

# EXPERIENCE CEA: one digital world

There's a whole new world at CES. Have you seen it? Visit the CEA booth in the LVCC Grand Lobby and you'll see that the digital future has arrived. Experience an interactive showcase of CEA programs and initiatives that grow the world of technology. See CEA's successful national media tours, promotional campaigns, new online training programs and a one-of-a-kind college technology tour that's sure to knock you out.

## CEA TECHNOLOGY DISPLAYS—

- 1 Accessorize Industry Promotions:**  
Learn more about the bottom-line benefits that result from increased accessories sales. CEA's Accessorize industry promotions help increase accessory attachment rates by educating retailers and consumers about the benefits of purchasing accessories. While you're here, check out [www.AntennaWeb.org](http://www.AntennaWeb.org) to find the right HDTV antenna and preview CEA's Online Connections Guide that will help you choose the best cables for your A/V products.
- 2 Technology is a Girl's Best Friend (TIAGBF):**  
CEA's comprehensive Technology is a Girl's Best Friend program takes a closer look at the needs of female technology consumers, who are involved in 73 percent of CE purchasing decisions. The program includes an exclusive product showcase, a conference SuperSession, and a special section of the CES store. Don't miss the TIAGBF SuperSession – Friday, January 9, 10 a.m., LVCC Room N253.

- 3 TechKnow Overload (TKO):**  
It's a knockout! CEA's national college technology tour showcases the best in audio, wireless and home theater technology to the lucrative Generation Y market. In 2003, TKO traveled to 50 campuses and reached approximately 100,000 students. Be sure to check out 2004 tour sponsorship opportunities.
- 4 TechnoCar:**  
CEA's TechnoCar generates excitement for aftermarket automotive electronics and promotes quality, professional installation by MECP-certified professionals. Loaded with the latest in mobile electronics products, the TechnoCar travels to news studios throughout the country. The TechnoCar Television Media Tour has generated over 51 million audience impressions to date.
- 5 TechHome Demo:**  
The CEA Model TechHome displays technology in multiple rooms in the home to illustrate home networking benefits to television viewers. The TechHome Demo travels to television studios around the country to demystify home technology for consumers and demonstrate the full scope of home networking products and services.
- 6 Extreme Gaming:**  
Is this a workout or what? Take gaming to a whole new level in this display of the latest gaming technologies donated by PowerGrid Fitness.

- 7 Digital Imaging Showcase:**  
Get your free photo taken at the 2004 International CES to e-mail back home to family or colleagues at this interactive display. Learn about CEA Digital Imaging and other Special Interest Groups (SIGs) created to address emerging or under-represented technologies. Visit [www.CEA.org/SIG](http://www.CEA.org/SIG) to get involved or suggest a new SIG category.
- 8 Teen Tech Campaign:**  
Learn more about this developing campaign created to understand and influence new trends in the 12- to 18-year-old age group. This initiative will include new research to uncover the market forces that help drive their consumer electronics purchases. CEA is also working to create new programs that help educate teenagers about how technology can benefit them in all facets of their busy lives.

- A CEA MEMBERSHIP:**  
Learn more about what each CEA product division accomplished in 2003. Find out about CEA volunteer leadership, what issues impact your company and how you can get involved.
- B CEA INDUSTRY SERVICES:**  
Find out more about what CEA does and how it can work for you. These interactive kiosks highlight CEA Public Policy, Market Research, Technology and Standards, Conferences and Events, Industry Promotion and Awards Programs.
- C CEA RETAIL TRAINING – [www.CEknowhow.com](http://www.CEknowhow.com):**  
Real-time training for the real world! Be there as CEA unveils a comprehensive online training program for front-line retail staff. Check out FREE training modules for Wireless Communications, Audio, Digital Television, Mobile Electronics and Home Networking. Brief training demonstration sessions will take place on the CES stage throughout the 2004 International CES.
- D SHOW INFORMATION:**  
Can't find what you need? Ask at the Show Information booth adjacent to the e-mail stations. A helpful CES information representative is ready to answer any questions you may have.
- E ELECTRONIC SHOW DIRECTORY:**  
Use our convenient electronic show directory to find the booth locations for the technologies that matter to you. We also offer printer stations to help you further map out your 2004 International CES journey.
- F E-MAIL STATIONS:**  
Check your business or personal e-mail from one of our Jabra e-mail stations conveniently located across from Banners restaurant.
- G CES STORE:**  
Gear, gifts and other specialty items are available at the CES Store. Stock up on 2004 International CES clothes and buy your favorite high-tech products here or at the other CES Store located in the LVCC, Upper South Hall.
- H CEA STAGE:**  
Looking for the latest information on new product releases and technology news? Start here at the CEA stage and find out what's happening at the 2004 International CES.
- I BEST OF INNOVATIONS:**  
The highest form of genius. The Best of Innovations Awards are given to the most highly-honored products in all facets of the consumer technology industry. Don't miss this featured display of the most creative new products to hit the 2004 CES.

