

Monday, January 4

2016 Tech Trends to Watch

2-3 PM Mandalay Bay, North Convention Center, Islander Ballroom E

Learn more about the business trends, market forces and consumer dynamics behind the technology on display at CES 2016. Presented by Dr. Shawn DuBravac, Ph.D., chief economist and sr. director of research, Consumer Technology Association (CTA)™ chief economist and sr. director of research, this session is designed to preview key industry highlights to look for during CES and throughout 2016. DuBravac will also give an exclusive first preview of projections from CTA's *U.S. Consumer Electronics Sales and Forecast*.

Exploring the Global CE Industry

3-4 PM Mandalay Bay, North Convention Center, Islander Ballroom E

Gain a comprehensive look at global CE market trends and opportunities and learn how countries with fast-growing economies and large emerging middle classes will lead the way in new CE revenue growth. Presented by Steve Koenig, sr. director, market research, CTA, this session will explore the trends shaping the industry in 2016, as well as reveal CTA's global tech spending figures.

CES Unveiled Las Vegas

4-7:30 PM Mandalay Bay, North Convention Center, South Pacific Ballroom



Unveiled Las Vegas

CES Unveiled Las Vegas is the official media event of CES. Featuring tabletop exhibits of boundary-breaking innovation from dozens of global tech companies, this annual networking event draws more than 1,500 media from around the world to see what will make headlines before the show officially opens. CES 2016 Innovation Awards Honorees also will be on display.

Tuesday, January 5

Press Day

7:30 AM-5:45 PM Mandalay Bay, North and South Convention Center



PRESS DAY

Open exclusively to CES registered media and industry analysts, Press Day will feature CES exhibitor press conferences with major product and company news the day before the show floor opens. Check out the Press Day Map and Schedule on CESweb.org for more details. While press events start at 7:30 AM, the Mandalay Bay Press Room opens at 6:30 AM and media registration opens at 7 AM.

Keynote Addresses

6:30 PM Venetian, Level 5, Palazzo Ballroom

Brian Krzanich
CEO, Intel



8:30 PM Cosmopolitan, Chelsea Theater

Dr. Herbert Diess
CEO, Volkswagen Passenger Cars, Volkswagen AG



TRANSPORTATION

Mandalay Bay Shuttle Service

Looking for an easy way to get to Mandalay Bay for the press events on Monday and Tuesday? Take the complimentary Mandalay Bay shuttles from official CES hotels and venues to Mandalay Bay.

Monday

CES Unveiled Service from LVCC/Venetian to Mandalay Bay

Frequency: Every 20 minutes from 1-7:30 PM
Boarding Location: LVCC, Central Hall 2 entrance, along the red curb
Venetian, underground shuttle area

Tuesday

Morning Service to Mandalay Bay

Frequency: Every 30 minutes from 6:30-10 AM
Boarding Locations: Select official CES hotels*

*Service not available to Excalibur, Luxor**, SLS and all Caesars' properties.

**Use the free Mandalay Bay-Luxor-Excalibur tram. Trams run every 3-7 minutes from 6:30 AM- 10:30 PM, daily

Mandalay Bay Express

Frequency: Every 30 minutes from 10 AM-5:30 PM
Boarding Locations:
10 AM-4 PM LVCC, Central Hall 2 entrance, along the red curb
Mandalay Bay Convention Center/
Shark Reef entrance
4-5:30 PM Mandalay Bay Convention Center/
Shark Reef entrance
LVCC, Central Hall 5 Lobby entrance

Venetian Keynote Shuttle Service

Frequency: Every 30 minutes from 4:30-6 PM
Boarding Locations: Mandalay Bay Convention Center/
Shark Reef entrance
Frequency: Every 30 minutes from 5:30-7 PM
Boarding Locations: LVCC, Central Hall 5 Lobby entrance