

Untold Stories from CES 2025: How Digital Twins, Drones, and Robotics Are Shaping the Future of Innovation

At CES 2025, Heather Richmond spotlights digital twins, drones, AI, and robotics as tools to tackle global challenges and drive sustainable innovation.

LAS VEGAS, CA, UNITED STATES, January 14, 2025 /EINPresswire.com/ -- At [CES 2025](#), the world's premier stage for technological innovation, [Heather Richmond](#), CEO of [Creative Strategy Studios](#) and Chief Strategist Officer for Spray Tech, brought her unique perspective as a thought leader and media attendee. Richmond shared forward-thinking insights on transformative technologies such as digital twins, drones, AI, and robotics, emphasizing their potential to redefine disaster preparedness, urban resilience, and sustainability.

"We're at a turning point where innovation isn't just about future possibilities—it's about creating actionable solutions to today's challenges," Richmond explained.

Creative Strategy Studios: Innovation Meets Practicality

As the CEO of Creative Strategy Studios, Richmond has become a trusted voice in guiding industries toward adopting emerging technologies. At CES 2025, her reflections focused on digital twins—virtual replicas of physical systems that enable predictive decision-making and operational efficiency.

"Digital twins empower industries to test scenarios, optimize operations, and mitigate risks



A digital twin of an urban coastal landscape, illustrating real-time data overlays for predictive decision-making and disaster preparedness.

before they occur,” Richmond noted. “From disaster response to urban planning, these tools allow us to address complex challenges with precision and foresight.”

Richmond pointed out how digital twins integrate seamlessly with other technologies, such as drones and AI. Companies like Spray Tech are already using drones equipped with advanced sensors to feed real-time data into digital twin systems, making them invaluable for industries like infrastructure, resource management, and environmental conservation.

Spray Tech: Pioneering Real-World Solutions

As Chief Strategist Officer for Spray Tech, a company at the forefront of drone technology, Richmond shared how the company’s innovations align with the emerging trends highlighted at CES.

"Digital twins, drones, and AI are no longer just innovations—they’re critical public safety tools, helping us predict, prepare for, and prevent crises while safeguarding lives," Richmond stated.

“At Spray Tech, we’ve developed drones that can deliver targeted fire retardants, map disaster zones, and provide real-time data to support emergency response teams,” Richmond explained. “When paired with digital twins, these drones offer a game-changing approach to disaster preparedness and urban resilience.”

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Heather Richmond

Reflecting on her hometown of Los Angeles and the devastation of recent wildfires, Richmond emphasized the urgent need for these technologies: “In California, firefighting resources are often stretched to their limits. Drones like ours could supplement ground efforts, providing targeted interventions that save lives and mitigate damage. This isn’t just innovation—it’s necessity.”

The Convergence of AI, Robotics, and Digital Twins
CES 2025 also showcased the growing synergy between AI, robotics, and digital twins. Autonomous robots equipped



Spray Tech’s advanced drone technology at work at Torrance Memorial Medical Center, exemplifying the transformative potential of drones, AI, and digital twins in enhancing infrastructure resilience and operational efficiency.

with AI are increasingly capable of executing safety protocols and deploying resources based on real-time data. Richmond highlighted how these advancements are creating smarter systems and safer futures.

“When robotics, drones, and digital twins converge, we unlock an ecosystem of tools that can address global challenges in a scalable, impactful way,” she said.

Richmond pointed to Spray Tech’s work as an example: “Our drones integrate AI to conduct inspections, map infrastructure, and monitor environmental conditions. These capabilities aren’t just improving efficiency—they’re driving sustainability.”

A Call to Action for Policy and Industry Leaders

Richmond urged policymakers and industry stakeholders to accelerate the adoption of these innovations. “The challenges we face—from wildfires in California to flooding in Southeast Asia—demand proactive solutions. Digital twins, drones, and robotics can provide the tools we need to build resilience and adapt to an evolving world.”

Her dual roles at Creative Strategy Studios and Spray Tech give her a unique perspective on bridging visionary strategies with practical applications. “Whether it’s through designing strategies or deploying technology, I’m committed to ensuring these innovations have real-world impact,” she said.

Looking Ahead

Richmond left CES 2025 with a renewed sense of urgency and optimism. “This year’s showcase wasn’t just about imagining the future—it was about seeing how these technologies can be applied to make a tangible difference today. The next step is ensuring these tools are accessible to all communities and industries.”

About Heather Richmond

Heather Richmond is the CEO of Creative Strategy Studios and Chief Strategist Officer for Spray Tech. Widely recognized as a Global Innovation and Strategy Advisor, she brings expertise in integrating AI, robotics, drone technology, and digital twin systems to solve real-world challenges. Richmond’s leadership bridges cutting-edge innovation with actionable solutions, driving progress across industries and communities.

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