



2016 CES® Call for Speakers Sessions

1. **0 to 60: What Will Drive the Self Driving Car Business?**

As automakers gear up to introduce self-driving vehicles in 2020 and Volvo hones plans for an ambitious consumer test in 2017, there is one question on everyone's mind: Will self-driving cars really be ready for prime time in three years? Come learn the answer.

2. **2016: Startup Stand-Outs**

Experience innovation on the ground floor as a select group of journalists single out the most intriguing startups of 2016 CES. Hear how novel products and technologies came into being and why they have a shot at making it.

3. **5 Innovations to Watch**

As we move into 2016, which technologies will transform or drive the \$223.2 billion consumer electronics industry? Experts identify and discuss the five technologies that will lead the way and present new opportunities for growth.

4. **5 Practical Uses for Virtual Reality**

VR might seem inextricably linked to gaming, but the technology actually has many practical applications including education, healthcare, sports, retail and entertainment. Learn about real-world examples of how and where VR is being used to make a difference.

5. **Advanced Wearables for Sports**

Whether we're talking helmet cams, concussion-detecting skullcaps, or smart fabrics with embedded sensors that track heart rate and galvanic skin response, technology is increasingly finding its way into sports. The innovators behind a new generation of advanced wearables discuss products, applications, and market potential.

6. **Can Technology Save the World?**

From medical innovations to energy conservation to the Internet, technology has made a tremendous impact in today's world. What role can technology have on larger global issues such as healthcare, global warming, and poverty?

7. Changing Landscape of Technology

Technology is rapidly permeating beyond consumer electronics to other industries such as sports appliances, and fashion. Leading companies share their experiences and discuss how they are using technology to expand their product offerings and attract new customers.

8. Cord-Cutting Brings News Content Opportunities

A rapidly emerging hodgepodge of Internet-delivered programming is breaking all the rules of traditional television as upwards of 10 million consumers turn to the Internet for content. Industry pundits discuss how cord-cutting and unbundled cable packages are transforming content delivery and putting power in the hands of new players.

9. Create the Next Big App

With apps being the dominant form of digital interaction, now is the time to learn how to build your own. A leading app developer will offer a step by step workshop on how to design and create an app.

10. Defining Drones: From Backyard Hobby to Hollywood Flyover

While Drones present intriguing and exciting possibilities, their role is still evolving. Panelists explore the most promising consumer applications and predict what will drive opportunities for the industry.

11. Defining the Internet of Things (IoT)

The Internet of Things is growing by leaps and bounds as we rapidly approach the day when connectivity is considered standard. Learn how the all-encompassing world of IoT is segmented into its constituent parts and which consumer and business categories show the most promise.

12. Designing Products for Generation Z

Everyone talks about millennials but what about the ever-connected, multitasking cohort know as Generation Z, aka the iGeneration? Learn the do's and don'ts of designing and marketing products that rise above the clutter to kids and young adults who have digital in their DNA and take technology for granted.

13. Enterprise Technology: Today and Tomorrow

Enterprise Technologies are making IT systems faster, cheaper, more efficient, and easier to use. From cloud computing and virtualization software to data and network security, what are the implications for these key software trends?

14. Funding 101: How to Finance Your Startup

What is the most effective way to raise capital to get your unique company and product off the ground? Options including crowdfunding, venture capital and angel investors will be explained along with what you need to know about taking your company public.

15. Gazing into the Wireless Technology Future

With the proliferation of mobile devices and the growth of IOT and home networking, we are more reliant on wireless than ever before. From the need for more bandwidth to “Wi-Fi first” phones to hybrid networks and wireless charging, leading wireless visionaries reveal what is on the horizon.

16. Hybrid Cellular/Wi-Fi Networks: Do They Have a Shot?

What’s the market potential of hybrid networks and “Wi-Fi first” phones that switch between cell towers and Wi-Fi hotspots? Is the entrance of Google a game-changer? Key players in this disruptive market lay out their vision for a new, cheaper method of mobile communication.

17. Making the Most of Your Wearable Data

The future of wearables is more than counting steps and measuring heart rate. It is about how these devices are being used to positively impact health and lifestyle. Innovators in wearable electronics reveal how they are making personal data relevant and actionable.

18. Mind-Blowing Wearables

Are you ready for invisible “RFID tattoos” that replace passwords? How about smart skin for prosthetic limbs that senses heat and touch—or discreet patches that harvest solar energy? Discover exciting new use cases for wearable electronics.

