

Nvidia's new GPU series led an avalanche of entertainment-related announcements at CES

January 8 2025, by Sarah Parvini



People look at a display of Samsung screens and products at the CES tech show Tuesday, Jan. 7, 2025, in Las Vegas. Credit: AP Photo/Abbie Parr

In a packed Las Vegas arena, Nvidia founder Jensen Huang stood on stage and marveled over the crisp real-time computer graphics displayed

on the screen behind him. He watched as a dark-haired woman walked through ornate gilded double doors and took in the rays of light that poured in through stained glass windows.

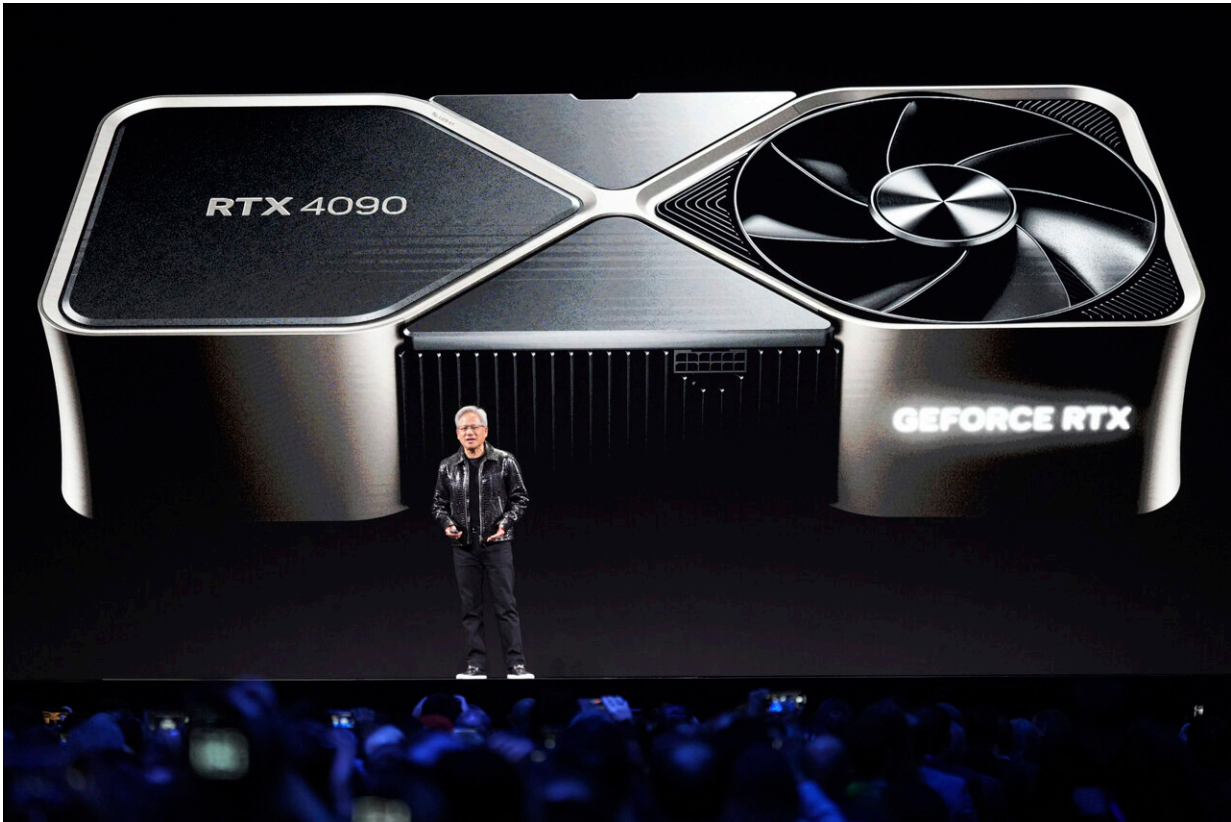
"The amount of geometry that you saw was absolutely insane," Huang [told an audience](#) of thousands at CES 2025 Monday night. "It would have been impossible without artificial intelligence."

