

## LETTER FROM CEA



**Gary Shapiro**  
President and CEO,  
CEA



**Karen Chupka**  
Senior Vice President,  
Events and Conferences  
CEA

Dear International CES Exhibitors and Prospective Exhibitors:

If you are in the consumer technology industry, it's likely you've heard that the International CES® is the world's largest consumer technology tradeshow. In Las Vegas this past January, CES united more than 126,000 consumer technology professionals and hosted 2,500 companies showcasing new products – more than 330 of which were first-time exhibitors.

These are all powerful statements. Claiming to be the largest of anything comes with a lofty responsibility: offering the proof to back it up to give current and prospective exhibitors accurate information. Without the full picture, it is difficult to make critical business decisions effectively.

Since 1997, CES has been one of the first tradeshow to establish industry standards for the verification of show records and attendee demographics. Veris Consulting LLC, an independent source and trusted fiduciary to associations and tradeshow for more than 18 years, conducts the audit for CES.

In this package you'll find the Attendee Audit Summary Results for the 2010 International CES. **This comprehensive Attendee Audit provides you verified information about who attends the International CES, why they attend and what markets, products, companies and services matter the most.**

Through our impeccable record-keeping procedures and the International CES' commitment to the Veris Consulting audit process, we deliver:

- Valuable, quality attendee demographics
- Assistance in accurately evaluating and reaching your target audience
- Data to help you maximize your return on investment
- The assurance you need to confirm your participation in the International CES

We are pleased that you have chosen to or are considering exhibiting at the International CES. We understand the sizeable investment of participating in a tradeshow, and we've determined that the best way to ensure that you receive an ample return on your investment is to share the audit summary with you.

CES is successful only when its exhibitors succeed. By providing detailed information about CES attendees we hope to assist you in making informed decisions that will increase your ability to succeed in the increasingly competitive consumer technology marketplace. We look forward to crafting a worthwhile exhibit experience with you for the 2011 International CES to be held January 6-9, in Las Vegas, Nevada.



**Gary Shapiro**  
President and CEO,  
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**Karen Chupka**  
Senior Vice President,  
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CEA

The International CES is produced by the Consumer Electronics Association (CEA)®.

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**WHERE ENTERTAINMENT, TECHNOLOGY  
AND BUSINESS CONVERGE**

**PRODUCED BY**  **CEA®**

The International CES sets the pace for the consumer electronics (CE) industry and for the future of your company. In just four days you can build your brand, boost your business and connect with more C-level decision makers than anywhere else. Whether you're talking about content, technology, exposure or just pure opportunity, there simply is no substitute for CES.

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# AUDIT SOURCES

## PREFACE

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The International CES is the world's largest consumer technology tradeshow, encompassing products and services for:

- 3D
- Accessories
- Audio
- Audio, High-Performance
- Automotive Electronics
- Biometrics
- Biotech
- Blank Media
- Broadband
- Broadcast and Cable
- Computer Hardware and Software
- Content Development
- Digital Health
- Digital Imaging/Video Editing
- eBooks
- Ecofriendly Products
- Electronic Gaming
- Electronics Clothing & Accessories
- Embedded Technology
- Emerging Technology/Engineering
- Entertainment/Content
- Film/Video Production (Professional Grade)
- Home Appliances
- Home Data Networking
- Home Healthcare Products
- Home Theater
- Integrated Home Systems
- Intellectual Property
- Internet Protocol TV (IPTV)
- Mobile Applications
- Mobile Office
- Nanotechnology
- Online Commerce Products and Services
- Online/Internet
- Other Consumer Electronics
- Personal Electronics
- Personal Safety & Security Products
- Photographic Equipment
- Publications
- Retail Resource
- Robotics
- Satellite Systems
- Small Office/Home Office
- Social Networking
- Sports Electronics
- Subscriber Services
- Telephones
- Video
- Voice Over IP (VoIP) Hardware & Software
- Wi-Fi
- Wireless Communications

## SOURCES

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The *2010 International CES Attendee Audit Summary* provides exhibitors and prospects with insight into who attends the International CES. Information included in this document was derived from:

- Veris Consulting's *2010 International CES Exhibition and Conference Audit Report*
- CEA Market Research Department, including attendee surveys
- *2010 International CES Post-show Exhibitor Survey*
- *2010 International CES Post-show Attendee Survey*
- 2010 International CES Registration Data, provided by Experient
- *TWICE's* 2009 Top 100 Consumer Electronics Retailers list

## VERIS CONSULTING

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Veris Consulting provides an independent, third-party verification of International CES attendance, attendee demographic information, records and record-keeping systems. The International CES wants our exhibitors to have valuable, accurate attendance data to enhance market analysis and verify the show's credibility. This information will help you appraise opportunities and maximize your ROI from the International CES.



# OVERALL ATTENDANCE

## 2010 INTERNATIONAL CES ATTENDANCE

<b>GRAND TOTAL</b>	<b>126,641</b>
Exhibits Only Attendance	76,569
Registered Exhibitors	40,418
Press	4,786
Conference Attendance	1,945
Financial/Market Analysts	1,923
Speakers	423
Bloggers	577

"There is only one place to experience the breath of innovation in the consumer technology market—CES."

**Jay Buchanan,**  
Electronics Division Director,  
Nebraska Furniture Mart Inc.

## CES ATTRACTS INDUSTRY LEADERS\*

Senior Level Executives	Number of Attendees	% of Attendance**
President/CEO/Owner	15,581	20%
CFO	957	1%
COO	826	1%
CIO/CTO	1,387	2%
Vice President	6,164	8%
Director/Senior Manager	7,745	10%
General Manager	2,277	3%
<b>Total:</b>	<b>34,937</b>	<b>45%</b>

\*Does not include press, exhibitors or speakers

\*\*Attendance = Exhibits Only + Conference Attendees (78,514)

SOURCE: 2010 International CES® Veris Audit Report

# OVERALL ATTENDANCE

## CES ATTRACTS INTERNATIONAL ATTENDEES

	Number of Attendees	% of All Attendees (126,641)
International Attendees (Conference and Exhibit Only Attendees)	16,591	13%
International Exhibitors, Speakers	6,322	5%
International Press, Financial/Market Analysts, Bloggers	1,451	1%
<b>Total:</b>	<b>24,364</b>	<b>19%</b>

## INTERNATIONAL ATTENDEE DELEGATIONS

International visitors came from 135 countries to the 2010 International CES. Below is a list of those who attended as part of a formal delegation. There were a total of 74 delegations with six countries attending for the first time.

Country	Number of Delegations	Country	Number of Delegations
Argentina	1	Israel	3
Brazil	3	Italy	2
Bulgaria	1	Japan	2
Cameroon*	1	Korea	11
China	16	Mexico	2
Columbia	1	New Zealand*	1
Costa Rica	1	Philippines	1
Croatia*	1	Poland	1
Czech Republic	1	Qatar	1
Dominican Republic	1	Russia	1
Ecuador	1	Taiwan	2
Egypt	1	Thailand	1
France	5	Turkey	1
Ghana*	2	Ukraine	1
Hong Kong	1	United Kingdom	2
Hungary*	2	Venezuela	1
Iraq*	1	Vietnam	2

\*New delegation country attending the International CES for the first time.

SOURCE: 2010 International CES® Veris Registration Report

“This is where we chose to showcase two fundamental innovations. At CES we get opinion leaders, press, bloggers and influencers. No other show or event allows us this exposure and ability to brand build!”

