



ELECTRONIC HOME  
HOME NETWORKING, COMPUTING AND HOME THEATER



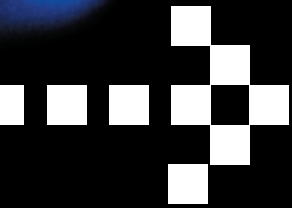
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SHOW WITHIN A SHOW

fact:

The International CES<sup>®</sup> is  
the largest home networking  
and home theater show  
in the world.

THE 2004 INTERNATIONAL CES  
JANUARY 8-11, 2004



Home Theater, Home Networking and Home Computing are technology sectors with ample room left to grow—a fact not lost on retailers, builders, architects and integrators.

38,000 BUYERS OF HOME THEATER AND NETWORKING TECHNOLOGY SAID THEY PLAN TO BE AT THE 2004 INTERNATIONAL CES to find the products, technologies and business partners they need, to prosper in this market.

Of the 100,000 decision makers at the show:

- *More than 28,000 specialize in home networking and automation.*
- *More than 12,000 are from outside the U.S.*
- *More than 6,000 are installers and service professionals.*
- *More than 30% specialize in audio hardware.*
- *Another 30% are engaged in DTV/HDTV.*



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The 2004 International CES is the only event comprehensive enough to cover all the technologies and processes required for the custom, electronic home—tomorrow's TechHome.

Unlike plug-n-play products, Home Theater, Home Networking and Home Computing require a multitude of interconnected technologies—and specialists who can cut through the complexity.

**BUYERS AT THE INTERNATIONAL CES INCLUDE:**

*Audiocom, Audio Design Associates, CHT Systems, Electronics Design Group, Engineered Environments, HomeTech, HTSA, Media Systems, MediaWorks, PARA, Pulte Homes, Ryan Homes, Sensory Solutions and more.*

## the show WITHIN THE SHOW

It is no coincidence that the most visible exhibitors at the International CES also are the leading brands. Companies use the International CES to protect market share and brand equity and make a statement about their leadership, innovation and financial stability.

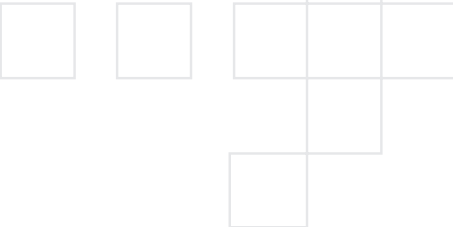
### THEY INCLUDE:

*BeAtHome, Bose, Crestron, Daewoo, Denon, Echelon, Gateway, Harmon, Home Automation Inc, Home Director, Kenwood, Leviton, Microsoft, OnQ, Panasonic, Philips, Pioneer, Russound, Samsung, Sanyo, Sherwood, Sony, Thomson, X-10, Yamaha and Zenith*

## directing CUSTOMERS YOUR WAY

The International CES steers buyers and builders directly to you by grouping home theater and networking technologies and products in prime locations.

- n THE ALEXIS PARK houses the world's largest high-end audio show.
- n TECHHOME MEDIA TOUR demos and depicts technologies that define integrated home systems including audio/video entertainment, wireless, high-speed communications, digital imaging for security and surveillance and environmental controls.
- n TECHHOME PAVILION—features products, services and technologies that set the framework for the ultimate connected home. See what's at the core of the networked home and the tools that increase efficiency and conserve energy.
- n HOMEPLUG POWERLINE TECHNOLOGY showcases the hardware, software and embedded technologies that support this home networking standard. Nearly 80 leading companies support the HomePlug specification for networking existing power sources.
- n XTREME ENTERTAINMENT PAVILION debuted in 2003 as one of the show's most unique new exhibits. Sports. Music. Action. Xtreme levels of fun. Exciting displays of music, media and electronic gaming, with dazzling digital devices and high performance demos. See how it all fits into tomorrow's Xtreme home.
- n SMARTRIGHT PAVILION, first demonstrated at the 2002 International CES, features the copy protection and content management designed to protect video content from cable, satellite, and pre-recorded sources on digital home networks.





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**keep up with your customers** at more than 40 conference sessions devoted to home theater and home networking. They include: Basic Home Theater Acoustics • Home Theater from \$100 to \$100,000 • Smart House 'For Dummies' • Home Networking Design, Engineering & Configuration • CEA's TechHome Basic Training and • CEDIA training and certification.

## catapult your brand and technology

**SECURE YOUR SPACE**—and your place in Home Theater, Home Computing and Home Networking. Select sponsorship and promotional opportunities at the 2004 International CES tailored specifically for you. Speaking engagements, pavilion space, viral marketing campaigns and more.

**Call the International CES Sales at (703) 907-7613 or e-mail [Exhibit@CESweb.org](mailto:Exhibit@CESweb.org) today.**



THE 2004 INTERNATIONAL CES EXHIBITOR OVERVIEW

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