The chipmaker and AI darling unveiled its GeForce RTX 50 Series desktop and laptop GPUs—powered by its new Blackwell [artificial intelligence](#) chip—kicking off a string of entertainment-related AI announcements and discussions at the trade show.

"Blackwell, the engine of AI, has arrived for PC gamers, developers and creatives," Huang said, adding that Blackwell "is the most significant computer graphics innovation since we introduced programmable shading 25 years ago." Blackwell technology is now in full production, he said.

Semiconductor maker AMD unveiled its latest Ryzen 9 and AI series processors Monday morning, boasting unprecedented performance for gamers and content creators. The new chips help AMD to further compete with rivals like Nvidia, Intel and Qualcomm in the budding AI PC space.

"With the next generation of AI-enabled processors, we are proliferating AI to devices everywhere, and bringing the power of a workstation to thin and light laptops," said Jack Huynh, [senior vice president](#) and general manager of computing and graphics group at AMD.



Nvidia founder and CEO Jensen Huang speaks during a Nvidia news conference ahead of the CES tech show Monday, Jan. 6, 2025, in Las Vegas. Credit: AP Photo/Abbie Parr

Google, meanwhile, previewed new AI tools for Google TV that use Gemini to make "interacting with your TV more intuitive and helpful." Users, the company said, will be able to have a "natural" conversation with their TVs to ask about things like travel and history, or ask the TV for an overview of the day's news.

Samsung also showed off its foray in AI and announced its "Samsung Vision AI" that includes a click to search feature allowing users to do things like identify an actor on screen, and a translation feature that provides real-time subtitles. It also integrates with the rest of the

company's smart home ecosystem.

SW Yong, president and head of visual display business at Samsung Electronics, said the company sees TVs as "interactive, intelligent partners" rather than "one-directional devices for passive consumption."



People wait in line to enter a Panasonic booth during the CES tech show Tuesday, Jan. 7, 2025, in Las Vegas. Credit: AP Photo/Abbie Parr

"We're reimagining what screens can do, connecting entertainment, personalization and lifestyle solutions into one seamless experience to simplify your life," he said.

But not all of the AI discussion revolved around gadgetry at CES.

Leaders in technology and entertainment discussed current trends in generative AI ahead of Tuesday's conference opener. In one panel discussion on entertainment copyright and AI, some attorneys and experts gave their opinions on whether whether the [federal government](#) would pass regulations on the technology this year, especially around the issue of gen-AI created deep fakes.

Some believe the courts and individual states would tackle the issue before the government would.