**Henry E. Juskiewicz**  
CEO, Gibson Guitar Corp.

# ATTENDEE PROFILES

## CLASSIFICATION BY PRIMARY JOB FUNCTION\*

Job Function	Number of Attendees	% of Attendance**
Analyst	1,152	1%
Buyer	4,982	6%
Consultant	4,318	5%
Content Developer	442	1%
Distributor	1,265	1%
Engineer	4,335	5%
Manager	8,696	11%
Manufacturing Representative	1,329	2%
Product Manager	2,522	3%
Service Technician	1,076	1%
Store Manager	518	1%
Systems Installer/Integrator	850	1%

\*Primary job function was asked in the online registration process only

\*\*Attendance = Exhibits Only + Conference Attendance (78,514)

SOURCE: 2010 International CES® Veris Audit Report

# ATTENDEE PROFILES

## CES BRINGS TOGETHER KEY INDUSTRY PLAYERS

The International CES continues to evolve beyond a retail scope and represents numerous technologies: from in-vehicle technology to gaming, wireless, high-performance audio, home theater, home networking, digital imaging, satellite, video and more. Take advantage of the growing B2B opportunities—and the chance to meet and interact with new content providers, carriers and dealers who attend the show.

Type of Buying Organization (Identified By Company's Primary Role)	Number of Attendees	% of Attendance*
Retail (Buyer)	12,766	16%
Institutional, Corporate (Non-retail), Government Buyer	5,072	6%
VAR/Dealer	768	1%
Service Professional (Non-retail), system Integrator/Installation	3,078	4%
Distribution	4,550	6%
<b>Total:</b>	<b>26,234</b>	<b>33%</b>

Industry Organizations (Identified by Primary Business Type)	Number of Attendees	% of Attendance*
Software Development/Publishing, Content Development, Entertainment	8,610	9%
Manufacturer's Rep/Manufacturer (Non-exhibitor), Government/Public Policy (Non-buyer)	8,090	10%
Distribution (Non-buyer)	871	1%
Consulting	4,796	6%
Engineering	3,011	4%
Venture Capitalist/Private Equity/Investing	578	1%
Business and Financial Services	1,795	2%
Business Development/Sales	2,542	4%
Other, Unclassified	4,288	6%
<b>Total:</b>	<b>34,581</b>	<b>44%</b>

"What a difference a year makes! With the upbeat attitude at this year's show, my pursuit of co-market partnerships exceeded our expectations after day one!"

**Bruce Borenstein,**  
Executive Vice President,  
Sabre ID System

\*Attendance = Exhibits Only + Conference Attendees (78,514)

SOURCE: 2010 International CES® Veris Audit Report

# ATTENDEE PROFILES

## THE INTERNATIONAL CES ATTRACTS GOVERNMENT ATTENDEES

### Government and Business: Combining Forces at the International CES.

CEA is actively involved in programs that affect the laws and regulations impacting your bottom line.

The International CES attracts top federal, state and regulatory officials. Representatives from the Federal Communications Commission, Department of Commerce and the House of Representatives joined government technology officials from other countries including Columbia and Vietnam at the International CES, extending the show's global scope.

### The 2010 International CES attracted 88 government officials including:

#### Members of the House of Representatives

Hon. Darrell Issa (R-CA)

#### International Leaders in Technology

Her Excellency Geraldine Namirembe Bitamazire, Minister of Education and Sports, Uganda

Mr. Nguyen Minh Dan, Director General of Science and Technology,

Ministry of Information and Communication, Vietnam

Hon. Stephen Conroy, Minister for Broadband, Communications and the Digital Economy, Australia

Mr. Hector Osuna Jaime, Chairman, Federal Telecommunications Commission, Mexico

Her Excellency Maria del Rosario Guerra, Minister of Information Technology, Colombia

Hon. Samuel L. Poghio, Minister of Information and Communications, Kenya

#### U.S. Senate Staff

Brian Calabrese, Legislative Correspondent, Hon. John Ensign (R-NV)

John Lawrence, Legislative Assistant, Hon. John Ensign (R-NV)

David Quinalty, Subcommittee Professional Staff, Commerce Committee

Galen Roehl, Senior Policy Adviser, Hon. Sam Brownback (R-KS)

Daniel Sepulveda, Legislative Assistant, Hon. John F. Kerry (D-MA)

#### State Elected Officials

Hon. Craig Johnson, New York State Senate

Hon. Alex Padilla, California State Senate

#### Federal Communications Commission

Hon. Julius Genachowski, Chairman

Hon. Robert McDowell, Commissioner

Hon. Meredith Attwell Baker, Commissioner

Hon. Mignon Clyburn, Commissioner

#### U.S. Department of Commerce

Anna Gomez, Deputy Assistant Secretary for Communications and Information,

National Telecommunications and Information Administration

John Fay, Commercial Attaché, U.S. & Foreign Commercial Service

Indrek Grabbi, Senior International Trade Specialist, U.S. International Trade Administration

#### U.S. Department of Transportation

Peter Appel, Administrator, Research and Innovative Technology

#### U.S. Department of the Treasury

Mel Ford, Chief, Telecommunications & Firewall Security

*SOURCE: 2010 International CES® Registration Reports*





# ATTENDEE PROFILES

## UNIVERSITIES REPRESENTED AT THE 2010 INTERNATIONAL CES

The International CES attracts a range of university and educational representatives from more than 500 schools and universities. They attend CES to:

- Identify new ways to streamline institutional operations and technologies.
- Research technologies for equipment upgrades.
- Evaluate how to enhance learning environments with new technologies.
- Gauge curriculum development and the technologies used in teaching and case studies.

A sample of schools and universities represented include:

Alabama State University	Indiana University	University of Alberta
American University	Iowa State University	University of Arizona
Appalachian State University	Kansas State University	University of Brasilia
Arizona State University	Konan University	University of British Columbia
Auburn University	Korea University	University of Calgary
Ball State University	Kyoto University	University of California
Boise State University	Massachusetts Institute of Technology	University of Castilla la Mancha
Brandenburg University of Technology	McGill University	University of Central Florida
Brigham Young University	McMaster University	University of Essex
Budapest University DAAI	Michigan State University	University of Florida
California Polytechnic State University	National Taiwan University	University of Glasgow
California State University	NC State University	University of Illinois
Carnegie Mellon University	Northern Arizona University	University of Maryland
Catholic University of Korea	Northern Michigan University	University of Massachusetts
Chung Ang University	Northwest University	University of Michigan
Chungnam National University	Oregon State University	University of Missouri
Clemson University	Osaka University	University of North Carolina
Columbia University	Pennsylvania State University	University of Notre Dame
Concordia University	Pepperdine University	University of Pennsylvania
Cornell University	Quaid-i-Azam University	University of Sao Paulo
Curtin University of Technology	San Diego State University	University of South Florida
Daegu University	San Jose State University	University of Southern California
Dankook University	Southern Oregon University	University of Texas
Dartmouth College	Stanford University	University of Utah
Delft University of Technology	Texas A&M University	University of Victoria
DePaul University	Texas Tech University	University of Vigo
Dixie State College	The University of Reading	University of Washington
Drexel University	Tufts University	University of Wisconsin
Duke University	Universidad Autonoma de Nayarit	Vanderbilt University
Eindhoven University of Technology	Universidad Carlos III de Madrid	Virginia Polytechnic Institute and State University
El Colegio de la Frontera Nort	Universidad del Valle de Mexico Campus Toluca	Wayne State University
Florida Atlantic University	Universidad Politécnica de Madrid	Yamagata University
Gallaudet University	Università Popolare Degli Studi Di Milano	
George Mason University	Université Joseph Fourier	
Georgia Institute of Technology	University Minnesota	
Hachinohe Institute of Technology	University Nevada	
Hanyang University	University of Alabama	
Harvard University		
Howard University		

