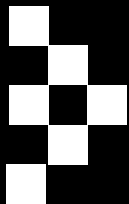


fact:

Embedded technologies  
are driving the growth  
of consumer electronics.



embedded technologies are the new stars of the show

**CUSTOMERS SEE EMBEDDED TECH AS A STRATEGIC ASSET WITH UNREALIZED POTENTIAL.** Chief technology officers, OEM engineers and designers, commercial partners and government, researchers and developers all converge at the International CES® to investigate—and invest—in embedded technologies, materials and processes.

The business potential at the 2004 International CES is enormous.



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MILITARY AND AEROSPACE. MEDICAL DEVICES AND SCIENTIFIC APPLICATIONS. DIGITAL IMAGING. WIRELESS. ROBOTICS. TELEMATICS. HOME NETWORKING AND ENTERTAINMENT. The International CES is the only technology event with the critical mass to attract this breadth—and depth—of customers and partners:

*Audi, BMW, Boeing, Delphi, FedEx, Ford, GM, General Dynamics, Gulfstream, Honeywell Aerospace, Jaguar, Lockheed Martin, Maytag, Mercedes-Benz, NASA, Northrop Grumman, OnStar, Pratt Industries, Raytheon, Siemens, UPS, Visteon, Whirlpool and more.*

**catapult your technology and brand  
INTO THE MARKETPLACE**

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, brand equity and make a statement about their leadership, innovation and financial stability.

*3D Labs, AMD, Analog Devices, Casio, Cirrus Logic, Intel, LSI Logic, Matrix Semiconductor, Matsushita, Micron, Micronas Semiconductor, Microsoft, National Semiconductor, Nvidia, SanDisk, Sanyo, TeraLogic, Texas Instruments, Zoran and more.*

LAST YEAR, 150 UNIVERSITIES WITH TECHNOLOGY OR R&D PROGRAMS SENT REPRESENTATIVES TO THE SHOW. AMONG THEM:

# 150

- n Arizona State University
- n California State University
- n Carnegie Mellon University
- n Columbia University
- n Michigan State University
- n MIT
- n Stanford University
- n Syracuse University
- n UCLA
- n University of Virginia


Exhibitors at the International CES are more than the big, established names that dominate the industry. The International CES is the **proving ground** for embedded technologies from startups to market leaders—the one event important enough to warrant blanket coverage by industry analysts and press. The International CES proves that embedded technologies are the core of tomorrow's innovations.

## the show WITHIN THE SHOW

The 2004 International CES steers OEMs, retailers, corporate and government buyers, investors and academic partners to you by grouping embedded technologies and products in prime locations under one roof. Profit from these show features:

- n **EMBEDDED TECHNOLOGY PAVILION** is the home address for the products inside the products: semiconductors, Digital Signal Processors (DSPs), middleware and firmware, operating systems and memory devices—all the technology that unites communications and computations in embedded and general-purpose platforms.
- n **EMERGING TECHNOLOGIES LAUNCHPAD** is the heartbeat of the International CES—the proving ground for technologies still under development and a magnet for press, analysts, investors, business partners and market makers of every kind.
- n **THE BRAINS BEHIND THE BOX**—This International CES conference session is just one of dozens designed to expand your understanding—and potential application—of embedded technologies. To keep up with your customers, attend the International CES Knowledge Tracks.
- n **HOME THEATER SYSTEMS** tap wireless technologies as the glue that connects audio, video, hardware and software for leisure and entertainment.

TELEMATICS, IMAGING TECHNOLOGY, HOME NETWORKING, THEATER AND COMPUTING...embedded technologies are ubiquitous throughout the 2004 International CES. Homebuilders, cellular carriers and other customers come to see which embedded technologies promise higher revenue and sales.

continued on back 



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## CONDUCT ALL OF YOUR BUSINESS **in one place**

Sit down with **customers**. Make contact with hard-to-reach **prospects**. Explore new international **markets**. Initiate, enhance and solidify OEM **relationships**. Establish B2B **partnerships** with academic institutions. Scout out **competitors** to see how their market strategy affects yours.

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