

Company Blog Post:

Published on the Bob Gold & Associates [blog](#), highlighting key observations and insights from the 2025 Consumer Electronics Show (CES) with a focus on AI overload, evolving consumer expectations, and the technologies that actually stood out.

Overwhelmed and Inspired: What I Learned at My First CES

By Albert Heape

Attending my first CES was a whirlwind of new technology, new faces and pure sensory overload. The massive event spans cavernous halls packed with towering displays, flashing lights and an endless maze of booths showcasing every kind of gadget you can imagine, from cutting-edge AI demos to, well, So. Many. Robot. Vacuums.

But beyond the chaos, CES left me with valuable insights about where technology and our world are heading. In an interview at CES, Mark Cuban summed it up perfectly: “There are two types of companies: those that are great at AI, and everybody else.”

At BG&A, we’ve already embraced AI to streamline our workflows, but CES highlighted just how much potential AI has beyond the buzzword. Here are three key lessons I took away:

1. Cut Through the AI Noise

AI was *everywhere*. From AI-powered washing machines to AI-powered bird feeders. Though some of the claims bordered on absurd, like ‘AI water,’ which was simply a water filter that alerts you when it’s time to replace it. Let’s call it what it is: marketing spin.

What stuck with me, though, was the reminder to balance innovation with humanity. While AI can make our work more efficient and take on repetitive tasks, it can’t replace the originality and imagination that only people bring. By design, AI learns from what already exists, but it’s human creativity that drives progress and innovation.

For companies, the challenge is clear: don’t lose sight of the human element. Celebrate creativity and use AI as a tool to empower your team, not make them feel obsolete.

2. Smart Technology Is Non-Negotiable

Today, consumers expect every device to work as seamlessly and intuitively as their smartphone, and to offer the same level of customization. When it doesn't, frustration and negative reviews ensue.

While car apps offering features like remote starting, AC controls and even parking have been around for some time, one demo I saw took customization to an entirely new level.

Imagine your teenager just got their license, and, naturally, you're concerned about their safety. This retrofitted 1970 Ford Bronco running [Sonatus Automator AI](#) can detect if a passenger enters the vehicle and automatically play a message (loudly) instructing them to leave. Or, if the temperature rises above 70 degrees, it can automatically blast the AC and cue up some summertime tunes.

This kind of personalization and seamless connectivity is quickly becoming the new standard. Companies that fail to meet these expectations risk being left behind in an increasingly smart world.

3. Sometimes, Simple Wins

Amid the buzz of autonomous vehicles, transparent TVs and humanoid robots, the gadget that stuck with me most was a small, fuzzy creature that... simply looks around. You can clip it to your bag, your jacket or even wear it yourself, and it interacts with people nearby by nodding at them.

Often, it's the simplest ideas that make the biggest impact. Amidst the glitz and glamour of next-gen tech, Mirumi was a refreshing reminder. It's not here to revolutionize the world, just to bring a little joy, and that kind of innovation deserves its moment too.

Final Thoughts

CES can be overwhelming, but it's also incredibly inspiring and offers a window into what our future lives might look like. My biggest takeaway? It's not just about the tools we invent, but how we choose to use them.

As I left CES, my head was spinning with questions: What will the future of work look like? Will companies truly use AI to innovate, or will it become an excuse to replace

employees with flashy tech? What other technologies will become extensions of our mobile devices? And, most importantly, *when* can I get my hands on Mirumi?

It feels like we're at an inflection point. Today's AI-powered technology could either be remembered as another dot-com bubble, or, spark meaningful change for the better. How we choose to harness this technology, or not, will define the legacy we leave behind.