**"Panasonic's strategic goal for 2010 was to achieve a powerful launch for our Full HD 3D VIERA line early in the year. CES was the perfect booster rocket to put Panasonic ahead... with this exciting new technology."**

**Bob Greenberg**  
VP, Brand Marketing, Panasonic Corp. of North America

# BUYING POWER AT THE INTERNATIONAL CES

## OVERALL BUYING POWER AT THE INTERNATIONAL CES

	Number of Attendees	% of Attendance*
Final decision makers	26,860	34%
Attendees who have significant influence on purchasing for their company	24,970	32%
Attendees responsible for researching new products for their company	6,905	9%

The top executives in consumer technology presented their insights and visions for the industry's future with 2010 International CES keynotes and presentations from:

- Steve Ballmer, Microsoft
- Alan Mullaly, Ford
- Paul Otellini, Intel
- Dr. Paul E. Jacobs, Qualcomm
- Zhou Houjian, Hisense

## CLASSIFICATION BY ANNUAL SALES VOLUME OF CONSUMER ELECTRONICS PRODUCTS

Millions	Number of Attendees	% of Attendance*	Retail Buyer	Institutional, Corporate (Non-retail), Government Buyer
<b>Under \$1</b>	21,114	27%	4,115	800
<b>\$1-\$5</b>	12,043	15%	2,675	502
<b>\$5-\$10</b>	5,149	7%	907	246
<b>\$10-\$50</b>	6,599	8%	928	311
<b>\$50-\$250</b>	4,685	6%	708	218
<b>\$250-\$500</b>	2,043	3%	314	110
<b>\$500+</b>	8,453	11%	1,273	464

Millions	VAR/Dealer	Distribution	Service Professional (Non-retail), Systems Integrator/Installation	Engineering
<b>Under \$1</b>	365	616	1519	759
<b>\$1-\$5</b>	216	1023	626	363
<b>\$5-\$10</b>	58	670	174	146
<b>\$10-\$50</b>	50	754	154	204
<b>\$50-\$250</b>	20	420	62	220
<b>\$250-\$500</b>	3	164	40	94
<b>\$500+</b>	8	206	89	575

\*Attendance = Exhibits Only + Conference Attendees (78,514)

SOURCE: 2010 International CES® Veris Audit Report

**TOP 20 ATTENDEE PRODUCT REPRESENTATION AREAS\***

Product Category	Number of Attendees	Rank
Computer Hardware and Software	16,863	1
Wireless Communications	15,328	2
Audio	14,806	3
Other Consumer Electronics	14,079	4
Home Theater	13,224	5
Personal Electronics	12,993	6
Video	12,092	7
Mobile Applications	11,271	8
Accessories	11,140	9
High-Performance Audio	10,461	10
Wi-Fi	9,812	11
Online/Internet	9,245	12
Electronic Gaming	8,215	13
Automotive Electronics	8,128	14
Integrated Home Systems	8,118	15
Emerging Technology/Engineering	7,451	16
Entertainment/Content	7,148	17
Telephones	6,998	18
Voice Over IP (VoIP) Hardware and Software	6,372	19
Home Appliances	6,083	20

\*2010 International CES registrants were asked to indicate the product areas they represent or plan to represent in the future and may have marked more than one product area, per respondent. In 2009 this was attendee product interest.

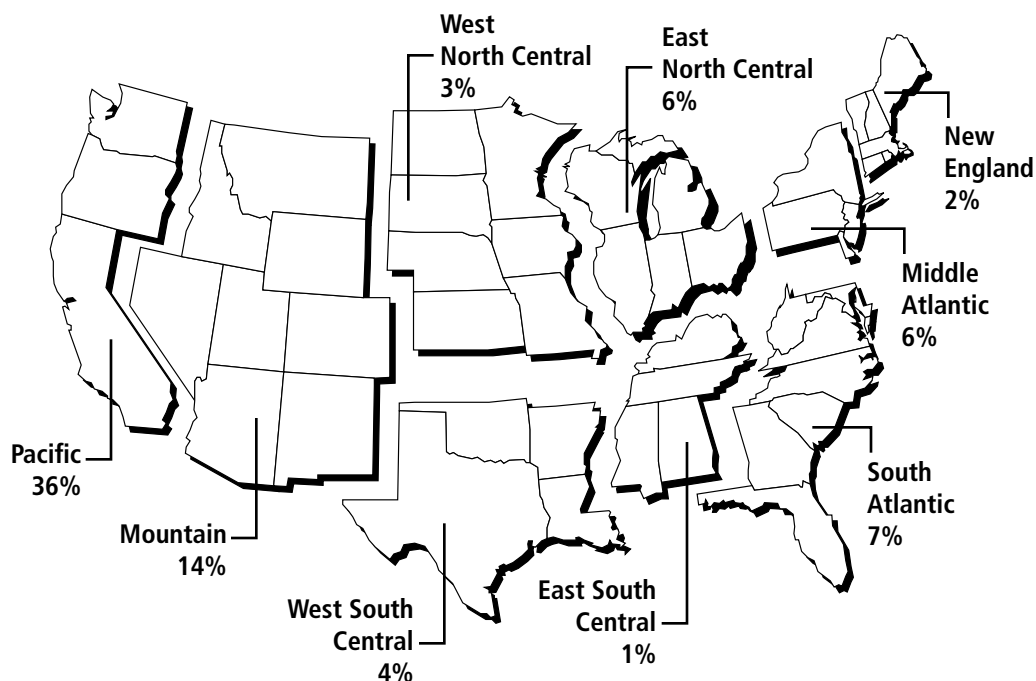
SOURCE: 2010 International CES® Veris Audit Report

# ATTENDEE GEOGRAPHIC PROFILE

## GEOGRAPHIC ANALYSIS OF U.S. ATTENDEES

"There is no doubt, this year's CES was one of the best ever for D-Link. Our wide array of new solutions for the digital home - media players, home monitoring, energy efficiency products and Wi-Fi connectivity - not only drew huge crowds to our booth, but earned enormous media coverage and a ton of awards."

**Daniel Kelley**  
Sr. Director of Marketing,  
D-Link



## TOP 20 NON-U.S. MARKETS

Market	Number of Attendees	2010 Rank	Market	Number of Attendees	2010 Rank
Canada	2922	1	Hong Kong	462	11
South Korea	1618	2	Israel	415	12
China	1105	3	Australia	378	13
Japan	995	4	Italy	306	14
Mexico	884	5	Netherlands	277	15
United Kingdom	868	6	Sweden	237	16
Taiwan	852	7	Denmark	196	17
France	761	8	Spain	175	18
Brazil	527	9	Singapore	142	19
Germany	495	10	Belgium	123	20

SOURCE: 2010 International CES® Veris Audit Report

# INTERNATIONAL CES SURVEY RESULTS

## A WORD FROM 2010 INTERNATIONAL CES ATTENDEES

Reason to Attend	Important or Very Important Rating
Wanted to see a few specific new products	86%
Opportunity to network with industry peers and more new business contacts	71%
Develop new business partnerships and vendors	72%
Compare wide range of new products	69%
Evaluate specific companies	69%

### According to 2010 International CES attendees:

- **87%** rated the quality of their experience at the 2010 International CES as positive.
- **83%** said they would be likely to or very likely to recommend the International CES to a colleague or co-worker.
- **86%** accessed CESweb.org prior to attending CES. On CESweb.org they searched for exhibitor information, CES news, navigation tools, special event information and more.
- **82%** of attendees think CES reflects the energy and excitement of the CE industry.

