korea	AI-based fintech solution analyzing financial data in real time to provide insights
14		Samsung Galaxy Z Fold6	Samsung Electronics America, Inc	South Korea	Next-generation smartphone with foldable display, enhancing multitasking capabilities
		Therapeutic Spa Bed with AI Health Concierge	Ceragem Co., Ltd.	South Korea	Therapeutic spa bed with AI-based health analysis and personalized management features
		WE-STIM.MED™ MuscleGuard: Advanced Sarcopenia Brace	Barunbio Inc.	South Korea	Smart assistive device for the prevention and management of sarcopenia





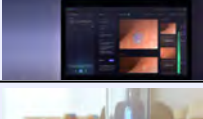
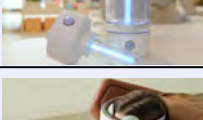


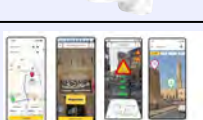
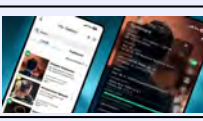



Food & AgTech & Headphones & Personal Audio

No	Image	Product	Manufacturer	Country	Features
1		AI Plant Box	Daedong	South Korea	AI-powered smart plant box providing an efficient solution for home plant cultivation
2		AirFarm: FOOD ARK	Midbar Co., Ltd.	Israel	Supporting sustainable agriculture environments through advanced aeroponics technology
3		Connectbee	Farmconnect Corp.	South Korea	Real-time agricultural data analysis offering farmers efficient farming solutions
4		Dynamic Aqua Blind (Muldori Wall)	In-Nature	South Korea	Smart blinds with adjustable humidity to regulate temperature and humidity in greenhouses, enhancing crop productivity
5		FruitPacker: Modular System for Fruit Packaging	THOTH INC.	Japan	Automated technology with modular systems for efficient fruit packaging
6		JBL TOUR PRO 3 Experience	Harman International Corp	USA	Next-generation wireless earbuds delivering an immersive audio experience
7		MCE's Styrofoam Upcycling and Sustainable Agriculture	MCE Inc.	South Korea	Upcycling waste styrofoam into sustainable agricultural solutions
8		Metafarmer with Tapfarmers	Metafarmers Inc.	Netherlands	Automated agricultural technology to increase productivity and reduce resource waste
9		Motion Wi-Fi Sensing Plug	Threshold Care	USA	Wi-Fi-based motion detection plug that tracks user movements in smart home environments and supports energy savings
10		NeuroFluidics Care for crops chemical human toxicology	NETRI	France	Technology integrating neurobiology and agricultural chemical toxicity research to analyze crop safety
11		Next Meat powered by Foodructure and Rheomer	SuFAB X Ewha	South Korea	Next-generation alternative meat developed through the fusion of food tech and nanotechnology
12		Ozlo Sleepbuds®	Ozlo	USA	Noise-blocking and comfortable earbuds designed to improve sleep quality
13		Watatumi: AI-powered Smart Fish Farm Software Suite	Aizip & Softbank Corp.	Japan	AI-driven smart aquaculture management software supporting real-time monitoring of fish health and water quality


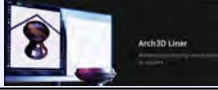






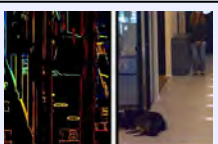


Home Appliances

No	Image	Product	Manufacturer	Country	Features
1		AI Mopill	10minds Co., Ltd.	South Korea	Smart medication management device that manages the user's medication schedule and provides reminders for pill intake.
2		AirShifter	Proxgy	India	Air purification system to improve air quality by optimizing indoor air circulation.
3		Backup by BioLite	BioLite	USA	Small power backup system offering an eco-friendly energy solution for home use in emergency situations.
4		BLUETTI SwapSolar Ecosystem MultiCooler	BLUETTI	China	Solar energy-based multifunctional cooling system that enhances energy efficiency and promotes sustainability.
5		CRAFT GEN 3	Exobrew Inc	USA	Home beer brewing system that offers user-customized recipes and smart control features.
6		Eden Rovo 25	Bodyfriend	South Korea	Advanced AI-powered massage chair that analyzes the user's physical condition to provide a personalized massage experience.
7		Food Waste Treatment	PORE, Inc.	Japan	Home food waste disposer that processes food waste in an eco-friendly manner and helps reduce waste output.
8		Kara Pod	Kara Water	USA	High-end water purifier that combines luxurious design and technology, offering clean, safe drinking water and focusing on improving water quality.
9		LG System Iron	LG Electronics	South Korea	Innovative ironing system that provides fast and efficient ironing while maximizing user convenience.
10		ROGUE EQ 365 Connected Electric Grill	Napoleon (also known as Wolf Steel Ltd)	Canada	Smart electric grill with connectivity features to precisely control the cooking process and provide various cooking options.
11		Familie C	Bodyfriend	South Korea	Smart chair with heating and vibration functions to enhance health and comfort.











