



DEFINING TOMORROW'S TECHNOLOGY[®]

Attendee Audit Summary Results

2006 International CES

January 5-8, 2006

Las Vegas, Nevada

www.CESweb.org

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LETTER FROM CEA



Gary Shapiro
President and CEO
CEA



Karen Chupka
Senior Vice President,
Events and Conferences
CEA



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Dear International CES Exhibitor and Prospective Exhibitor:

The International Consumer Electronics Show (CES®) is the world's largest consumer technology tradeshow and America's largest annual tradeshow of any kind.

The International CES is one of the first tradeshows to establish industry standards for the verification of show records and attendee demographics. We are prepared to help you build your brand at the industry's preeminent event and maximize your return on investment.

For the 10th consecutive year, we are pleased to present you with key International CES data and to provide you with an accurate account of our attendee information, audited from an outside, independent source: VERIS Consulting LLC, a trusted fiduciary to associations and tradeshows for more than 15 years.

We realize that to plan a successful show you need to know exactly who attends the International CES. The information here will help you do that in an easy-to-interpret format. Prepare to meet more than 150,000 industry professionals from more than 130 countries. From B2B partnerships to OEM relationships, policy discussions and more, let us help you make the most of the growing opportunities at the International CES.

Through our impeccable record-keeping procedures and the International CES' commitment to the VERIS Consulting audit process, we deliver:

- Valuable, quality attendee demographics, unlike any show of this magnitude.
- Assistance in accurately evaluating and reaching your target audience.
- Data to help you maximize your return on investment.
- The assurance you need to confirm your worthwhile participation in the International CES.

How will you prepare to influence the more than 40,000 senior-level executives and final decision makers, 25,000 international attendees, more than 4,500 media and 2,200 financial and market analysts who attend the International CES? Use these accurate details of CES attendee profiles to make the most of your exhibit investment.

The International CES defines tomorrow's technology. It is your opportunity to demonstrate that you're an industry leader and innovator. Evaluate new technologies, products and competitors. Prepare to meet the industry's most important players in Las Vegas, Nevada, held this year Monday through Thursday, January 8-11, 2007. We look forward to seeing you there.

Gary Shapiro
President and CEO
CEA

Karen Chupka
Senior Vice President,
Events and Conferences
CEA

The International CES is produced by the Consumer Electronics Association (CEA®).

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AUDIT SOURCES

Preface

The International CES, produced by CEA, is the world's largest consumer technology tradeshow, encompassing products and services for:

- audio
- high-performance audio
- digital entertainment
- digital imaging
- embedded technologies
- home theater
- international business
- information technology
- mobile electronics
- home networking
- video
- wireless communications

At the International CES, you will do more than exhibit. You will build your brand and have a chance to make an impact on the world's leading technology visionaries. Discover emerging products, strike business deals, create vital networking opportunities and identify marketplace performances that help companies understand and expand business.

Sources

The *2006 International CES Attendee Audit Summary* provides exhibitors and prospects with insight into who attends the International CES. Information included in this document was derived from:

- VERIS Consulting's *2006 International CES Exhibition and Conference Audit Report*
- CEA Market Research Department, including on-site attendee surveys
 - *2006 International CES Post-show Exhibitor Survey*
 - *2006 International CES Post-show Attendee Survey*
 - *2006 International CES Post-show Government Survey*
- 2006 International CES Registration Data, provided by ExpoExchange
- *TWICE's* Top 100 Consumer Electronics Retailers list

VERIS Consulting



VERIS Consulting provides an independent, third-party verification of International CES attendance, attendee demographic information, records and record-keeping systems. The International CES wants our exhibitors to have valuable, accurate attendance data to enhance market analysis and verify the show's credibility. This information will help you evaluate opportunities and maximize your ROI from the International CES.

OVERALL ATTENDANCE

2006 INTERNATIONAL CES ATTENDEES

GRAND TOTAL	152,203
Exhibits-only Attendance	92,945
Registered Exhibitors	47,833
Press	4,608
Conference Attendance	3,539
Financial/Market Analysts	2,960
Speakers	318*

*Speaker totals exceeded 600, as many speakers came from other attendee categories such as press, retailers, exhibitors, consultants and analysts. The number of speakers who registered as "speakers" totaled 318.

SOURCE: 2006 International CES VERIS Audit Report

"CES is the single most important week of the year for us to present new products to major accounts and consumer customers."

— **Bill Daugherty,**
Director of Marketing,
Mintek Digital

CES ATTRACTS INDUSTRY LEADERS

	Number of Attendees	% of All Attendees* "All Attendees" = Exhibits Only + Conference Attendees (96,484)
President/CEO/Owner	16,020	17%
CFO	1,430	2%
COO	1,072	1%
CIO/CTO	1,322	1%
Vice President	5,807	6%
Director	5,259	5%
Business Development	5,970	6%
General Manager	3,858	4%
Total: Senior Level Executives	40,738	42%

*Does not include press, exhibitors or speakers.

SOURCE: 2006 International CES VERIS Audit Report

OVERALL ATTENDANCE

"As our business has grown, CES is kind of the net place, where we meet new people to pitch our new businesses, to get ready for the next year and the year after."