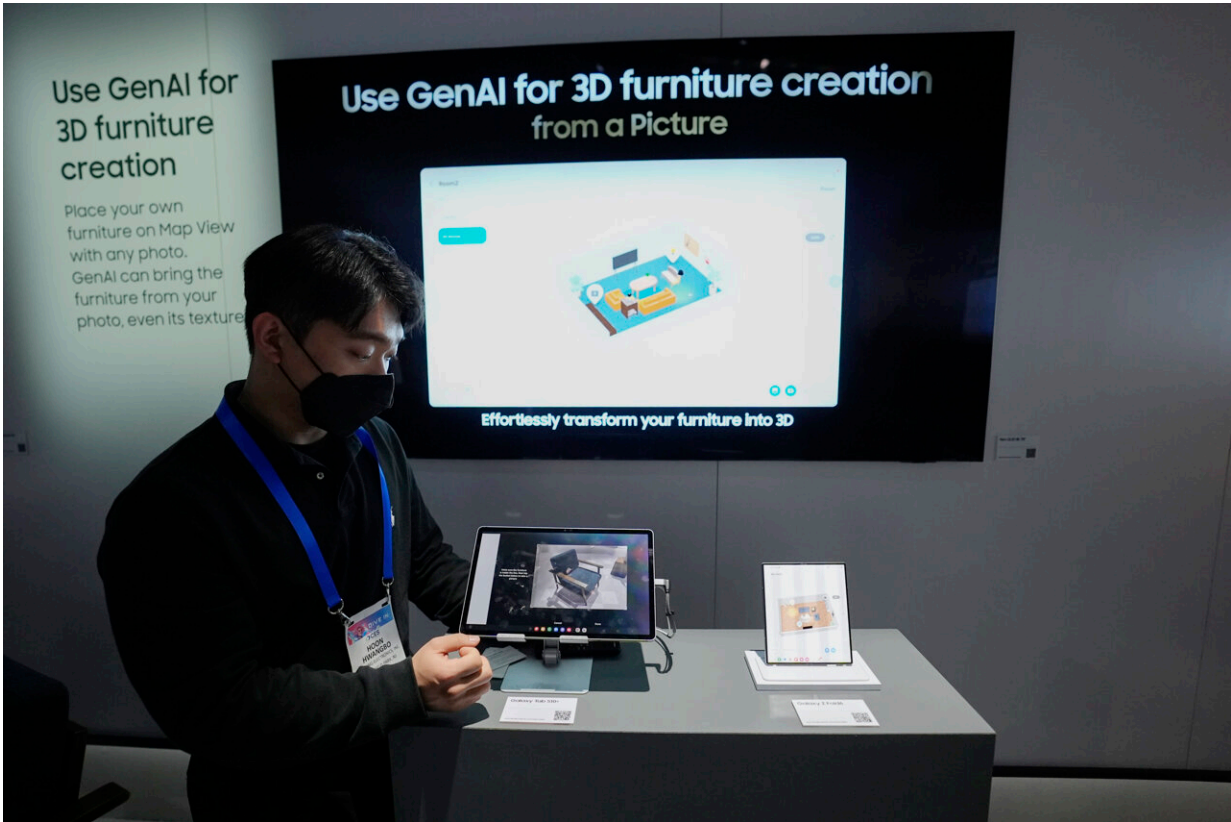
"There have been no major decisions on this issue. They will be litigated and tried in the next year or so," said Chad Hummel, an attorney at McKool Smith.



The Shokz OpenFit 2 headphones are displayed at a Shokz booth during the CES tech show Tuesday, Jan. 7, 2025, in Las Vegas. Credit: AP Photo/Abbie Parr



A display shows Samsung SmartThings technology compatible with boats at a Samsung booth during the CES tech show Tuesday, Jan. 7, 2025, in Las Vegas. Credit: AP Photo/Abbie Parr



A Samsung employee shows how electronics using the Connected Home Experience powered by Samsung SmartThings uses GenAI for 3D furniture creation at a Samsung booth during the CES tech show Tuesday, Jan. 7, 2025, in Las Vegas. Credit: AP Photo/Abbie Parr



A Kurimoto MRF glove is shown at a Kurimoto booth during the CES tech show Tuesday, Jan. 7, 2025, in Las Vegas. Credit: AP Photo/Abbie Parr

RTX 5090 3,400 AI TOPS \$1,999	RTX 5080 1,800 AI TOPS \$999	RTX 5070 Ti 1,400 AI TOPS \$749	RTX 5070 1,000 AI TOPS \$549
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Availability Starting January



Nvidia founder and CEO Jensen Huang speaks during a Nvidia news conference ahead of the CES tech show Monday, Jan. 6, 2025, in Las Vegas. Credit: AP Photo/Abbie Parr