Human Security for All

No	Image	Product	Manufacturer	Country	Features
1		Disaster Response Rapid Deployment Modular Chamber	E-Soltec	USA	Modular chamber quickly deployable in disaster situations, providing an efficient solution for rescue and protection of lives.
2		DisMantleBot: Modular Robots for Dismantling EV Battery	THOTH.Inc	South Korea	Modular robot designed for EV battery disassembly, applying advanced technology for recycling and sustainability.
3		HL HAECHIE	HL Mando	South Korea	Hygiene and disinfection solution usable in medical and healthcare environments, enhancing user safety.
4		HyperGrid NX	LS ELECTRIC Co., Ltd., LS Cable & System Ltd.	South Korea	High-capacity power supply solution supporting smart cities and energy management, offering stability and efficiency.
5		KINDOC Endo - The generative AI solution for endoscopy	VIVAINNOVATION Co., Ltd	South Korea	AI-based solution in the endoscopy field, enhancing diagnostic accuracy with innovative technology.
6		LADIS	TAB Co., Ltd./HANSEO UNIVERSITY	South Korea	Equipment applying advanced medical and safety technologies, supporting medical data analysis and management.
7		Neuro Wellness Enhancer	Ceragem Co., Ltd.	South Korea	Wellness equipment promoting brain health, supporting stress management and overall health improvement.
8		Prevenotics-G Pro: AI Gastric Cancer Prevention Solution	Prevenotics Inc.	USA	AI solution for stomach cancer prevention, contributing to early detection and increased treatment possibilities.
9		SAI-VDS: Victim Detection System with Reflection Control	SAI Technologies	USA	Victim detection system with reflection control, improving accuracy in disaster rescue and security operations.
10		WheelAR(Walkway navigation for wheelchair users)	LBStech Inc	South Korea	AR-based walking navigation for wheelchair users, enhancing urban accessibility and providing convenient mobility support.
11		SWEAR Security	Swear	USA	Solution for enhanced security and data protection, providing real-time risk detection and management capabilities.
12		Trailblazing Wheelchair: Conquering Obstacles	COBOT	Japan	Innovative wheelchair with obstacle-crossing features, significantly improving mobility and accessibility.
13		URINE CHECK-ER (Cup-type Personal Urine Analyzer)	D&C Biotechnology Inc	South Korea	Personalized urine analyzer, a simple and reliable tool for health management and early disease detection.

Imaging & In-Vehicle Entertainment

No	Image	Product	Manufacturer	Country	Features
1		All Lenses on Prism (ALoP)	삼성전자 America, Inc.	USA	High-performance lens system providing enhanced imaging technology.
2		Arch3D Liner	carrotphant. Inc.	South Korea	3D liner technology for precision imaging applications.
3		Automotive Slidable OLED Display	BOE Varitronix	China	Innovative OLED display for vehicles with sliding functionality.
4		Unified Cabin 2025	GARMIN International Inc.	USA	Integrated in-vehicle system for seamless navigation and entertainment solutions.
5		GoPro HERO13 Black	GoPro	USA	High-quality action camera suitable for outdoor and adventure photography.
6		Lexar Professional DIAMOND CFexpress	Lexar International	USA	High-speed memory card for professional photographers with fast read/write speeds.
7		Nikon Z6III	Nikon Corporation	Japan	High-performance mirrorless camera for photo and video enthusiasts.
8		Odem - 4D LiDAR Sensor	Lidwave Ltd.	Israel	Next-generation LiDAR sensor with 4D imaging capabilities for various industries.
9		PxE Holographic RGB-IR-Depth Camera	PxE Holographic Imaging	USA	Precision holographic imaging technology for depth and RGB analysis.
10		Samsung Galaxy AI	Samsung America, Inc.	South Korea	AI-based image processing technology for mobile devices.
11		Sansui 27-inch WQHD AI Gaming Monitor	Elitelux Technologies Inc.	Taiwan	Advanced gaming monitor supporting 240Hz and 300Hz high refresh rates.
12		Three-Axis Micro Gimbal Stabilizer	Vista Innotech Limited	Singapore	Compact and versatile gimbal stabilization device for smooth video and photo shooting.

