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**Keynote & Industry
Insider Sessions**
05CES/MP3-KN100 Keynotes

- ☐ 05CES-KN1 Pre-show Keynote
Chairman and Chief Software Architect, Microsoft Corporation, *Bill Gates*
- ☐ 05CES-KN2 State of the Industry Address
President and CEO, Consumer Electronics Association (CEA), *Gary Shapiro*; Chairman and CEO, Mitek Corp., and Chairman, CEA, *Lloyd Ivey*
- ☐ 05CES-KN3 Opening Keynote Address
CEO, Intel Corporation, *Craig Barrett*
- ☐ 05CES-KN4 Keynote Address
Chairman and CEO, Motorola, Inc., *Ron Garricks*
- ☐ 05CES-KN5 Keynote Address
Chairman and CEO, HP, *Carly Fiorina*
- ☐ 05CES-KN6 Keynote Address
President and CEO, Texas Instruments, *Rich Templeton*

Super Sessions
05CES/MP3-SS100 Super Sessions

- ☐ 05CES-SS2 CES 2010 - What Will You See On The Show Floor?
- ☐ 05CES-SS3 CNET to reveal the Next Big Thing in CE--now, next year, and beyond
- ☐ 05CES-SS4 Battle for Control of the Digital Living Room
- ☐ 05CES-SS5 Now, A Word From Your Cable Company...
- ☐ 05CES-SS6 Wireless
- ☐ 05CES-SS7A&B The Last Gadget Standing
- ☐ 05CES-SS8 International Tech Policy: Who Is Leading the Way?

Plug in and Drive:
Automotive Electronics
05CES/MP3-C100 Plug in and Drive: Automotive Electronics

- ☐ 05CES-C1A&B Part One - Consumer Technologies
- ☐ 05CES-C2A,B,C Part Two - OE Challenges

Connections
05CES/MP3-Con100 Connections

- ☐ 05CES-CON1 Requiem for the Hi-Fi: Audio in the Digital Age
- ☐ 05CES-CON2 Fun on the Run: Portable Entertainment Devices
- ☐ 05CES-CON3 Crossroads: Hollywood Meets Silicon Valley
- ☐ 05CES-CON4 Making the Network Work: The Role of Managed Services


Car Technology
05CES/MP3-CT100 Car Technology

- ☐ 05CES-CT1 Telematics...A Look to the Future?
- ☐ 05CES-CT3 Profiting From the Internet: New Approaches for Mobile Electronics Retailers
- ☐ 05CES-CT4 Retail Management
- ☐ 05CES-CT6 Remote Start Safety
- ☐ 05CES-CT7 Driver Focus
- ☐ 05CES-CT8 Backseat Entertainment

Digital Hollywood
05CES/MP3-DH100 Digital Hollywood

- ☐ 05CES-DH1 Transforming Television: From Reality TV, HDTV and Interactive TV, to PVR TV and VOD TV
- ☐ 05CES-DH2 Embracing the Connected Consumer - Entertainment and Technology - From the Broadband Home to the Mobile and Wi-Fi Universe
- ☐ 05CES-DH3 Entertainment Concepts in Branded & Integrated Entertainment - Film, TV, Music, Cable, Wireless, Games & Broadband
- ☐ 05CES-DH4 Digital Cable and Satellite Television Strategies: Channel Launches, SVOD-VOD, HDTV, International and Interactive
- ☐ 05CES-DH5 The Networked Entertainment Home - the PVR - the Set-Top & PC Entertainment Server
- ☐ 05CES-DH6 Subscription and Download Models in Broadband: Music, Film, TV, Games and Information Content Distribution
- ☐ 05CES-DH7 DRM Implementation in Media and Entertainment: From Standardization to Implementation of New Technology Strategies
- ☐ 05CES-DH8 VC and Investment in the Entertainment & Technology Space: Games, Wireless & Broadband
- ☐ 05CES-DH9 Music Industry Innovates into Future - From Digital Downloads and Subscriptions to Mobile Music & Digital and Internet Radio
- ☐ 05CES-DH10 The Telco-Entertainment Partnership - From TV to Broadband Services
- ☐ 05CES-DH11 Movie Distribution and the Broadband Timeline - Via the PC - Via the Set-Top: Technology, Content & DRM
- ☐ 05CES-DH12 TV Networks and Interactivity: Evolving Content & Business Models
- ☐ 05CES-DH13 Entertainment Expands the Digital Home: Networking, Sharing and Protecting