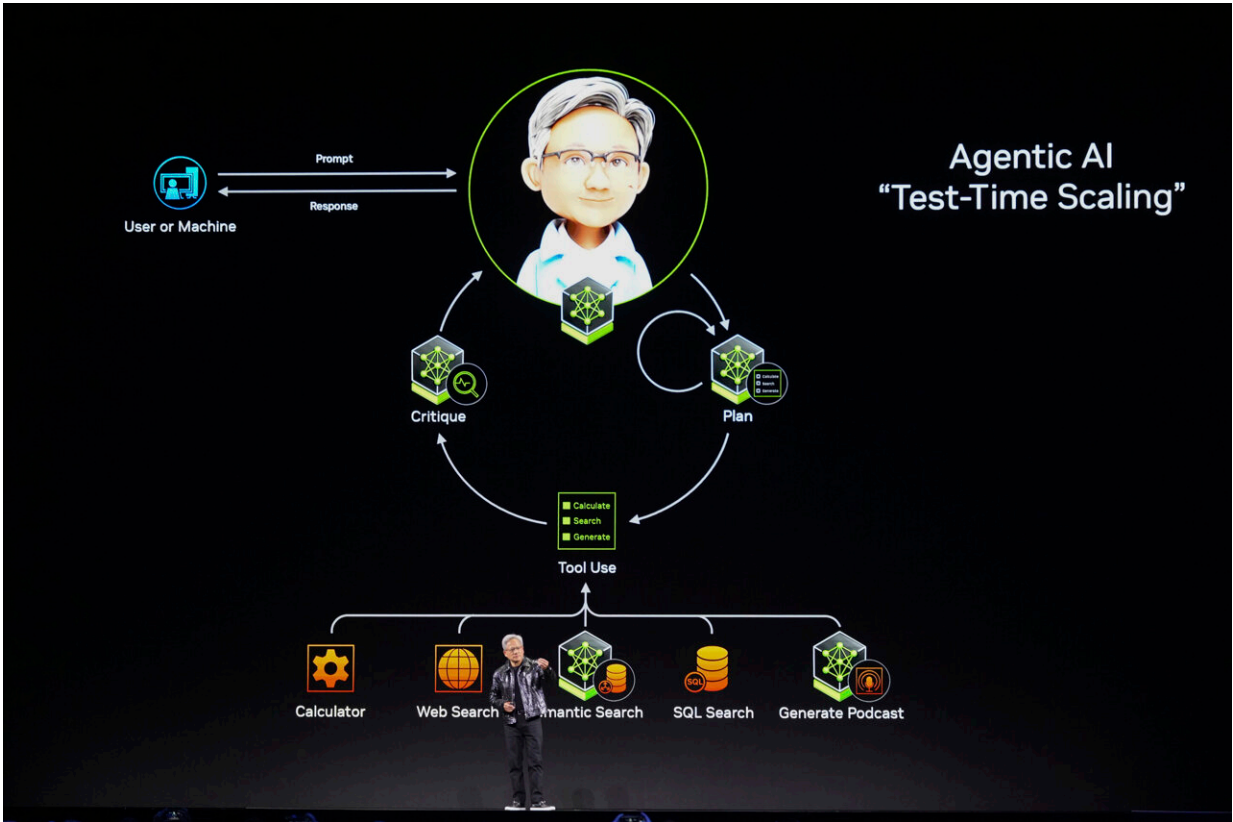
Samsung SmartThings products are displayed at a Samsung booth during the CES tech show Tuesday, Jan. 7, 2025, in Las Vegas. Credit: AP Photo/Abbie Parr



A Toshiba dual color picture frame is displayed at a Toshiba booth during the CES tech show Tuesday, Jan. 7, 2025, in Las Vegas. Credit: AP Photo/Abbie Parr