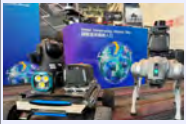










Industrial Equipment and Machinery

No	Image	Product	Manufacturer	Country	Features
1		AgriShield	HL Klemove	South Korea	Advanced protective technology for agriculture
2	 Surfactant-free & Nano Emulsification/Dispersion manufacturing Equipment	DEBREX	FUST Lab. Co., Ltd.	South Korea	Nano emulsion and dispersion manufacturing equipment without surfactants
3		DIMENVUE Pro	Deep-In-Sight Co., Ltd.	South Korea	Industrial high-resolution 3D viewing solutions
4	 ethereal	Ethereal	Ethereal	South Korea	Digital twin 3D modeling solutions
5		Ion heating system	EW ENERGY CO., LTD	South Korea	Carbon-saving heating systems using ion and electron technologies
6		Moasure 2 PRO	3D Technologies Ltd (T/A Moasure)	United Kingdom	Precision 3D measurement devices
7		Nano-Stream	ROMS, Inc.	South Korea	Advanced nano-based industrial flow control systems
8		PRiMX50U-Power	SAMSUNG SDI	South Korea	Power solutions utilizing the latest battery technology
9		Quantix	CUBIC-K	South Korea	Precision industrial testing equipment
10		Sen-AID	Senegetics B.V	Netherlands	AI-based solutions for pipeline monitoring
11	 BPIN - Indoor Positioning AI	Smart Factory Asset Management Platform - BPIN	IPIN LABS	South Korea	Asset management platform for smart factories
12	 The world's first AI safety goggles VisionX	VIRNECT VisionX	VIRNECT	South Korea	AI-based safety goggles and virtual reality technology

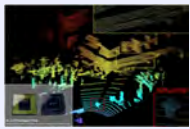















Metaverse & Pet Tech & Animal Welfare

No	Image	Product	Manufacturer	Country	Features
1		AI2RE[Σ:R]	SPAID	South Korea	3D terrain AI metaverse generation from images.
2		Birdfy Feeder 2 Duo	Netvue Technologies Co., Ltd.	USA	Smart bird feeder providing real-time monitoring.
3		EmoTense Suit	iPOP Co., Ltd.	South Korea	XR suit providing real-time haptic feedback.
4		Feed Heat Monitor®	HRG Inc.	China	Wearable device for monitoring livestock health.
5		Hey.D	NationA INC.	USA	AI-based interactive metaverse character.
6		minVerse	Haply Robotics	USA	Metaverse and XR technology integration platform.
7		NeuroiD Next	NationA INC.	USA	AI-based metaverse environment implementation.
8		Pawport	Pawport	USA	Smart pet door management system.
9		PETPA Multi-Pet Feeder	PETPA	South Korea	Multi-pet feeder, managed through an app.
10		Reli Birdy Smart Bird Bath	Reli Technologies LLC	USA	Smart bird bath facility.
11		VET CAI	BrainU Co., Ltd.	South Korea	AI-based veterinary diagnostic device.
12		X-RUNNER	NEWJAK	South Korea	Extended reality platform with real-time multiplayer.

Robotics

No	Image	Product	Manufacturer	Country	Features
1		ARII	R2C2 Limited	United Kingdom	Autonomous robot system for industrial inspection
2		CONIT-Runner	POSCO E&C and ITONE	South Korea	Efficient construction and industrial management robot
3		Conversational AI Robot Romi	Mixi, Inc.	Japan	Interactive AI robot for smart interaction
4		Delto Gripper-3F05	Tesollo Inc.	USA	Industrial robot gripper supporting various tasks
5		DisMantleBot	THOTH.Inc	South Korea	Modular robot solution for EV battery dismantling
6		FingerVision R1	FingerVision	Japan	Innovative robot sensor for precise object detection
7		GENCY PB	STUDIO LAB	South Korea	Photography robot supporting AI-assisted shooting
8		H-Medi	HUROTICS Inc.	South Korea	Gait rehabilitation and prognosis robot solution
9		IM_Pathfinder_Navi	IMSYSTEM Co., Ltd.	South Korea	Medical navigation robot
10		MobiRobo	Kailas Robotics	China	Multifunctional mobile robot system
11		Wearable Mobility WIM	WIRobotics	South Korea	Wearable robot supporting mobility
12		WYBOT S2 Solar Vision	Wybotics Co., Ltd.	China	Solar-powered pool cleaning robot
13		XoMotion™	Human In Motion Robotics Inc.	Canada	Motion-assist robot for rehabilitation
14		Yarbo	Shenzhen Hanyang Technology Co., Ltd.	China	Robot supporting lawn mowing, snow clearing, etc.
15		YLM-10LX 3D LiDAR sensor	Lumotive and Hokuyo	Japan	Precision 3D LiDAR sensor

















