

SUCCESS IN AUDIO



AUDIO | A deafening roar

With cell phones, portable audio players and other mobile devices becoming the primary sources of infotainment, audio has morphed into a powerful driver in the shift to technology's *third screen*.*

Sales of home and portable audio products are expected to top \$6 billion in 2005 and more than 10 million MP3 player unit sales are projected in 2005, with dollar sales predicted to reach more than \$1.6 billion.* Throw in the emergence of DVD-Audio and Super Audio CD (SACD), and audio's significance is shifting. The 2007 International Consumer Electronics Show (CES®) is the place to see (and hear) it all.

***third screen:** *n.* A video screen, particularly the screen on a cell phone, that a person uses almost as often as their television and computer screens.

“THE 2005 INTERNATIONAL CES WAS THE BIGGEST AND BEST YET. IT REALLY HELPS SET THE TONE FOR A GREAT 2005.”

—John Shalan, Chairman and CEO, Audiovox



NEARLY 43,000 CES ATTENDEES ARE INTERESTED IN AUDIO HARDWARE.*

CES is the show for you to tune-in to the partners, customers, vendors, distributors and prospects who are shaping the industry—and can grow your business.

- Gain valuable face time with decision makers from every buying channel, industry sector and global market
- Seize opportunities that will help your company take the lead in the emerging content-shift technology
- Grow with **CES TechZones**. Be a part of these TechZones that feature audio-specific technology: Connected Home Entertainment, Studio@Home and TechHome
- Digital music
- Audio hardware and software
- Digital terrestrial and satellite radio tuners
- MP3/WMA/AAC players, docks and D/A converters
- Multi-channel and home theater audio systems

Audio attendees and exhibitors include:

Best Buy, Bose, Circuit City, Denon, JVC, Kenwood, Klipsch, Marantz, MyerEmco AudioVideo, Panasonic, Pioneer, RadioShack, Sherwood, Sony, Wal-Mart, Yamaha and many more.

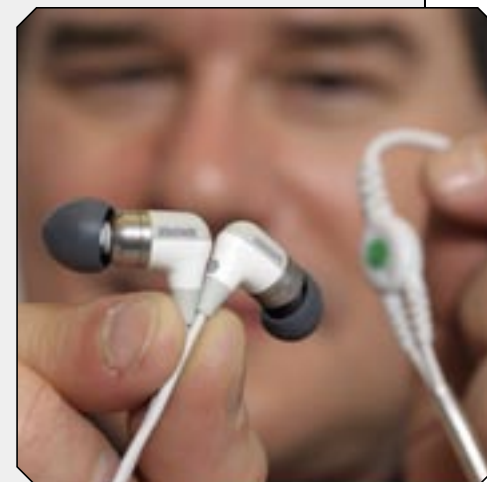
Who should exhibit?

Anyone who manufactures or supplies:

- Audio networking solutions
- Stereo and multi-room audio equipment and source controllers
- Amplifiers and in-ceiling, in-wall, surround and outdoor speakers

SPECIAL EVENTS AND DISPLAYS AT THE 2006 INTERNATIONAL CES®

- High-performance audio exhibits
- Audio-related **TechZones**
- CES **Digital Media Training**
- **CES Knowledge Track:** Mobile entertainment
- And more conference sessions



EVENT SPONSORS



AUDIO AT CES IS A SHOW-WITHIN-A-SHOW

This icon helps attendees identify audio-related products on the show floor across categories to diversify their product mix. Will they see you under this icon?



BUILD YOUR BRAND AT THE WORLD'S LARGEST TRADESHOW FOR CONSUMER TECHNOLOGY.

The CES show floor is ground zero for business growth. With breakthroughs in time and place-shifting technology occurring virtually every day, 2007 will be a milestone for consumer electronics. As the industry realigns itself, CES is the one event that will define your business for the future. Enhance your presence through tailored sponsorship and promotional opportunities, speaking opportunities, product-specific TechZones and vertical marketing campaigns.

2007 exhibit space is going fast. Don't get left behind.

Call the International CES Business Development Team
at 703-907-7662 or e-mail exhibit@CESweb.org