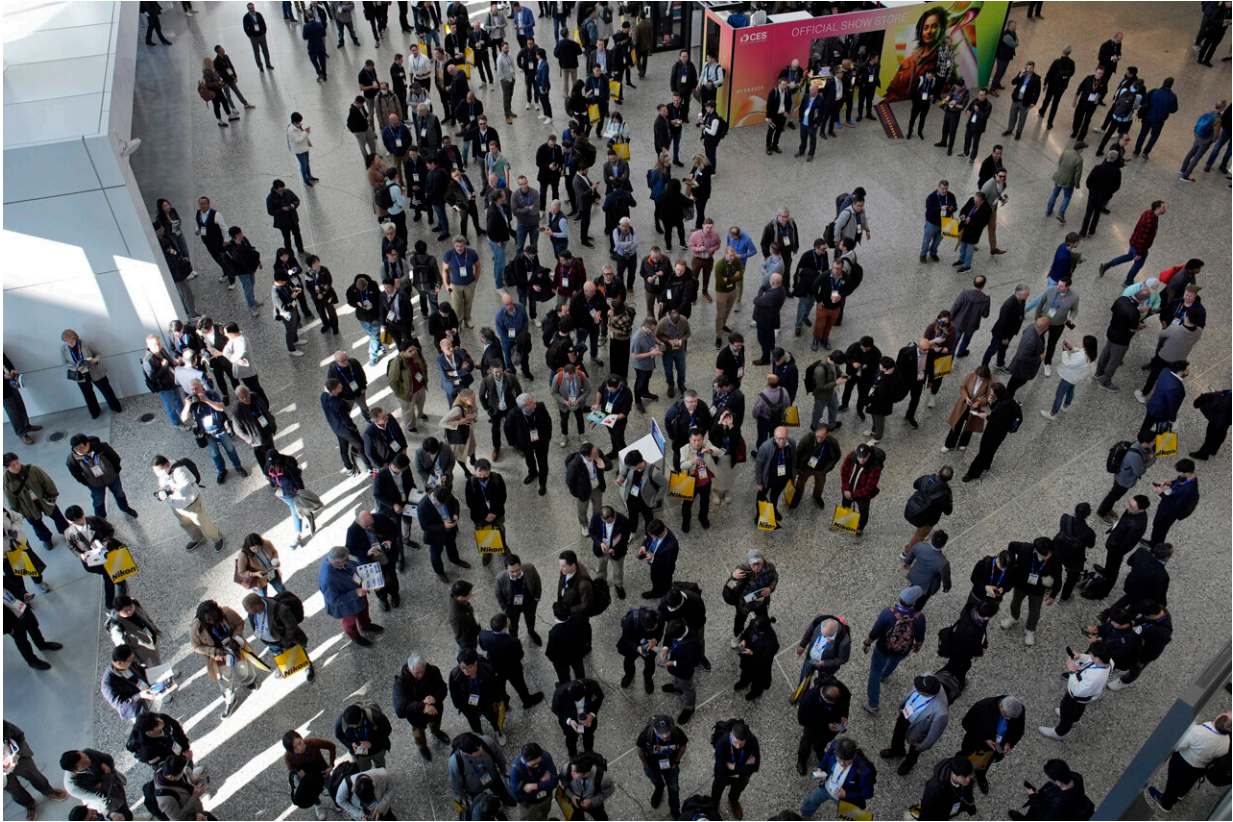
A 77" OLED TV is pictured at a LG Electronics booth during the CES tech show Tuesday, Jan. 7, 2025, in Las Vegas. Credit: AP Photo/Abbie Parr