## A WORD FROM 2010 INTERNATIONAL CES EXHIBITORS

Two thousand five hundred companies exhibited in 1.44 million net square feet of exhibit space at the 2010 International CES.

### According to 2010 International CES exhibitors:

- **76%** said they were satisfied with their exhibiting experience at CES.
- The most important reasons to exhibit are to the quality of attendees, generate business, launch new products, and build brand recognition.
- **74%** of exhibitors think CES reflects the energy and excitement of the consumer electronics industry.
- **77%** of exhibitors think that CES is the most important event to attend for companies included in the consumer electronics industry.

SOURCE: 2010 International CES® Post-show Attendee Survey and Post-show Exhibitor Survey

# WORLDWIDE PRESS COVERAGE

## MEDIA COVERAGE OF 2010 INTERNATIONAL CES CONTINUES TO GROW

U.S. and international media coverage of the 2010 International CES, the world's largest consumer technology tradeshow, reached record-setting heights for the fifth year in a row. Five thousand media and analysts journeyed to Las Vegas for the event, resulting in more than 6,200 media hits in January 2010 in major print, broadcast and online outlets—a 24 percent increase over 2009 coverage.

The International CES received significant global media coverage, with more than 1,200 international media from 64 countries in attendance. The list of countries generating CES media coverage include Australia, Brazil, Canada, China, Germany, France, India, Israel, Japan, Korea, Mexico, Russia, United Arab Emirates and the United Kingdom.

The 2010 International CES was covered by major news outlets such as the AP, BBC, *BusinessWeek*, *Forbes*, *Fortune*, *Investor's Business Daily*, *NPR*, *Newsweek*, *PC World* and Reuters plus major market daily newspapers such as the *Boston Globe*, *Chicago Tribune*, *Los Angeles Times*, *New York Times*, *San Francisco Chronicle*, *USA Today*, *Washington Post* and *Wall Street Journal*. More, the 2010 International CES was covered in at least one newspaper and one network television station in all of the top 25 United States markets.

Cable and broadcast television carried extensive live and taped coverage of the show nationwide including the top networks ABC, CBS, CNN, FOX, and NBC Universal. In addition to coverage on all major network shows such as ABC's *Good Morning America*, CBS' *Evening News* and NBC's *The Today Show*, the 2010 International CES also could be seen on BBC TV, the Canadian Broadcast Network and the NHK Japan Broadcasting Corp.

Consumers around the world were able to read and see the media highlights of the 2010 International CES. Given the significant influence and scope of our media attendees, there is no better way to promote your company and its products to the world than the International CES.

"The 2010 International CES attracted 76% of the Fortune 100 companies."

Source:  
2010 International CES  
Registration Report;  
[fortune.com/fortune500](http://fortune.com/fortune500)

## PRESS ATTENDANCE AT THE 2010 INTERNATIONAL CES

Countries Represented	64
International Press Representatives	1,256
Print Press	30%
Online/Wire Press	52%
Broadcast Press	18%
<b>PRESS GRAND TOTAL</b>	<b>5,363</b>

\*Press Grand Total includes all Press and Bloggers

Source: 2009 International CES Registration Reports

# WORLDWIDE PRESS COVERAGE

## PRODUCT CATEGORIES REPRESENTED BY PRESS

Press Product Interest Area	Number of Press & Financial/ Market Analysts	% of Press & Financial/ Market Analysts*
Computer Hardware and Software	3,121	43%
Personal Electronics	2,925	40%
Online/Internet	2,786	38%
Wireless Communications	2,786	38%
Mobile Applications	2,772	38%
Other Consumer Electronics	2,765	38%
Electronic Gaming	2,610	36%
Entertainment/Content	2,474	34%
Wi-Fi	2,468	34%
Video	2,338	32%
Audio	2,283	31%
Home Theater	2,204	30%
Accessories	2,014	28%
3D	2,008	28%
Social Networking	1,970	27%
Emerging Technology/Engineering	1,938	27%
eBooks	1,869	26%
Digital Imaging/Video Editing	1,866	26%
Mobile Office	1,821	25%
Broadband	1,809	25%
Telephones	1,702	23%
Audio, High-Performance	1,731	24%
Broadcast and Cable	1,644	23%
Photographic Equipment	1,638	22%
Voice Over IP (VoIP) Hardware and Software	1,593	22%
Internet Protocol TV (IPTV)	1,563	21%
Home Data Networking	1,404	19%
Automotive Electronics	1,343	18%
Home Appliances	1,332	18%
Small Office/Home Office	1,309	18%
Embedded Technology	1,305	18%
Ecofriendly Products	1,229	17%
Electronics Clothing & Accessories	1,214	17%
Film/Video Production (Professional Grade)	1,194	16%
Integrated Home Systems	1,113	15%
Online Commerce Products and Services	1,070	15%
Robotics	1,069	15%
Digital Health	944	13%
Publications	905	12%
Intellectual Property	895	12%
Nanotechnology	885	12%
Sports Electronics	869	12%
Personal Safety and Security Products	818	11%
Satellite Systems	803	11%
Biometrics	732	10%
Home Healthcare Products	643	9%
Biotech	628	9%
Blank Media	612	8%
Retail Resource	453	6%
Subscriber Services	449	6%
Trade Associations	429	6%
Content Development	173	2%

\*Press includes all Press and Bloggers. Press + Financial/Market Analysts = 7,286  
Source: 2010 International CES® Registration Reports

# WORLDWIDE PRESS COVERAGE

## LEADING MAGAZINES COVER THE 2010 INTERNATIONAL CES

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Leading consumer and business magazines covered the 2010 International CES, reaching millions of consumers across the globe. The CES magazine coverage included:

<i>Advertising Age</i>	<i>Maximum PC</i>
<i>Architectural Digest France</i>	<i>Men's Health</i>
<i>AutoWeek</i>	<i>Newsweek</i>
<i>Barron's</i>	<i>PC Magazine</i>
<i>Black Enterprise Magazine</i>	<i>PC World</i>
<i>BusinessWeek</i>	<i>Picture Business</i>
<i>Car and Driver</i>	<i>Playboy</i>
<i>Computer Shopper</i>	<i>Popular Mechanics</i>
<i>Computer World</i>	<i>Popular Science</i>
<i>Condé Nast Digital</i>	<i>Rolling Stone</i>
<i>Condé Nast Traveler</i>	<i>Smart Money</i>
<i>Consumer Reports</i>	<i>Sound &amp; Vision Magazine</i>
<i>Ebony/Jet</i>	<i>Stuff</i>
<i>ESPN</i>	<i>Time</i>
<i>Esquire Magazine</i>	<i>Urb</i>
<i>Forbes</i>	<i>Variety</i>
<i>Fortune</i>	<i>Widescreen Review Magazine</i>
<i>GQ</i>	<i>Wired</i>
<i>Maxim</i>	

"CES let's us establish many high-level relationships in such a short amount of time."