Smart Cities

No	Image	Product	Manufacturer	Country	Features
1		SolidVue [SL-2.2]	SolidVue	South Korea	High-resolution SPAD sensor for LiDAR
2		#dot	DotDot	South Korea	Simple location tracking device for smart cities
3		AUTO.AI	The-NExT.AI	South Korea	High-precision 3D mapping technology for autonomous driving
4		AWAS-DT	Stans Inc.	USA	Threat detection and management solutions
5		BDApp Fire Safe Zone	EMCT Co., Ltd.	South Korea	Fire safety services through mobile facility monitoring
6		BEETLE+	HL Klemove	South Korea	Precision sensor systems for safe road driving
7		EVIYOS® Shape	ams OSRAM	Austria	Intelligent pixelated micro LED technology
8		FIT Platform	SAMOO Architects & Engineers, Samsung Electronics	South Korea	Integrated smart building management platform
9		Healing Boat	ECOPEACE	South Korea	Waterfront leisure spaces for urban environmental improvement
10		HyperGrid NX	LS ELECTRIC Co., Ltd., LS Cable & System Ltd.	South Korea	High-density power supply system for energy efficiency improvement
11		mapsea	Mapsea Corporation	South Korea	Real-time maritime monitoring and data collection solutions
12		ROBin	ROBOOne Co., Ltd.	South Korea	Smart city management solutions using robotics
13		Smart building OS - TaaP & Ctrl.room	PINPOINT	South Korea	OS platform for smart building management
14		SNAPASS	ANDOPEN	South Korea	User-friendly biometric authentication security system
15		SOLVIT-iSAR	SOLVIT System Co., Ltd.	South Korea	Intelligent search and rescue system
16		TraXight	bitsensing	South Korea	Intelligent radar solution for traffic flow analysis
17		VIB Energy Tile	Standard Energy	대한민국	Specialized tile system for indoor energy storage

Smart Home & Sports

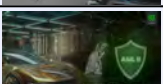




No	Image	Product	Manufacturer	Country	Features
1		CleverCharge	Danlaw Inc.	USA	Smart system for electric vehicle charging management
2		Droplet: Smart Home Water Sensor	Hydrific	USA	Provides water leakage detection and management features
3		ELEMENT	LIFE-01	South Korea	Energy-saving and management-enabled smart devices
4		Freo Z Ultra	NARWAL	China	Powerful cleaning and automatic mopping functions
5		Holographic Transparent Camera	ZEISS Microoptics	Germany	Enhances smart homes with hologram camera technology
6		LEMMY	SHINSUNG DELTA TECH CO., LTD.	South Korea	AI robot-based smart home management assistant
7		LG ThinQ ON	LG Electronics	South Korea	Smart hub providing AI connectivity
8		mui OS by mui Lab	mui Lab, Inc.	Japan	Minimalistic design with connected smart home platform
9		Nuki The Smart Lock	Nuki Home Solutions GmbH	Austria	Enhanced security with smart lock
10		OptimizeME	Anssil Co., Ltd.	South Korea	Smart devices linked to personal health management
11		Philips Wi-Fi Palm Recognition Smart Deadbolt	Idlespace Technology Company Co., Ltd.	China	Smart lock using palm recognition
12		Self-Driving AI Home Hub	LG Electronics	South Korea	AI-based smart home management hub
13		V2G AC home EV charger supporting AMI-based VPP solution	Motrex	South Korea	Integrated solution for electric vehicle charging and energy management