19. Mobile Payments Roulette

2015 was a bustling year for mobile payments but also a year of significant fragmentation. Looking to 2016 and beyond, discover the role of new technologies such as facial recognition and biometrics and assess the impact of new entrants on this dynamic market.

20. New TV Technology: More Than Pixels

The next big leap in picture quality will come from new technologies such as high dynamic range and wider color gamut. Key players in TV and content size up the market potential of technology that goes beyond adding pixels to the screen.

21. Promoting Independence for People with Disabilities through Technology

From talking program guides and 3D-printed prosthetics to apps and smart jackets that make it easier for the visually impaired to navigate their surroundings, panelists from leading assistive-tech companies present case studies showing how technology can extend the senses and otherwise help the disabled.

22. Propose a Session

Recommendations for new sessions to add to the CES Conference program are welcome. Select this option and provide information about your session name, objectives to be covered and other pertinent information about the subject and recommended speaker.

23. Reinventing the Phone-Car Connection

The rules of integration are changing as automakers embrace CarPlay and Android Auto, which allow smartphones to take over the dash so drivers can safely access favorite apps. Learn about Detroit's role in this brave new world and the market potential.

24. Roadmap to FDA Approval

If you're getting into the wearables space with a device or app that collects medical data with the intended purpose of treating or diagnosing a disease or condition, you will need to navigate the labyrinthine waters of FDA approval. Learn the basics from industry insiders.

25. Robots in the Real World

A robot that greets you when you walk into a store is fun but also practical when it guides you to the item you want to buy. The session will discuss the unique ways robots are being used and how they create new market opportunities.

26. Selling CE in the Age of the Mobile Shopper

Today's smartphone-wielding consumers continue to drive radical change in the way electronics products are bought and sold, causing brick-and-mortar and online operations to rethink the way they do business. Hear the latest research on mobile shopping and best practices to stay competitive and gain loyal customers.

27. Technology and Society: Pros and Cons

Does virtual reality help society or is it creating a culture of loners? What about drones and the privacy issues they raise? Do smart phones distract parenting? The impact of technology on society will be debated.

28. The Battle for the Automotive User Interface

With an eye toward isolating the perfect UI, proponents of voice, touch and gesture make the case for each approach and discuss what works best for specific tasks and which UI solution has best chance for market success.

29. The Evolution of Sensors: The Road to the Next Hot Device

Sensors are the heart of technology and control much of its functionality. From wearables and gaming to automotive and appliances, follow the evolution of sensors through product development, design and learn how to capitalize on breakthrough products.

30. The Future of Smart Home Innovation

Innovation is pushing the connected home in a multitude of directions, resulting in a mind-boggling array of "smart" systems, products and apps. How many are true game changers and how will hardware and software companies work together to deliver interoperable products and create an open ecosystem? Smart-home gems garnering the most consumer adoption will be revealed.

31. Tracking Technology: Privacy vs. Customized Solutions

As cell-phone tracking, heat mapping, facial recognition, and other technologies that track and analyze consumer behavior become mainstream, what are the implications? Representatives from data tracking companies offer an insider's view of what's being collected and how it's being used.

32. Under the Hood: Understanding Underlying Product Technologies

Did you ever wonder how a fitness band tracks your steps, what makes the autonomous car drive itself or how 3D printing prints? Experts will explain in an accessible, non-engineering way, the underlying technologies behind some of today's innovative products.

33. What's Next for 4K Ultra HD?

With sales of 4K Ultra HDTVs projected to more than triple in three years, 4K UHD is well on its way to becoming the new big-screen standard. Hear the latest on 4K UHD including content development, HDR, wide color gamut and ATSC 3.0, as well as migration to smaller screens such as smartphones and tablets.

34. What's Next for Augmented Reality?

Augmented reality blends virtual content into the real world to create an immersive user experience and is being implemented by retail, business, enterprise, and auto companies. Hear from companies on AR's leading edge as they take us behind the scenes for a look at current and future projects.

35. When Will 3D Printing Go Mass Market?

3D printing has been embraced by hobbyists and makers and is a boon for innovation, enabling startups to produce prototypes cheaply and efficiently. But is there a killer application for everyday consumers? What will it take for 3D printing to achieve widespread consumer adoption and how can companies capitalize?

36. Women Take on Tech

Innovation knows no boundaries and today women are guiding the way in developing some of the best new technology and leading innovative companies. Successful women entrepreneurs tell how they made their mark in a male-dominated field.