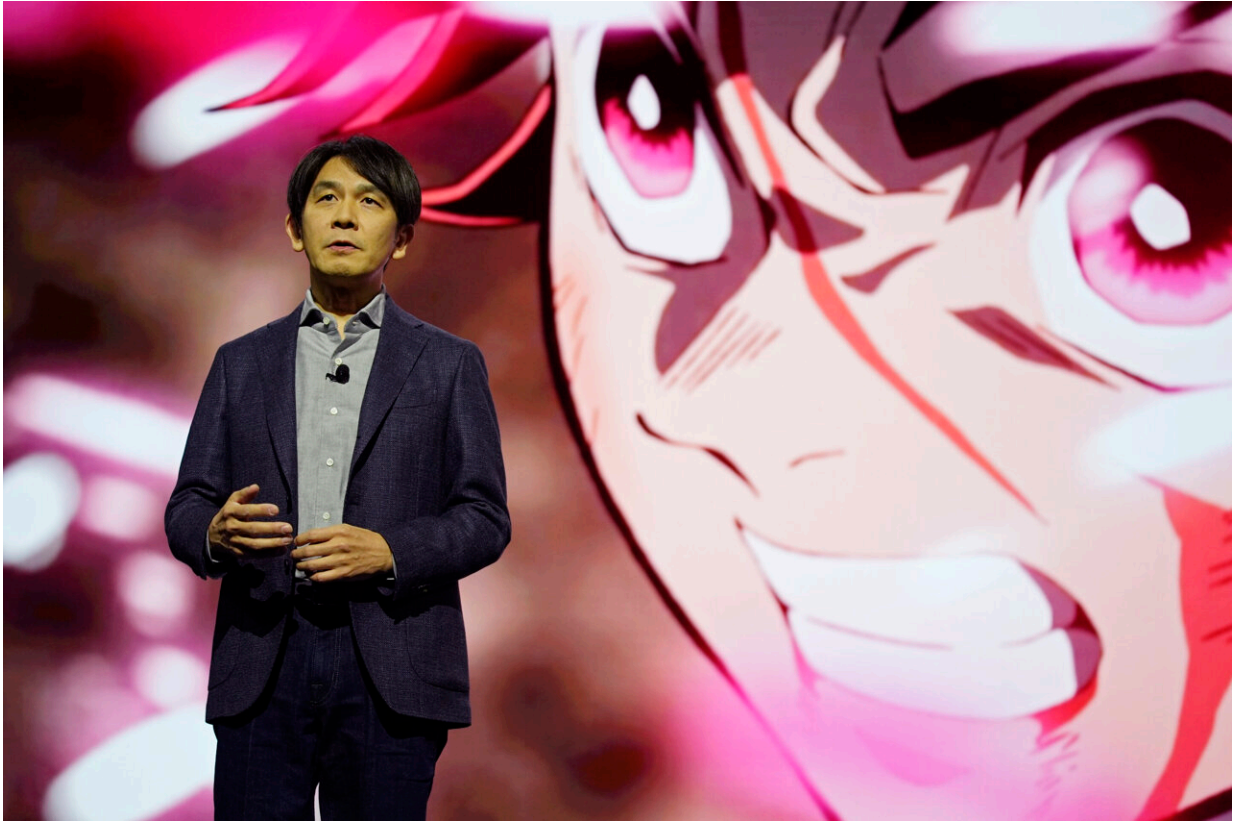
Nvidia founder and CEO Jensen Huang speaks during a Nvidia news conference ahead of the CES tech show Monday, Jan. 6, 2025, in Las Vegas. Credit: AP Photo/Abbie Parr



People watch a video displayed on a screen at a LG Electronics booth during the CES tech show Tuesday, Jan. 7, 2025, in Las Vegas. Credit: AP Photo/Abbie Parr