**Jim Dietela,**  
**Director of Business**  
**Development,**  
**Vangent**

*Source: 2010 International CES® Registration Reports*



# WORLDWIDE PRESS COVERAGE

## TELEVISION AND RADIO BROADCASTS BRING CES TO MILLIONS OF HOMES

The major U.S. and international broadcast and cable networks go live from CES to bring the latest product launches to viewers and listeners across the world. Reaching hundreds of millions of people, these broadcasters showcased the products and exhibitors of the 2010 International CES.

### Major network television and radio coverage included:

ABC Radio Network	Fox News Radio
ABC's <i>America This Morning</i>	Fox News' <i>Studio B</i>
ABC's <i>Good Morning America</i>	Fox News' <i>The Live Desk</i>
ABC's <i>The View</i>	FoxNews.com
ABC's <i>World News Now</i>	Fuel's <i>Daily Habit</i>
American Urban Radio Network	G4TV's <i>Attack of the Show</i>
AP TV	G4TV's 2010 CES
Argentine TV	GLOBO TV (Brazil)
BBC World News	HLN's <i>Headline News</i>
Bloomberg TV's <i>For the Record, Innovators, Political Capital, Taking Stock and Venture</i>	HLN's <i>Clark Howard</i>
Canadian Broadcasting Corp. (CBC)	HLN's <i>Morning Express</i>
Car & Driver Radio	Home Shopping Network
CBS Radio	<i>Into Tomorrow with Dave Graveline</i>
CBS' <i>Early Show</i>	Japan Broadcasting Corp. (NHK)
CBS' <i>Entertainment Tonight</i>	<i>Jim Bohannon Show</i>
CBS <i>Evening News</i>	MarketWatch - National Business Network
CBS' <i>Late, Late Show</i>	<i>The Martha Stewart Show</i>
CBS' <i>Morning News</i>	Motor Trend Radio
CNBC's <i>Closing Bell</i>	MSNBC's <i>Countdown with Keith Olberman</i>
CNBC's <i>Mad Money</i>	MSNBC's <i>Your Business</i>
CNBC's <i>Power Lunch</i>	MSNBC's <i>Rachel Maddow Show</i>
CNBC's <i>Squawk Box</i>	N24, German TV
CNBC's <i>Squawk on the Street</i>	NBC's <i>Early Today</i>
CNBC's <i>Street Signs</i>	NBC's <i>Nightly News</i>
CNBC's <i>Wall Street Journal Report</i>	NBC's <i>Today Show</i>
CNBC's <i>Worldwide Exchange</i>	NPR All Things Considered
CNET TV	NPR Marketplace
CNN en Espanol	PBS Newshour
CNN's <i>American Morning</i>	QVC
CNN's <i>Campbell Brown</i>	Radio Canada
CNN's <i>Clix</i>	Seoul Broadcasting System
CNN's <i>Newsroom</i>	Sound & Vision Radio
CNN.com	Spike TV MANswers
CNN Radio Network	Tech Guy Leo Laporte
Computer Outlook Radio	Telemundo Network: <i>Al Rojo Vino</i> and <i>Noticero</i>
C-SPAN	TWC's <i>Day Planner</i>
Discovery's <i>Cash Cab</i>	TWC's <i>First Outlook</i>
Fox Business Morning	Univision's <i>Primer Impacto Fin de Semana</i>
FOX Business Network	USA Radio Network
Fox and Friends	Voice of America - Radio and TV
Fox News' <i>America's Newsroom</i>	Wall Street Journal Network
Fox News' <i>Happening Now</i>	Wealth TV
Fox News' <i>On the Record with Greta Van Susteren</i>	

"CES 2010 was a great show for Ooma. There is nowhere else where a company of our size could meet so efficiently with key press and customers to accomplish key planning objectives for 2010.CES continues to strive to keep the show relevant and meaningful for all those that attend."

**Tami Bhaumik**  
VP of Corporate Marketing,  
Ooma Inc.

Source: Cision broadcast monitoring  
Source: 2010 International CES® Registration Reports

# WORLDWIDE PRESS COVERAGE

## UNPARALLELED COVERAGE IN TOP U.S. DAILY NEWSPAPERS AT THE 2010 CES

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Newspapers and wire services from top U.S. markets brought extensive coverage of the 2010 International CES and its exhibitors to consumers around the country. Major U.S. daily newspaper and wire coverage include:

<i>Associated Press</i>	<i>Miami Times</i>
<i>Bloomberg News</i>	<i>New York Post</i>
<i>Boston Globe</i>	<i>New York Times</i>
<i>Chicago Tribune</i>	<i>Orange County Register</i>
<i>Daily Telegraph</i>	<i>Philadelphia Inquirer</i>
<i>Dallas Morning News</i>	<i>Reuters</i>
<i>Denver Post</i>	<i>Salt Lake Tribune</i>
<i>Detroit Free Press</i>	<i>San Diego Transcript</i>
<i>Detroit News</i>	<i>San Diego Union Tribune</i>
<i>Financial Times</i>	<i>San Francisco Chronicle</i>
<i>Hollywood Reporter</i>	<i>San Jose Mercury News</i>
<i>Houston Chronicle</i>	<i>Seattle Post-Intelligencer</i>
<i>Investor's Business Daily</i>	<i>Seattle Times</i>
<i>L.A. Tribune</i>	<i>Silicon Valley Business Journal</i>
<i>Las Vegas Review-Journal</i>	<i>St. Louis Post Dispatch</i>
<i>Las Vegas Sun</i>	<i>USA Today</i>
<i>Las Vegas Times</i>	<i>Wall Street Journal</i>
<i>Los Angeles Daily News</i>	<i>Washington Post</i>
<i>Los Angeles Times</i>	<i>Winston-Salem Journal</i>

Source: 2010 International CES® Registration Reports

# WORLDWIDE PRESS COVERAGE

## MAJOR TRADE PUBLICATIONS CAPTURE THE LATEST INNOVATIONS AT THE 2010 INTERNATIONAL CES

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Major industry trade publications covered the 2010 International CES, highlighting new products and technologies that debuted at the show. Leading trade publications that covered the 2010 International CES include:

