Ornate Home Announces Tech-Integrated Furniture Strategy Following CES 2026

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SANTA ANA, CA - January 13, 2026 -
Ornate Home, a nationwide furniture retailer with flagship showrooms in California and North Carolina, announced today its strategic shift toward incorporating smart home technology into its furniture collections following CEO Mehmet Uncuoglu's attendance at the Consumer Electronics Show 2026.

The company revealed plans to bridge the gap between advanced technology showcased at CES and practical home furnishing solutions, focusing on making smart home furniture accessible to mainstream consumers. This initiative marks a significant evolution for the retailer as the industry adapts to a global smart furniture market that Mordor Intelligence projects will reach $5.65 billion in 2026, driven by double-digit growth in consumer demand for connected living spaces.

"We went to CES to answer one question: 'How does furniture fit into the AI-powered home?' The answer is 'seamlessly'," said Mehmet Uncuoglu CEO of Ornate Home. "We are moving beyond traditional retail to offer collections where technology serves comfort, not the other way around." Uncuoglu noted that the visit served a dual purpose: enhancing operational efficiency to support the company?s sustainability goals, and sourcing specific CES 2026 furniture innovations that seamlessly integrate into daily life without overwhelming customers with complexity.

The strategic initiative encompasses three primary components. First, the company is actively sourcing Matter-compatible furniture that can integrate with existing smart home ecosystems including voice assistants like Alexa, Siri, and Google Assistant. This includes electric recliners and adjustable beds that can sync with home automation systems without requiring complex installation procedures.

Second, Ornate Home is prioritizing what the industry calls "calm technology" - furniture pieces with built-in but unobtrusive technological features. This includes coffee tables, nightstands, and desks equipped with invisible wireless charging pads and sophisticated cable management systems designed to eliminate the

visual clutter associated with modern digital devices.

Third, the company plans to implement AI-assisted design tools that will allow customers to visualize furniture in their homes before purchase. The pilot program will enable shoppers to photograph their rooms and see realistic renderings of Ornate Home products in their actual spaces, complete with accurate lighting and dimensions.

The shift reflects broader industry trends observed at CES 2026, where traditional boundaries between technology and furniture sectors continued to blur. Major furniture retailers, including IKEA, exhibited at the technology show for the first time, signaling the mainstream adoption of tech-integrated furniture concepts.

"Smart living shouldn't be a luxury," added Uncuoglu. "Our goal is to bring these 'invisible tech' features?like hidden wireless charging and adaptive lighting integration?into affordable collections for our our customers nationwide, whether they shop in our showrooms or via our online platform."

The implementation will begin with select product lines in both the Santa Ana, California, and Charlotte, North Carolina showrooms, with plans for gradual expansion based on customer response and technological developments.

Ornate Home is a premier furniture retailer serving customers nationwide through its extensive online platform and physical showrooms in Santa Ana, California, and Charlotte, North Carolina. Offering a comprehensive selection of living room, bedroom, dining room, and home office furniture, the company maintains a focus on quality furnishings, competitive pricing, and innovative home solutions.
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Ornate Home, Santa Ana, CA

Ornate Home is a U.S. furniture retailer offering stylish, quality furnishings online and in-store. With showrooms in CA & NC and nationwide shipping, our site features over 20,000 products from top brands like Ashley Furniture.

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