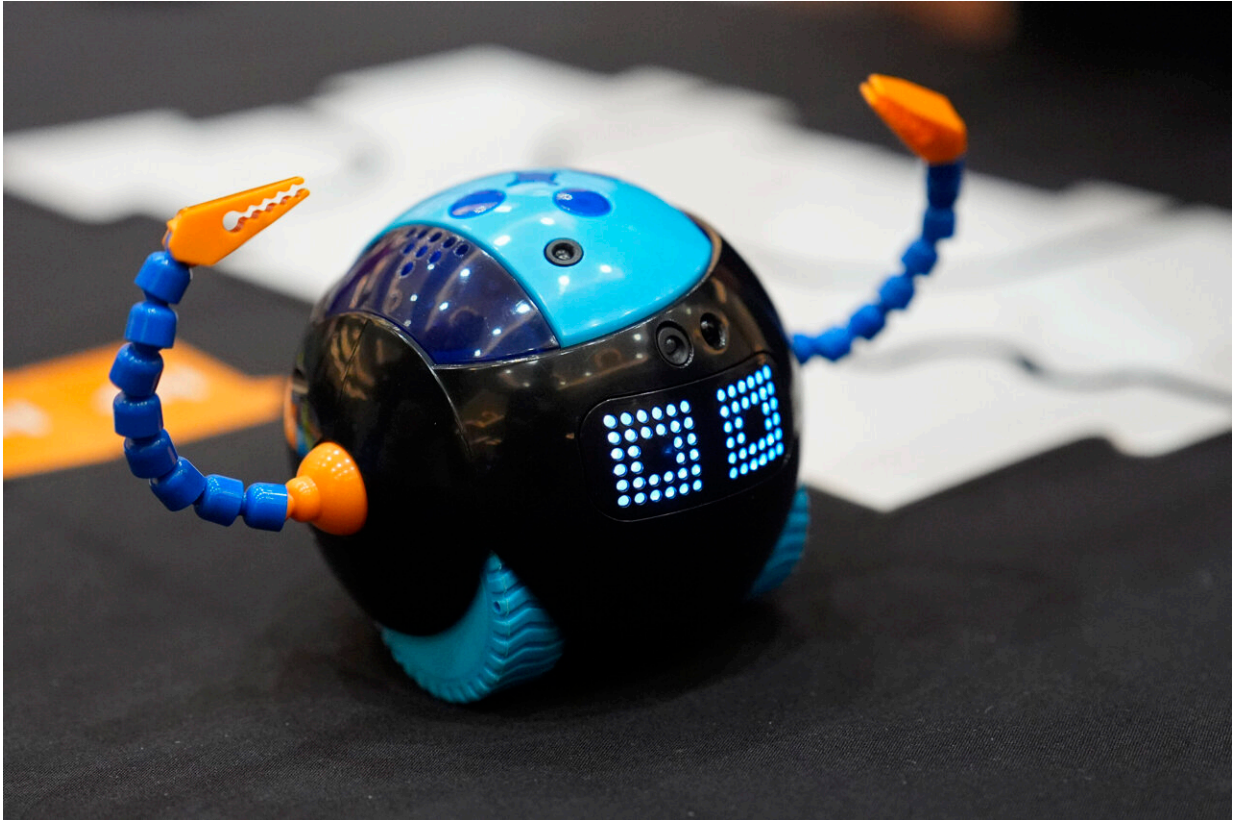
People wait to enter the show floor during the CES tech show Tuesday, Jan. 7, 2025, in Las Vegas. Credit: AP Photo/John Locher



Atsuhiro Iwakami, president of Aniplex, speaks during a Sony news conference ahead of the CES tech show Monday, Jan. 6, 2025, in Las Vegas. Credit: AP Photo/John Locher



People walk by a sign ahead of the CES tech show Monday, Jan. 6, 2025, in Las Vegas. Credit: AP Photo/John Locher



The Cooper robot is on display at the Learning Resources booth at Pepcom ahead of the CES tech show Monday, Jan. 6, 2025, in Las Vegas. The STEM-friendly robot is aimed at helping kids as young as five years old get exposure to the basics of coding. Credit: AP Photo/John Locher



A screen showing the new BMW panoramic iDrive is displayed during the CES tech show Tuesday, Jan. 7, 2025, in Las Vegas. Credit: AP Photo/Abbie Parr



LiberLive showcases their stringless guitar at 2025 CES Unveiled, Sunday, Jan. 5, 2025, in Las Vegas. Credit: AP Photo/Jack Dempsey

Lisa Oratz, an attorney at Perkins Coie who represents clients in the publishing, arts and entertainment industries, acknowledged that AI technology should be regulated but noted it has an "upside." She said many of her tech clients' jobs are being made easier because AI helps alleviate iterative work.

"You can make content creation faster, easier and more affordable. You can do things like reduce barriers to entry and democratize content," she said.

However, Screen Actors Guild-American Federation of Television and

Radio Artists executive director Duncan Crabtree-Ireland said that digital replication was central to their 2023 film and television strike, and that a lack of protections around the unregulated use of AI is core to negotiations between their video game performers and the industry.

"It is a tool and it is also an existential threat," he said.

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