<i>Audio Magazine</i>	<i>Hollywood Reporter</i>
<i>The Audiophile Voice</i>	<i>Home Cinema Choice</i>
<i>Audiotechnique</i>	<i>Home Entertainment</i>
<i>AutoWeek</i>	<i>Home Media Magazine</i>
<i>AV Magazine</i>	<i>Home Theater Magazine</i>
<i>Barron's</i>	<i>IEEE Spectrum</i>
<i>Best Magazine</i>	<i>InformationWeek</i>
<i>Broadband Properties</i>	<i>InfoWorld</i>
<i>Broadcast Engineering</i>	<i>Laptop Magazine</i>
<i>Broadcasting and Cable</i>	<i>Marketnews</i>
<i>Camcorderinfo.com</i>	<i>Mobile Electronics</i>
<i>CE Online News</i>	<i>Motor Trend</i>
<i>CE Pro</i>	<i>Multichannel News</i>
<i>Computer Link</i>	<i>PC Pro</i>
<i>Consumer Electronics Daily</i>	<i>Photo Industry Reporter</i>
<i>Consumer Reports</i>	<i>Picture Business</i>
<i>Content Developer</i>	<i>Playback Magazine</i>
<i>CrunchGear</i>	<i>Popular Photography</i>
<i>CustomRetailer</i>	<i>RCR Wireless News</i>
<i>Dealerscope</i>	<i>Residential Systems</i>
<i>Digital Times</i>	<i>Satellite Business News</i>
<i>Digital Tradeshow</i>	<i>SmartHouse</i>
<i>DigiTimes</i>	<i>Sound &amp; Vision</i>
<i>EDN Magazine</i>	<i>Stereo Magazine</i>
<i>EE Times</i>	<i>Stereo Times</i>
<i>Electronic Design</i>	<i>Stereophile</i>
<i>Electronic House</i>	<i>TV Technology</i>
<i>Envisioneering</i>	<i>TWICE</i>
<i>Fast Company</i>	<i>Variety</i>
<i>Gadget Gurus</i>	<i>Widescreen Review</i>
<i>Game Spot</i>	<i>Wired</i>
<i>Government Computer News</i>	<i>Wireless Week</i>
<i>GPS Magazine</i>	

Source: 2010 International CES® Registration Reports

# WORLDWIDE PRESS COVERAGE

## 2010 INTERNATIONAL CES TOP TV AND RADIO OUTLETS

News from the 2010 International CES was featured on the airways in all of the top 25 media markets in the United States.

### Atlanta

WAGA - FOX  
WGCL - CBS  
WSGST - WSJ/FOX  
WXIA - NBC  
WYAY - AM

### Boston

NECN - Independent  
WBZ - CBS/AP  
WCVB - ABC  
WFXT - FOX  
WGBH - PBS  
WGIR - AM  
WGIN - AM  
WGIP - AM  
WHDH - NBC  
WMUR - ABC  
WROR - AM  
WSBK - Independent  
WTKK

### Charlotte

CNWS  
WBT - CNN/AP  
WBTV - CBS  
WCCB - FOX  
WCNC - NBC

### Chicago

CLTV - Independent  
WBBM - CBS  
WFLD - FOX  
WGN - CWT  
WLS - ABC  
WMAQ - NBC

### Cleveland

WEWS - ABC  
WJW - FOX  
WKYC - NBC  
WOIO - CBS  
WTAM - WSJ/FOX

### Dallas/Ft. Worth

KDAF - CWT  
KDFW - FOX  
KRLD - AP/CNN  
KTVT - CBS  
KTXA - Independent  
KXAS - NBC  
KXTX - Telemundo  
TXCN - Texas Cable News  
WFAA - ABC

### Denver

KCNC - CBS  
KDVR - FOX  
KMGH - ABC  
KOA - FOX  
KTVD - MNT  
KUSA - NBC  
KWGN - CWT

### Detroit

WDIV - NBC  
WJBK - FOX  
WJR - ABC  
WWJ - CBS/AP  
WXYZ - ABC

### Houston

KHOU - CBS  
KIAH - Univision  
KPRC - NBC  
KRIV - FOX  
KTRK - ABC

### Indianapolis

WIBC - WSJ  
WISH - CBS  
WRTV - ABC  
WTHR - NBC  
WXIN - FOX

### Los Angeles

KABC - ABC  
KCAL - Independent  
KCBS - CBS  
KCOP  
KFI - AP  
KFTR - Telefutura  
KMEX - Univision  
KNBC - NBC  
KNX - CBS  
KROQ  
KTLA - CWT  
KTTV - FOX  
KWHY - Independent

### Miami

WBFS - MNT  
WFOR - CBS  
WFTL - CNN/AP  
WPLG - ABC  
WSCV - Telemundo  
WSFL - CWT  
WTVJ - NBC

### Minneapolis/St. Paul

KARE - NBC  
KMSP - FOX  
KSTC - Independent  
KSTP - ABC  
WCCO - CBS

### New York

NCCT - Independent  
NTLI - Independent  
NYI - NY1  
WABC - ABC  
WCBS - CBS  
WLNY - Independent  
WNBC - NBC  
WNYW - FOX  
WOR - AM Radio  
WPIX - CWT  
WXTV - UNI

### Orlando

WDBO - AP/CNN  
WESH - NBC  
WFTV - WFTV  
WKMG - CBS  
WOFL - FOX  
WRDQ - Independent

### Philadelphia

KYW - CBS  
WCAU - NBC  
WFMZ - Independent  
WPVI - ABC  
WTFX - FOX

### Phoenix

KFNN - ABC/CNN  
KNXV - ABC  
KPHO - CBS  
KPNX - NBC  
KSAZ - FOX  
KTAZ - TELE  
KTVK - Independent

### Pittsburgh

KDKA - CBS  
WTAE - ABC

### Portland

KATU - ABC  
KEX - WSJ/FOX  
KGW - NBC  
KINK - FM  
KOIN - CBS  
KPTV - FOX

KXL - FOX  
WCSH - NBC  
WGME - CBS  
WMTW - ABC

### Sacramento

KCRA - NBC  
KFBK - AP/WSJ  
KMAX - CWT  
KQVR - CBS  
KQCA - MNT  
KTXL - FOX  
KXTV - ABC

### San Francisco

KGO - ABC  
KNTV - NBC  
KPIX - CBS  
KRON - MNT  
KTVU - FOX

### Seattle

KCPQ - FOX  
KING - NBC  
KIRO - CBS  
KOMO - ABC  
KONG - Independent

### St. Louis

KMOV - CBS  
KMOX - CBS/AP  
KPLR - CWT  
KSDK - NBC  
KTVI - FOX

### Tampa

WFLA - NBC  
WFTS - ABC  
WTSP - CBS  
WTSP - FOX  
WWSB - ABC

### Washington, DC

NCDC - Independent  
WJLA - ABC  
WRC - NBC  
WTOP  
WTTG - FOX  
WUSA - CBS

# WORLDWIDE PRESS COVERAGE

## THE 2010 INTERNATIONAL CES ATTRACTS MAJOR MEDIA FROM AROUND THE WORLD

More than 1,200 journalists from 63 countries journeyed to the 2010 International CES, creating a vast array of CES media coverage worldwide. International publications and broadcast outlets included:

### Argentina

Cablevision Argentina  
Clarín  
La Nación  
Integración Empresaria

### Australia

CBN Media  
Computer Trader  
Daily Telegraph  
Gizmag  
PC Authority  
Smarthouse  
The Sydney Morning Herald

### Austria

Austrian Broadcasting Corp.  
Der Standard  
Die Presse  
Echo Media  
Kurier  
OePress Austria  
ORF/OE3  
Österr. Pressebüro  
Tech PowerUp!