Sports & Sustainability & Energy/Power




No	Image	Product	Manufacturer	Country	Features
1		BLUETTI SwapSolar Ecosystem MultiCooler	BLUETTI	USA	Solar-powered multifunctional cooling system with high energy efficiency.
2		DATAGREEN G2FD	DATAGREEN by Netsoon.AI	South Korea	High-efficiency technology for data center cooling and power savings.
3		Desalinno 100A	Solarinno	USA	Solar-powered seawater desalination technology emphasizing sustainability.
4		DisMantleBot	THOTH.Inc	South Korea	Modular robot for EV battery disassembly, improving recycling efficiency.
5		G-Grip	SGLAB Inc.	USA	World's first AI-based golf club providing smart feedback.
6		High Impact Biofilter (HIB)	Biomechatronics France (Biomitech)	France	High-efficiency biological filter system for reducing environmental pollution.
7		IMMERSIO™ XE50 Battery System	XING Mobility	Taiwan	High-performance battery system used in electric vehicles and storage devices.
8		iVolve Robot	Curinginnos.Inc	South Korea	AI-based tennis practice and analysis robot.
9		Leo: the Battery Life Extender	Liion Power B.V.	Netherlands	Portable device designed to extend battery life with an eco-friendly design.
10		LIVALL PikaBoost 2	Livall Tech. Co., Ltd.	China	E-bike conversion kit for bicycles, increasing user convenience.
11		Lithium-Sulfur Batteries	Lyten	USA	Lithium-sulfur battery, offering increased energy density and reduced environmental impact compared to conventional batteries.
12		Matter-Compliant Smart Sensors	Powercast Corporation	USA	Wireless power supply sensors for smart home automation.
13		MEW Air Purifier	A2US	South Korea	Efficient and quiet air purifier for indoor air quality.
14		MiraLogic® Connect	Targus	USA	Multifunctional hub for connecting smart devices.
15		Moasure 2 PRO	3D Technologies Ltd	UK	3D measurement device for precision measurement.
16		molluSCAN 2.0	molluSCAN-eye	France	High-precision scanning system for marine environment monitoring.

No	Image	Product	Manufacturer	Country	Features
17		Nanobubble Generator	Fawoo Nanotech Co., Ltd.	South Korea	Industrial and environmental application system utilizing nanobubble technology.
18		Ostation X 3-in-1 Smart Battery Charger	OLIGHT GROUP CO., LTD	China	Smart battery charger compatible with various devices.
19		PRiMX680 Module+	SAMSUNG SDI	South Korea	Battery module that maximizes energy storage efficiency.
20		PRiMX680-EV	SAMSUNG SDI	South Korea	High-performance battery module for electric vehicles.
21		PrintStator Motor CAD SaaS	ECM PCB Stator Tech	USA	Cloud-based software for motor design.
22		ProPury	Inc. ENGITEIN	South Korea	High-efficiency water purification system providing sustainable water management.
23		Putting View	xVic Inc.	South Korea	AI-based putting training device providing real-time feedback.
24		QuickGly: Non-invasive Diabetes (HbA1c) Diagnosis	Korea I.T.S. Co., Ltd.	South Korea	Non-invasive HbA1c diagnostic technology innovating diabetes management.
25		ROBin	ROBOne Co., Ltd.	South Korea	Robot-based monitoring solution for smart cities.
26		SBB1.5	SAMSUNG SDI	South Korea	Large-capacity battery storage system emphasizing stability and efficiency.
27		SBMS for Lithium Battery Fire Extinguishment	KOREA LFP	South Korea	Lithium battery fire prevention system ensuring safety.
28		SEGYM - A.I Digital training machine with Body analyzer	Humanics Co., Ltd.	South Korea	AI-based digital training machine offering personalized analysis.
29		Self-Contained Power Supply Coin Battery	SMK Electronics Corp.	Japan	Coin-type battery optimized for small electronic devices.
30		V2G AC EV Charger	Motrex	South Korea	Electric vehicle charger supporting bidirectional power supply.
31		Vehicle mounted ESS charging system for charging AAM and EV	NFUTURE CO., Ltd	South Korea	ESS charging system for electric vehicles and AAM (air taxis).
32		Vtoman Flash Speed Pro 3600	Vtoman Technology LLC	China	High-output portable power supply system.