- 05CES-DH14 OCAP: Next Generation of Cable TV Services
- 05CES-DH15 Broadband Advertising - Merging Commerce and Content: From Feature Film and TV Tie-ins to Search Engines
- 05CES-DH16 IP Video, Datacasting, DSMCC and other Technologies Enabling the Transformation of Entertainment
- 05CES-DH17 Video and Audio Management on the Net - Encoding, Compression, Video Storage, Security & Media Asset Management
- 05CES-DH18 Everything-on-Demand: From the Server to the Set-Top Box - Movies, TV Programs, Games and More - Enhanced Content Opportunity Now in 50 Million Homes
- 05CES-DH19 Next Generation P2P Music and Film - DRM, Paid for Pass-Along and Other Legal Distributed Computing Models and the Entertainment Industries
- 05CES-DH20 Behind the Digital Home: Chips, Microprocessors & Optical Technology Define the Future of Entertainment - from DVDs, MP3s, HD & Set-Tops to Games, PDAs and Pcs

Emerging Technologies

05CES/MP3-ET100 Emerging Technologies

- 05CES-ET1 Getting Up To Speed with Elusive Technologies
- 05CES-ET2 An Introduction to the New Internet: What IPv6 is and how it will affect consumer electronics
- 05CES-ET3 The Next Generation of Voice Communication - Will Regulations Stifle the Advancement of VoIP Services
- 05CES-ET4 Broadband on Steroids

Gartner - Digital Consumer Technologies and Markets

05CES/MP3-GG100 Digital Consumer Technologies and Markets

- 05CES-GG1 High Definition -- leading or lagging?
- 05CES-GG2 Consumer Displays: New Technologies, New Opportunities
- 05CES-GG4 Ultimate Mobility: Consumer Electronics and Automobiles
- 05CES-GG5 The New Competitive Landscape: Consumer Electronics collides with Personal Computers
- 05CES-GG6 PVR On the Tipping Point
- 05CES-GG7 The Home Media Center: PC vs. CE vs. Hybrid designs
- 05CES-GG9 Marketing Consumer Electronics: How to sell to early adopters of online entertainment
- 05CES-GG10 Connected Consumers and Mobile Media

Game Power Showcase and Forum

05CES/MP3-GP100 Game Power Showcase and Forum

- 05CES-GP1 Game Power - Console, Mobile & PC Games Expand Total Entertainment Market Share
- 05CES-GP2 Mobile Gaming Experience - the Next Generation in Games & Devices



- 05CES-GP3 Cool Game Gear - Next Generation in Devices & Peripherals - Functionality & Design
- 05CES-GP4 History of Games - From Pong to the Multiplayer Visualized Experience
- 05CES-GP5 Games & Hollywood: From Feature & TV Crossover Development to Merchandising and Brand Extension
- 05CES-GP6 Game Power on the Inside: Chips, Optical Technology and Microprocessors
- 05CES-GP7 Greenlighting Games: As Budgets and Grosses Expand: From Rights Holders and Title Development to Games Publishers and Hollywood Studios to Brand Extension and Ancillary Rights
- 05CES-GP8 Internet Gaming: Understanding the Multiplayer Universe - from Functionality to Marketing & Distribution for the Console, PC & Mobile Environment
- 05CES-GP9 Music & TV Industries and Games - the New Hitmaking Combinations
- 05CES-GP10 Casual and Downloadable Games: Market of Growth - Market of Opportunity

Home and Lifestyle Entertainment

05CES/MP3-HLE100 Home and Lifestyle Entertainment

- 05CES-HLE1 Audio Shootout
- 05CES-HLE2 Pipe Dreams
- 05CES-HLE3 MP3 For the Masses
- 05CES-HLE4 Where's The Hub? IT or CE Product Centers?
- 05CES-HLE5 Portable Video
- 05CES-HLE6 The Incredible Shrinking...Industry?
- 05CES-HLE7 Interactive TV -- Is It Finally Here?
- 05CES-HLE8 The Year of the Microdisplay
- 05CES-HLE9 The End of Analog
- 05CES-HLE10 Optical Recording Overview
- 05CES-HLE11 How Consumers View, Share and Archive Digital Photos
- 05CES-HLE12 Getting Connected
- 05CES-HLE13 Can You Hear Me Now? Where Has Audio Gone?
- 05CES-HLE14 HDTV: Where Are We Today?