### Belgium

De Standard  
FlyingChaz Publishing  
Hardward.fr  
PC World.fr  
Produpress

### Brazil

Editora Globo  
Epoca  
ESPN Brazil  
Folha de S. Paulo  
Home Theater Magazine  
O Estado de S. Paulo  
O Globo  
PANROTAS Editora  
Stuff Magazine

### Bulgaria

PhoneArena.com

### Canada

Canadian Broadcasting Corporation  
DailyTech  
Discovery Channel Canada  
Futurelooks Media  
Good Morning News  
iHomes and Buildings Magazine  
MSN Canada  
National Post  
The Canadian Press  
The Globe and Mail  
VOX TV

### Chile

Betazeta  
FayerWayer  
La Tercera

### China

CBN Weekly  
CCTV News  
Guangdong TV Station  
IDG  
Ming Pao Newspaper  
Qingdao TV  
SINA.com  
Sohu.com  
Xin Hua News Agency

### Columbia

El Tiempo  
La República  
Revista Dinero

### Costa Rica

Channel 7-Costa Rica

### Croatia

Bright Side of News

### Czech Republic

CET 21  
CP Media  
Grafika.cz  
iDNES  
Stereo & Video  
T3  
Zive.cz

### Denmark

BFE  
Danish Broadcasting Corp.  
Danish National TV  
Ekstra Bladet  
Et-Soft / recordere.dk  
TV2

### Dominican Republic

El Nacional Newspaper

### Finland

Maailma  
MikroPC  
Muropaketti  
Sanoma Magazines Finland  
Tietokone Magazine  
United Magazines/Tekniikan

### France

L'express  
La Tribune  
LCI TV  
Le Figaro  
Le Monde de L'Image  
Le Point  
PC World France  
Republique Francaise  
Sonovision Magazine

### Germany

Bild  
c't Magazine  
CHIP

### DER Tagesspiegel

FAZ  
Financial Times Deutschland  
Golem.de  
Handelsblatt  
Heise Zeitschriften Verlag  
Redaktionsbüro Pages

### Greece

Technical Press

### Guatemala

Tecnología Transaccional

### Hong Kong

Audiotechnique  
Hi Fi Review Hong Kong  
Hong Kong Economic Times  
Sing Tao News Corp.

### Hungary

Chip Magazine  
Gamestar  
Geeks.hu  
Metropol  
Nepszabadsag

### India

Chip Magazine  
Cybermedia  
Gadgets & Gizmos/India Today  
Tech Ticker  
The Times of India  
Times Global Broadcasting Limited

### Indonesia

Info Komputer  
Metro TV  
PT Rajawali Citra Televisi  
PT.Audiomedia Nusantara Raya

### Iran

Danesh & Computer Magazine

### Ireland

Click Magazine  
Irish Independent  
Sunday Business Post  
The Irish Times  
WebTVWire.com

### Israel

Binyan Ve Diur  
HWzone.co.il  
Newsgeek  
People and Computers  
TheMarker/Haaretz  
Today 3D  
Walla.co.il

# WORLDWIDE PRESS COVERAGE

## Italy

Applicando  
AV Magazine  
Hardware Upgrade  
Il Sole 24 Ore  
La Repubblica Affari e Finanza  
Macitynet  
ParmaDaily  
Sistemi Integrati

## Japan

Asahi Broadcasting Corporation  
Asahi Shimbun  
Dempa Publications Inc.  
DIME  
IDG News Service  
Impress Watch  
Japan Broadcasting Corporation  
Nikkei Business Publications  
Tokyo Broadcasting System

## Korea

AVING News Corp.  
Electronic Times  
Korea Broadcasting System  
Korea Harold  
Maeil Business Newspaper

## Latvia

Cordex Media

## Malaysia

Chip  
New Straits Times  
Sin Chew Media Corp  
Star Publications

## Mexico

Boletin De La Computacion  
El Universal  
Excelsior Daily  
Home: Tech Magazine  
PC Magazine  
PC World  
Reforma Daily  
Televisa

## Monaco

Cleverdis/Xtrem Productions

## Netherlands

Antwerpen beheer  
De telegraaf  
HiFi Video Test  
Mobilyz  
Radio Netherlands Worldwide  
Wannahaves

## Norway

Aftenposten  
Elektronikkbransjen  
Norwegian Broadcasting Corp.

## Panama

Telemetro Channel 13

## Peru

Flash Back Producciones-  
America TV  
PC World Peru

## Philippines

Camera and Imaging  
Film & Digital Times  
Philippine Daily Inquirer  
The Manila Times  
The Philippine Star

## Poland

Gazeta Wyborcza  
GSM Online  
Logo Magazine  
PC Format  
Press Publica  
Wprost Weekly News

## Portugal

Expresso  
HiFiClube

## Romania

Ringier Romania

## Russia

3DNews  
Audio Magazine  
RBC-Daily  
Stuff  
Vesti - TV Channel Russia

## Serbia

Digital World  
What HiFi?

## Sierra Leone

Awareness Times Newspaper

## Singapore

CBS Interactive  
Channel News Asia  
Digital Life  
IDG News Service  
Press Holdings  
SPH Magazines  
The Business Times - Singapore

## Slovakia

PC REVUE  
PC Space  
SME Daily

## South Africa

Stuff  
Sunday Times

## Spain

Cine3D.com  
CLiPset  
El Pais  
PC Actual  
Wired.com

## Sweden

ElektronikBranschen  
IDG Sweden  
Swedish Tech Report  
Sydsvenskan  
Ty Media

## Switzerland

Radiotelevisione Svizzera  
Schweizer Presse

## Taiwan

Appledaily  
Audio Art Magazine  
Business Weekly  
Dempa Publications Taiwan  
DigiTimes  
Economic Daily(Taiwan)

## Thailand

Daily News  
Stereo Magazine  
The Post Publishing  
White Wave Media

## Tunisia

L'Economiste

## Turkey

Aksam Newspaper  
Boyut  
Computerworld Turkey  
Fortune Turkey  
Hurriyet Daily News  
PCnet Magazine

## Ukraine

1 Delovoy Channel  
ICTV-TV Channel  
Mobile+PC

## United Arab Emirates

ShuffleMagazine

## United Kingdom

BBC  
British Sky Broadcasting  
CNET UK  
Daily Telegraph  
Esquire  
Future Publishing  
Haymarket Media Group  
MSN  
PC Pro  
Sky News  
Sunday Times  
The Guardian  
The Times of London  
Trusted Reviews  
Which Magazine  
Wired UK

## Venezuela

HBO Latin America  
Tuning Show Magazine

## Vietnam

Saigon Times Group  
Tuoi Tre

Source: 2010 International CES® Registration Reports

## MAJOR NAMES FROM FINANCIAL, RESEARCH AND INDUSTRY ANALYST FIRMS ATTEND 2010 INTERNATIONAL CES

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More than 1,900 analysts, representing the world's top financial, research and industry analyst firms, attended the 2010 International CES. Prominent companies include:

Aberdeen Financial Services	JMP Securities
ABI Research	JP Morgan Chase
American Express	Kaufman Brothers
Avian Securities	Lazard Capital Markets
Bank of America Merrill Lynch	Legg Mason
Barclays Capital	Macquarie
BayStreet Research, LLC	Merrill Lynch
BMO Capital Markets	Morgan Stanley
BNP Paribas	Nomura Securities International Inc.
Canaccord Adams	Oppenheimer & Co.
Capital World Investors	Pacific Crest Securities
Caris & Company	Parks Associates
Cavalry Asset Management	Piper Jaffray & Co.
Citadel Investment Group	Putnam Investments
Citigroup	RBC Capital Markets
CLSA	Robert W. Baird & Co.
Collins Stewart	Scottwood Capital
Columbia Management	Shumway Capital Partners
Cowen and Company, LLC	Smith Barney
Credit Suisse	SNL Kagan
Delaware Investments	Stifel Nicolaus
Deutsche Bank Securities Inc.	Strategy Analytics
Fidelity Investments	T. Rowe Price
Forrester Research	The Nielsen Company
Gartner	The NPD Group
GE Capital	Thomas Weisel Partners
Goldman Sachs	TIAA-CREF
Highbridge Capital Management	Transamerica Investment Management
Iconoculture	UBS Global Asset Management
IDC	UBS Investment Bank
In-Stat	Wedbush Securities Inc.
iSuppli	Wellington Management Co.
J.D. Power and Associates	Wells Fargo Securities, LLC
J. Goldman & Co.	William Blair & Co.
Janus Capital Group	Ziff Brothers Investments
Jeffries & Co.	

