



Imagine...Envision...Focus



## Quick Guide to Emerging Technology at the 2010 International CES®

What are the latest technologies keeping consumers even more efficient, knowledgeable, entertained and connected? Attend CES, and you'll see. Each year, you can learn, network and investigate the latest technology in more than 30 product categories.

Here are some of the highlights of the show floor, so you won't miss any of the innovative technology that is leading the industry in 2010.



### CE Spotlights, Event and Awards



#### iLounge Pavilion

*LVCC, North Hall*

The iLounge Pavilion will feature the latest and greatest third-party accessories and software for Apple's iPod®, iPhone®, and Macintosh® platforms — from electronic plug-ins to fashionable cases, speakers, headphones, and exciting new games and applications.



#### Innovations 2010 Design and Engineering Awards Showcase

*LVCC, Grand Lobby*

The Innovations 2010 Design and Engineering Awards acknowledge the year's most outstanding developments in engineering and design in consumer electronics.



#### Living in Digital Times

*LVCC, North Hall*

New for 2010, the Living in Digital Times Spotlight highlights fresh technologies relevant to particular lifestyles. Living in Digital Times will combine the Digital Health Summit, HigherEd Tech, Kids@Play, MommyTech, and Silvers Summit — all in one convenient location.



#### CNET Best of CES

*LVCC, South Hall 3 Lobby, CNET Stage*

CNET's expert editors will comb through thousands of devices at the 2010 CES to find the most innovative gadgets for the coming year. In the end, they will nominate 27 products in nine categories, plus a Best in Show winner. From the top 27 products, the CNET audience will award a People's Voice winner. Don't miss the live award show on Saturday at the CNET Stage.



#### Technology & Engineering Emmy Awards

Reception and Dinner

6:30 p.m. January 7

*Mandalay Bay Hotel*

### Conference Sessions

If it's emerging, groundbreaking or market-leading, it will be covered in this year's conference sessions. Take a look at these sessions, focusing on emerging technology.

#### ICCE: International Conference on Consumer Electronics

Sunday, January 10 – Wednesday, January 13

*LVCC, North Hall*



#### Technology and Emerging Countries (TEC)

Friday, January 8

*LVCC, North Hall, N253*



TECHNOLOGY AND EMERGING COUNTRIES  
ADVANCING DEVELOPMENT THROUGH TECHNOLOGY INNOVATIONS

#### Tech Policy Summit

Thursday, January 7 – Saturday, January 9

*LVCC, North Hall, N260-N262*



#### Emerging Technology Knowledge Track

Friday, January 8 – Saturday, January 9

*LVCC, South Hall, S225*

*LVCC, North Hall, N264-N258*



**Next Big Thing SuperSession**  
Thursday, January 7  
LVCC, North Hall, N255-257



**Last Gadget Standing**  
Saturday, January 9  
LVCC North Hall, N255-257



## **Big Thinkers and Disruptive Technologies—Today's Thought Leaders, Tomorrow's Technologies**

Friday, January 8  
LVCC, North Hall, N255-257

## **TechZones**

CES has 20 TechZones throughout the show floor – pockets of market-specific and cutting-edge technology. Check out the following TechZones to see emerging products for 2010, and the companies that were innovative enough to bring them to life.



### **eBooks TechZone**

LVCC, Central Hall

Sponsored by: International Digital Publishing Forum  
With 2010 sales projected at roughly \$650 million, eBooks are an industry phenom. Explore the latest technologies from Ditto Book, Interead, Liquivista, Marvell, Plastic Logic, Onyx International, Ectaco Inc., Entourage Systems and HanWang.

### **Experience 3D TechZone**

LVCC, Central Hall

The 3D experience makes content pop, and it's coming to CES. The Experience 3D TechZone features next-gen innovators who make 3D a reality in the home, including content creators, service providers and TV manufacturers.

### **i-stage TechZone**

LVCC, North Hall

The i-stage TechZone features the winner and finalists of CEA's annual i-stage competition, among the most jaw-dropping products, apps and services from other leading start-ups across the globe.

### **Netbooks TechZone**

LVCC, South Hall 4

Is it a large smartphone or a small laptop? This dedicated venue showcases the entire netbook value chain: chipsets, OEMS/devices, ODMs, wireless and wireline service providers, and content creators. Check out Runcore, Freescale and other exhibitors.

### **Robotics TechZone**

LVCC, North Hall

The CES Robotics TechZone presents a unique opportunity for companies and individuals to become active participants in consumer robotics – an evolving, growing and innovative industry.

### **USB TechZone**

LVCC, South Hall 3

USB technology continuously accommodates our busy workstyles and lifestyles. The impact of USB connectivity maintains a huge impact on small office/home offices, our PCs, printers, scanners, smartphones and digital cameras.

## **Exhibitors**

Check out these great exhibitors in Emerging Technology:

Alpine	Entourage Systems	Incipio Technologies.	RunCore
Bookeen	Freescale Semiconductors	Interead	Scosche
Case-Mate	Fujifilm	Jetta Co. Ltd.	Sensio
c-Link Systems	Gamma-Two	Marvel	Shortcovers
Coship	Griffin Technology	Mitsubishi	Technicolor
DICE Electronics	Hyundai	Plastic Logic	

See the full list of exhibitors on [CESweb.org/exhibitors](http://CESweb.org/exhibitors).

## **Additional On-Site Resources and Services**



### **MyCES Personal Planner**

Visit MyCES online or at any of the kiosks on-site to search for exhibitors you need to see and print out customized maps on-demand.



### **Enhance Your Show Experience with Follow Me**

"Follow Me" is a first-of-its-kind interactive Smartphone application for CES, offering attendees:

- **Real-time interactive floor maps** – see where you are on the show floor and where you want to go next.
- **Download exhibitor booth materials** to your phone – help keep CES green!
- **Search the Exhibitor Directory** by name, product, booth number or key words.
- **Organize your show schedule** and share it with your colleagues.
- **Show Alerts** – get late-breaking CES news right on your phone.
- **Social Media updates** – follow CES on Facebook, Twitter, YouTube and LinkedIn.



### CES Social Circle

Presented by Jess3, the CES Social Circle will keep you tuned-in to the entire buzz of the CES show floor. Visit [social.CESweb.org](http://social.CESweb.org) to see hot topics, booming trends and exciting product announcements before, during and after the show. Check out how CES does social media. Then join in and become part of the circle.



### Bistro CES: Eat and Meet on the Show Floor

Need to reserve a table for lunch but don't have time to go off-site? Bistro CES provides an opportunity for uninterrupted, face-to-face time with your customers and business colleagues with a private, catered dining experience right on the show floor. Tables of four or ten can be reserved in advance of the show for lunch so you can be sure to always have a convenient place to eat, meet and network. Your table reservation includes buffet lunch tickets so you can skip the lines and get down to business. Visit [BistroCES.com](http://BistroCES.com) for complete details and to make your reservations today.