Home Networking

05CES/MP3-HN100 Home Networking

- 05CES-HN1A,B,C,D,E TechHome Basic Training
- 05CES-HN2 Untangling the Mess
- 05CES-HN3 Creating the Perfect Home Network



Industry Insiders

05CES/MP3-IIS100 Industry Insiders

- ☐ 05CES-IIS1 Industry Insider: Judy McGrath
- ☐ 05CES-IIS2 Industry Insider: Mike Ramsay
- ☐ 05CES-IIS3 Industry Insider: Ed Whitacre

Mobile Entertainment

05CES/MP3-ME100 Mobile Entertainment

- ☐ 05CES-ME1 Mobile Entertainment Immersion - As Audio & Video Content - from MP3, Radio, Net-Based and Video Communications and Entertainment Emerge
- ☐ 05CES-ME2 Wireless - Participation TV Programming & Marketing -
- ☐ 05CES-ME3 Mobile Games, Ringtones, Advertainment & Custom Branded Experience
- ☐ 05CES-ME4 Strategies in Wireless Devices and Services: How Device Innovation Drives Avenues for Subscriber and Revenue Expansion

Parks Associates Pre-show Workshop

05CES/MP3-PA100 Parks and Pre-show Workshop

- ☐ ☐ ☐ 05CES-PA1A,B,C The Digital Home Highway: Opportunities, Pot Holes, and Speed Bumps
- ☐ ☐ 05CES-PA2A&B The Digital Home Highway: The Consumer and Multimedia Vehicles

Consumer VoIP Summit

05CES/MP3-PUL100 Consumer VoIP Summit

- ☐ 05CES-PUL1 The Present Future of VoIP for the Consumer Market
- ☐ 05CES-PUL2 Regulation and The Consumer
- ☐ 05CES-PUL3 Industry Perspective: Microsoft
- ☐ 05CES-PUL4 The Voice of the Broadband Revolution
- ☐ 05CES-PUL6 Industry Perspective: Logitech
- ☐ 05CES-PUL7 Keynote
- ☐ 05CES-PUL8 41 Years After the AT&T Picture Phone
- ☐ 05CES-PUL9 Keynote

SBCA Certification Course

05CES/MP3-SBCA100 SBCA Certification Course

- ☐ 05CES-SBCA2 Advanced Set Top Box Products Course
- ☐ ☐ 05CES-SBCA3A&B Satellite Delivered Consumer Products Overview Course
- ☐ ☐ ☐ ☐ ☐ 05CES-SBCA4A,B,C,D,E NSTP Commercial Installation Certification Course
- ☐ 05CES-SBCA5 NSTP Commercial Installation Certification Course

Storage Visions

05CES/MP3-SV100 Storage Visions

- ☐ ☐ ☐ ☐ ☐ ☐ 05CES-SV2A,B,C,D,E,F Storage VisionsSM 2005 - Day Two



CE Vision

05CES/MP3-V100 CE Vision

- ☐ 05CES-V1 Congressional Panel
- ☐ 05CES-V2 RFID Nuts and Bolts
- ☐ 05CES-V3 Social Networking
- ☐ 05CES-V4 Auto ID and RFID Strategy - A
- ☐ 05CES-V5 Figuring Out the Customer
- ☐ 05CES-V6 Digital Rights Management
- ☐ 05CES-V7 Security Issues in the Marketplace
- ☐ 05CES-V8 Cheap Thrills
- ☐ 05CES-V9 Managing Complexity
- ☐ 05CES-V10 Digital Download II
- ☐ 05CES-V11 Total Request - GenerationTECH
- ☐ 05CES-V13 Green Gadgets: Environment-Friendly Industry Initiatives Making a Difference
- ☐ ☐ 05CES-V14 Accessorize Now
- ☐ ☐ ☐ ☐ 05CES-V15A,B,C,D Theoretical and Practical aspects of DRM - The Search for Balance
- ☐ 05CES-V16 The Demise of Cool: Mapping emotions to design products
- ☐ 05CES-V17 A Taste of MoCA - the Backbone of the Broadband Home Network
- ☐ 05CES-V18 Leadership in Emerging Entertainment
- ☐ 05CES-V19 Digital TV, Coming Phones Near You

Wireless

05CES/MP3-W100 Wireless

- ☐ 05CES-W1 Wireless Convergence
- ☐ 05CES-W2 Bluetooth - Ready for Primetime?
- ☐ 05CES-W3 High Speed Data Services - New Opportunities?

Wireless Retail

05CES/MP3-WR100 Wireless Retail

- ☐ 05CES-WR1 How to Pump Profits from Your Wireless Retail Operation
- ☐ 05CES-WR2 Beat Your Best...A Proven Process for Driving Sales Through the Roof
- ☐ 05CES-WR3 Making Money In Wireless
- ☐ 05CES-WR4 Selling Camera Phones and Data Applications
- ☐ 05CES-WR5 Managing New Wireless Retail Sales
- ☐ 05CES-WR6 The Guerilla's Guide to Better Wireless Retail Merchandising