Source: 2010 International CES® Registration Reports

# TOP 100 U.S. CONSUMER ELECTRONICS RETAILERS

## NINETY-ONE PERCENT OF THE TOP CONSUMER ELECTRONICS RETAILERS SENT REPRESENTATIVES TO THE 2010 INTERNATIONAL CES.

Store Name	2009 Rank	Number of Reps Sent to 2010 International CES	Estimated CE Sales in \$ Millions 2009	Store Name	2009 Rank	Number of Reps Sent to 2010 International CES	Estimated CE Sales in \$ Millions 2009
Best Buy	1	372	31,995	Electronics Expo	51	4	155
Wal-Mart	2	102	18,489	PC Connection	52	0	154
Apple Retail Stores	3	127	6,881	Meijer	53	4	152
Target	4	54	6,532	CDW	54	9	140
Costco Wholesale	5	60	5,132	R.C. Willey Home Furnishings	55	5	132
Dell	6	111	4,740	Abe's of Maine	56	4	129
Gamestop	7	3	4,620	Fingerhut	57	3	129
Amazon.com	8	105	4,609	Car Toys	58	11	124
RadioShack	9	32	3,935	Harmony/Ultimate	59	2	112
Sam's Club	10	23	2,789	The Home Depot	60	3	108
Sears	11	45	2,733	DataVision	61	3	105
Newegg.com	12	45	2,300	Marine Corps Exchange	62	5	97
Systemax Inc.	13	12	1,935	Alienware	63	1	95
Fry's Electronics	14	76	1,704	Valuevision/ShopNBC	64	4	91
Office Depot	15	16	1,446	Vann's	65	2	85
Staples	16	60	1,445	Electronic Express	66	5	85
Micro Centerv	17	16	1,375	Ritz Interactive	67	5	84
Army - Air Force Exchange	18	29	1,218	Boscov's	68	3	78
Toys R Us	19	16	1,126	Huppins Hi-Fi / OneCall	69	7	72
hhgregg	20	4	963	Paul's TV	70	22	70
Hewlett Packard	21	134	833	Walgreen's	71	8	70
Sony Style Retail Stores	22	198	828	Comp-U-Plus	72	0	69
P.C. Richard & Son	23	8	779	ShopKo Stores	73	4	67
Office Max	24	11	693	CyberPower	74	17	65
BJ's Wholesale Club	25	10	587	Pamida	75	3	65
Kmart	26	2	545	eCost.com	76	4	64
QVC	27	16	522	Magnolia Audio Video	77	2	63
PC Mall	28	8	507	PCNation	78	3	59
Ultimate Electronics	29	23	443	Bernie's	79	0	58
BrandsMart USA	30	11	438	Geeks.com	80	0	58
J&R Music World	31	7	430	Audio Express	81	10	55
B & H Photo	32	3	418	The Big Screen Store	82	2	50
6th Avenue Electronics	33	4	381	Pacific Sales	83	5	47
Bose	34	27	363	J.C. Penney	84	4	47
Conn's	35	1	360	Kohl's	85	6	46
Navy Exchange	36	5	351	Ken Crane's	86	7	44
Ritz Camera Retail Stores	37	6	331	Seventh Avenue	87	2	42
Home Shopping Network	38	18	308	Stereo Advantage	88	5	40
Buy.com	39	10	300	InMotion Entertainment	89	6	35
ABC Warehouse	40	5	263	Cabela's	90	6	35
Game Crazy	41	1	253	National Camera Exchange & Video	91	0	35
American TV & Appliances	42	0	249	iBUYPOWER Computer	92	3	31
Nebraska Furniture Mart	43	10	248	MyerEmco AudioVideo	93	3	27
Crutchfield	44	9	243	Badcock Home Furnishing Centers	94	0	27
Beach Trading Company	45	0	225	Cameta Camera	95	3	26
Abt Electronics and Appliances	46	9	210	Lacks Home Furnishings	96	0	26
La Curacao	47	23	197	Howard's Appliance	97	1	26
Video Only	48	2	181	Modia	98	1	25
Fred Meyer Stores	49	11	179	Queen City Audio Video & Appliances	99	1	24
Adorama Camera	50	9	157	Cowboy Maloney's	100	4	22

SOURCE: TWICE, May 17, 2010; 2010 International CES® Registration Reports







**PRODUCER OF**



### INDUSTRY GROWTH 365 DAYS A YEAR

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The International CES is produced and managed by the Consumer Electronics Association (CEA). With more than four decades of history, the International CES reaches across markets, spans the globe and helps thousands of consumer electronics businesses grow and thrive each year.

CEA represents more than 2,000 corporate members involved in the design, development, manufacturing, distribution and integration of audio, video, mobile electronics, wireless and landline communications, information technology, home networking, multimedia and accessory products, as well as related services that are sold through consumer channels.

By reinvesting all proceeds from the International CES into industry services, including technical training and education, industry promotion, engineering standards development, market research and legislative advocacy, CEA contributes to the growth and excitement of the consumer technology industry.

CEA's membership includes manufacturers, retailers, installers, content distributors and representatives of the entire consumer electronics industry value chain. Members enjoy free access to an extensive body of industry research, representation on Capitol Hill, networking and mentoring opportunities, training and certification programs, free educational programming and more. Visit [CEA.org](http://CEA.org) to learn more about CEA programs and initiatives.

# THE CONSUMER ELECTRONICS ASSOCIATION

CEA sponsors a variety of events to educate the masses and unite manufacturers, retailers and market movers. From the flagship International CES to the CEA Industry Forum, CEA works year-round to grow and shape the future of consumer electronics.



## CEA 861/HDCP PlugFest14

May 16-21, 2010  
Embassy Suites Milipitas  
Milipitas, CA



## Digital Hollywood Fall

October 18-21, 2010  
Santa Monica, CA



## Technology & Standards Spring Forum

May 24-28, 2010  
Hilton Clearwater Beach  
Clearwater, FL



## i-stage

October 18, 2010  
San Francisco, CA



## CEO Summit and Board Retreat

June 16-19, 2010  
Ojai Valley Inn and Spa  
Ojai, CA



## Technology & Standards Fall Forum

October 18-21, 2010  
San Francisco, CA



## Future of Television East

November 19, 2010  
New York, NY



## Selling 3D: A New Dimension for Retail

June 16, 2010  
Beverly Wilshire Hotel  
Los Angeles, CA



## CES New York Press Preview

featuring CES Unveiled @ NY  
November 9, 2010  
The Metropolitan Pavilion  
New York, NY



## CEA Line Shows

June 22-23, 2010  
7 West 34th St.  
New York, NY



## 2011 International CES®

January 6-9, 2011  
Las Vegas, NV



## SINOCES

July 8-11, 2010  
Qingdao, China



## Industry Forum

October 17-20, 2010  
San Francisco, CA