Vehicle Tech & Advanced Mobility

No	Image	Product	Manufacturer	Country	Features
1		Continental's Invisible Biometrics Sensing Display	Continental Automotive Systems Inc.	Germany	Vehicle display with biometric recognition feature
2		CryoFlux PowerCable	TMEV Net	South Korea	Ultra-low temperature cable technology to improve energy efficiency
3		Dolphin: Animals that hear the widest range of frequencies	CIT Co., Ltd.	South Korea	Ultrasonic technology for wide frequency detection
4		EB corbos Linux for Safety Applications	Elektrobit	Germany	Linux-based software for vehicle safety
5		Holographic Transparent Camera	ZEISS Microoptics	Germany	Holographic transparent camera for vehicles
6		IDPS (Independently Derived Positioning System)	Tern AI	South Korea	Independent positioning tracking system technology
7		In-Mold Structural Electronics (IMSE®)	TactoTek	Finland	Molding structure electronic systems
8		Intelligent Illuminated Door Panel	TactoTek	Finland	Intelligent vehicle door panel lighting
9		Interior Cabin Sensing (ICS) 21 Radar	Magna International	Canada	In-vehicle radar for interior detection
10		LCD Sun-Burn Free Conventional AR HUD	Hyundai Mobis	South Korea	Sunglasses-free augmented reality HUD for vehicles
11		ML-U	SOS Lab Co., Ltd.	South Korea	LiDAR technology for vehicles
12		Nexlide A+ Vehicle Lamp Module	LG Innotek Co., Ltd.	South Korea	Innovative vehicle lamp module
13		Novel Flash LiDAR with SiPM Sensor and Diffraction Optics	Integrated Quantum Photonics Inc.	USA	High-speed flash LiDAR technology
14		P7-S Software-Defined EV Chassis	REE Automotive	Israel	Software-based electric vehicle chassis
15		Revolutionary Wheels for Agile Robotic Navigation	COBOT	South Korea	Innovative moving wheels for robots
16		Segway Super Villain SX20 Hybrid	Segway Inc.	USA	Hybrid ultrafast vehicle
17		Sheila	Smart Eye AB	Sweden	AI-based vehicle interior driver detection system
18		SOL Pocket Rocket S	SOL Motors	Germany	Ultra-compact electric scooter
19		TMC EDGE: Thermal Edge AI Camera for Autonomous and More	Thermoeye Inc	South Korea	AI thermal detection camera for autonomous driving
20		VO Invo Moon	Invo Station Inc	South Korea	Innovative vehicle charging system

XR Technologies & Accessories

No	Image	Product	Manufacturer	Country	Features
1		AI Logistics Stocktaking Robot	WATA AI Inc.	South Korea	AI-based logistics inventory management robot, capable of automatic inventory checking and management
2		DEEP.FINE Spatial Crafter(DSC)	DEEP.FINE Co., Ltd.	South Korea	XR-based space design tool, supporting design and planning tasks with augmented reality
3		ENVISION Smart Binoculars	UNISTELLAR	France	Smart binoculars, offering astronomical observation features with advanced AI technology
4		EyeCane	CELLiCo	South Korea	Smart glasses for visually impaired individuals, providing navigation and obstacle detection features
5		Glass substrate for AR/MR glasses	AGC Inc.	Japan	Glass substrate for next-generation AR/MR glasses, offering high transparency and durability
6		Holographic Extended Reality	Swave Photonics	Netherlands	Holographic extended reality (HXR) platform, providing immersive holographic experiences
7		Infinity Football XR	Blockchain Sports XR	USA	XR-based soccer training system, allowing training in realistic virtual environments
8		Magnetomyography (MMG) Magnetic Sensor	Neuranics Limited	United Kingdom	Precision magnetic nerve measurement technology using magnetic sensors
9		minVerse	Haply Robotics	South Korea	Metaverse-based interactive system, offering immersive VR experiences
10		Mixed Reality Makeup	Kosé Corporation	Japan	Mixed reality makeup simulation, providing personalized makeup experiences
11		MNVision	Hanyang University	South Korea	XR technology-based medical imaging and analysis software
12		Motiglove	Qvester Inc.	South Korea	Motion capture gloves, offering precise hand movement tracking technology
13		Mudra Link	Wearable Devices Ltd.	Israel	Smart band connected to wearable devices, providing various digital control features
14		MYVRS Virtual Pod & App	SCALE Virtual Inc.	South Korea	VR environment construction and virtual reality space support platform
15		Ultra Lightweight AR+AI Glasses	Zhuhai Mojie Technology Co., Ltd.	China	Ultra-lightweight AR/AI glasses, offering various augmented reality and AI features
16		XREAL Beam Pro	XREAL	South Korea	High-performance augmented reality device, providing immersive content

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