



THE GLOBAL STAGE FOR INNOVATION

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# 2015 International CES® Fact Sheet

## Exhibit Dates

January 6–9, 2015

### Exhibit Hours:

Tuesday, January 6	10 AM-6 PM
Wednesday, January 7	9 AM-6 PM
Thursday, January 8	9 AM-6 PM
Friday, January 9	9 AM-4 PM

## Location

### Las Vegas, Nevada, USA

- **CES Tech East** (Las Vegas Convention Center and World Trade Center (LVCC)/ the LVH and Renaissance Hotel)
  - Tech East is home to an array of innovative product categories from audio, automotive electronics, video and wireless to all things “i,” and more. CES Tech East will also feature international exhibitors.
- **CES Tech West** (Sands Expo and Convention Center (Sands), The Venetian, Wynn Las Vegas and Encore at Wynn (Wynn/Encore))
  - Tech West will feature leading companies and the newest innovations in lifestyle technologies, including fitness and health, the Internet of Things, sensors and other high growth technologies changing the way we live, work and play. CES Tech West will also be home to the startup community.
- **ARIA**
  - The location for C Space, a new 2015 CES attraction curated for the marketing, advertising, content and creative communities.

## Reach

The International CES® is the world’s gathering place for all who thrive on the business of consumer technologies. Every major technology company on the planet participates in the International CES by exhibiting, speaking, sponsoring, attending or holding co-located events and business meetings.

## Exhibitor Profile

From tech powerhouses to innovative startups, companies with the innovation of the future are at CES. Exhibitors feature products from all facets of tech, from automotive and wireless to up-and-coming categories like sensor technology and 3D printing. Manufacturers, developers and suppliers value CES as a place to showcase new products and create strong business relationships with new and existing industries.

## Attendee Profile

CES draws the global technology industry from more than 140 countries including Fortune 500 executives, manufacturers, retailers, corporate buyers, content producers, entertainment executives, venture capitalists, engineers, government officials, installers, advertising and marketing executives, financial analysts and the media from every corner of the globe.

3,500+

EXHIBITORS

150,000

ATTENDEES

5,000+

MEDIA

140+

COUNTRIES

[CESweb.org](http://CESweb.org)

## Product Categories

- 3D Printing
- Accessories
- Audio
- Automotive Electronics
- Communications Infrastructure
- Computer Hardware/Software/Services
- Content Creation & Distribution
- Digital Imaging/Photography
- Electronic Gaming
- Fitness and Sports
- Health and Biotech
- Internet Services
- Online Media
- Sensors
- Smart Home
- Startups
- Robotics
- Video
- Wearables
- Wireless Devices & Services

## History

The first CES took place in New York City of 1967, with 250 exhibitors and 17,500 attendees. Since then, the International CES has grown by more than 10-fold.

Videocassette Recorder (VCR)	1970	HD Radio	2004
Laserdisc Player	1974	IPTV	2005
Camcorder & Compact Disc Player	1981	Convergence of content and technology	2007
Digital Audio Technology	1990	OLED TV	2008
Compact Disc – Interactive	1991	3D HDTV	2009
Digital Satellite System (DSS)	1994	Tablets, Netbooks and Android Devices	2010
Digital Versatile Disc (DVD)	1996	Connected TV, Smart Appliances, Android Honeycomb, Ford's Electric Focus, Motorola Atrix, Microsoft Avatar Kinect	2011
High Definition Television (HDTV)	1998	Ultrabooks, 3D OLED, Android 4.0 tablets	2012
Hard-disc VCR (PVR)	1999	Ultra HDTV, Flexible OLED, Driverless Car Technology	2013
Satellite Radio	2000	3D Printers, Sensor Technology, Curved UHD	2014
Microsoft Xbox & Plasma TV	2001		
Home Media Server	2002		
Blu-ray DVD & HDTV DVR	2003		

## Sponsor

Owned, produced and managed by the Consumer Electronics Association (CEA)<sup>®</sup>, show proceeds are reinvested to grow the consumer electronics industry.



**CESweb.org**

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