



DEFINING TOMORROW'S TECHNOLOGY

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THE 2006 INTERNATIONAL CES® | JANUARY 5-8, 2006 | LAS VEGAS, NEVADA | [WWW.CESWEB.ORG](http://WWW.CESWEB.ORG)

byb BUILD YOUR BRAND

EMBEDDED TECHNOLOGIES



OPPORTUNITIES START HERE.





"THE INTERNATIONAL CES IS THE VENUE OF CHOICE BY DEVELOPERS TO POSITION THEIR SOLUTIONS TO THE CE SPACE. IN 2005, THE IEEE IS PARTNERING ITS INTERNATIONAL CONFERENCE ON CONSUMER ELECTRONICS, WITH THE INTERNATIONAL CES, TO MATCH THE WORLD'S PREMIER CE PRODUCT EXPO."

—Ralph Justus, President, IEEE Consumer Electronics Society

LAS VEGAS, JANUARY 5–8, 2006. BOOK YOUR SPACE NOW.

YOU CAN'T AFFORD TO MISS IT.

## core technologies

UNTAPPED POTENTIAL

Embedded technologies, materials and processes are the engine of growth and innovation in the CE industry. Everyone from chief technology officers to OEM engineers and designers, commercial partners and R&D professionals have set their sights on capturing a piece of this growing market. Attendees include:

**Audi, BMW, Boeing, Delphi, FedEx, Ford Motor Company, GM, General Dynamics, Gulfstream, Honeywell Aerospace, Ingram Micro, Jaguar, Lockheed Martin, Maytag, Mercedes Benz, NASA, Northrup Grumman, OnStar, Raytheon, Siemens, Visteon and many more.**

The International CES provides unparalleled opportunities for tomorrow's technology innovators to be seen and heard today. It's the one show with the critical mass to put your embedded technologies in the world's product designs—and keep them there.

Join International CES exhibitors like:

**AMD, ATI, Broadcom, Freescale Semiconductor, Intel, LSI Logic, Marvell, Motorola, Micronas Semiconductors, Nvidia, Philips Semiconductors, Texas Instruments, Transmeta and Zoran.**

### SPECIAL EVENTS AND DISPLAYS AT THE 2005 INTERNATIONAL CES



#### KEYNOTES

Craig Barrett  
CEO, Intel Corporation



Bill Gates  
Chairman and Chief  
Software Architect,  
Microsoft Corporation



Ed Zander  
Chairman and CEO  
Motorola, Inc.



Carly Fiorina  
Chairman and CEO, HP



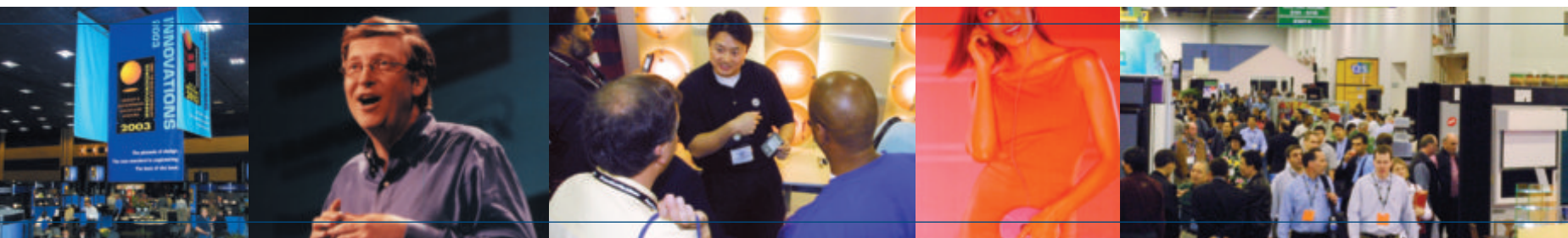
Rich Templeton  
President and CEO  
Texas Instruments

> ENABLING TECHNOLOGY FORUMS



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EMBEDDED TECHNOLOGIES:

## a show-within-a-show

Thousands of decision makers from around the world will be at the 2006 International CES seeking embedded technologies that can turn their products into blockbusters.

More than 6,000 engineers and business developers attend the International CES to investigate emerging technologies, applications and developments—plus tens of thousands of technology buyers from every vertical market.

**Telematics, imaging, memory devices, wireless, home networking, home theater, digital entertainment and computing. Embedded technologies permeate every vertical CE market.**

Take full advantage of the business opportunities available at the show.

The International CES is ideal for manufacturers and suppliers of:

- + Robotics
- + Biometrics
- + Voice recognition devices
- + Disposable technology
- + New audio media
- + Nanotechnologies
- + Flexible computing devices

It's time for embedded technologies to take the spotlight at the International CES.

### EMBEDDED TECHNOLOGIES: UNTAPPED POTENTIAL

WE'VE ORGANIZED THE SHOW FLOOR TO PROVIDE AN UNPRECEDENTED OPPORTUNITY FOR ATTENDEES TO SHOP ACROSS CATEGORIES AND TO DIVERSIFY THEIR PRODUCT MIX. THE ICON HERE—AND ON THE SHOW FLOOR IN LAS VEGAS—HELPS IDENTIFY EMBEDDED TECHNOLOGY-RELATED PRODUCTS.



# build your brand

WITH THE POWER OF THE INTERNATIONAL CES

**Opportunities for your entire year start here.** Interact with customers. Make contact with hard-to-reach prospects. Explore international markets. Initiate, enhance and solidify OEM relationships. Create B2B partnerships with established and up-and-coming players. Scout the competition. Bolster your brand with customized sponsorship and promotional opportunities, speaking engagements, product-specific TechZones and targeted marketing campaigns.

The International CES is the largest annual consumer technology show in the world. **CONSIDER US YOUR PARTNER IN BRAND BUILDING.** We'll help you with success—whether you're Fortune 500 or tomorrow's trendsetter.

THE 2006 INTERNATIONAL CES EXHIBITOR OVERVIEW | JANUARY 5–8, 2006

to lock in exhibit space for 2006, act now.

CALL OUR INTERNATIONAL CES BUSINESS DEVELOPMENT TEAM AT (703) 907-7662 OR E-MAIL [EXHIBIT@CESWEB.ORG](mailto:EXHIBIT@CESWEB.ORG).



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