— **Derek Perez,**
Director of Public
Relations, NVIDIA

CES ATTRACTS INTERNATIONAL ATTENDEES

	Number of Attendees	% of All Attendees "All Attendees" = Exhibits Only + Conference Attendees (96,484)	% of Increase Over 2005 Show
International Attendees (Conference and Exhibit Attendees)	17,170	18%	2%
International Exhibitors, Speakers	7,093	7%	13%
International Press, Financial/Market Analysts	1,230	1%	10%
Total	25,493	26%	5%

SOURCE: 2006 International CES VERIS Audit Report

INTERNATIONAL ATTENDEE DELEGATIONS AT THE 2006 INTERNATIONAL CES

International visitors came from more than 130 countries to the 2006 International CES. Below is a list of those who attended as part of a formal delegation. There were a total of 60 groups, of which 28 attended the International CES for the first time.

Market	Number of Delegations	Market	Number of Delegations
Australia*	1	Korea	12
Bolivia	1	Mexico	1
Brazil	2	Nigeria*	1
Bulgaria*	1	Philippines	1
Canada*	2	Russia	1
China	11	Singapore	1
Costa Rica	1	Spain*	1
Denmark*	3	Sweden*	1
France	4	Switzerland*	1
Hong Kong*	1	Taiwan	3
Israel	1	Ukraine	1
Italy	1	United Kingdom	2
Japan	4	Vietnam	1

* New delegation country attending the International CES for the first time.

SOURCE: 2006 International CES Registration Reports

ATTENDEE PROFILES

CLASSIFICATION BY PRIMARY JOB FUNCTION*

Job Function	Number of Attendees	% of All Attendees "All Attendees" = Exhibits Only + Conference Attendees (96,484)
President/CEO/Owner	16,020	17%
Vice President	5,807	6%
Director	5,259	5%
Business Development	5,970	6%
General Manager	3,858	4%
Sales/Marketing Manager	6,547	7%
Engineer/Research and Development	5,669	6%
Salesperson	4,476	5%
Consultant	4,338	4%
Installer	2,190	2%
Service Technician	1,170	1%

*Primary job function was asked in the online registration process only

SOURCE: 2006 International CES VERIS Audit Report

"The International CES is THE place to meet with industry analysts, retailers, press and policy-makers, and it gives Philips a great opportunity to show them our hot new products and to introduce new ones."
— **Katrina Blauvelt,**
Director of Corporate Communications,
Philips Electronics

OTHER INDUSTRY PLAYERS, IDENTIFIED BY PRIMARY JOB FUNCTION*

	Number of Attendees
Merchandising Manager, Store Manager, Sales/Marketing Manager, Salesperson	12,916
Engineer/Research and Development, Content Developer	6,089
Corporate, National, Regional Buyer	6,599
Installer, Service Technician, Distributor	4,296
Financial/Market Analyst	2,960

*Primary job function was asked in the online registration process only

SOURCE: 2006 International CES VERIS Audit Report

ATTENDEE PROFILES

"CES provides one of the best opportunities to showcase new products and technology and to deliver brand messaging to the CE industry."
— Terry Shorrock,
Director of Shows and Events, Panasonic

CES BRINGS TOGETHER KEY INDUSTRY PLAYERS

With convergence technologies, the International CES has evolved beyond a retail scope. It represents numerous technologies, from mobile electronics to gaming, wireless, high-performance audio, home theater, home networking, digital imaging, satellite, video and more. Take advantage of the growing B2B opportunities—and the chance to meet and interact with new content providers, carriers and dealers who attend the show.

Type of Buyer (Identified By Primary Business Type)	Number of Attendees	% of All Attendees "All Attendees" = Exhibits Only + Conference Attendees (96,484)
Retail (Buyer)	18,650	19%
Institutional, Corporate (Non-retail), Government Buyer	5,267	6%
VAR/Dealer	1,856	2%
Service Professional (Non-retail), Installation	5,492	6%
Distribution	6,167	6%
Total	37,432	39%

SOURCE: 2006 International CES VERIS Audit Report

Industry Affiliates (Identified by Primary Business Type)	Number of Attendees	% of All Attendees "All Attendees" = Exhibits Only + Conference Attendees (96,484)
Software Development/Publishing, Content Development, Broadcasting Industry, Film Industry	8,504	9%
Manufacturer's Rep/Manufacturer (Non-exhibitor), Government (Non-buyer)	16,047	17%
Consulting	6,377	7%
Engineering	6,849	7%
Venture Capitalist, Business Developer	3,180	3%
Other, Unclassified	7,183	7%
Total	48,140	50%

SOURCE: 2006 International CES VERIS Audit Report

GROWTH AT THE INTERNATIONAL CES

GROWING BUSINESS TYPES AT CES

Primary Business Type	Number of Attendees	% of All Attendees “All Attendees” = Exhibits Only + Conference Attendees (96,484)	% of Increase Over 2005 Show
Retail	18,650	19%	5%
Content Development	1,399	1%	41%
Manufacturer (Non-exhibitor)	10,405	11%	14%
Film Industry	1,542	2%	17%
Engineering	6,849	7%	34%
Manufacturer's Representative	4,853	5%	3%

SOURCE: 2006 International CES VERIS Audit Report

— 96% of Sands attendees
said the visit was worthy
of their time

SOURCE: 2006 International CES
Post-show Attendee Survey

EXPANSION OF THE INTERNATIONAL CES A SUCCESS!

Innovations Plus at the Sands was a hot new destination at the 2006 International CES, and attendees took notice. With more than a dozen TechZones, Innovations Design and Engineering Showcase, the *Scientific American* Innovations People's Choice Award, live broadcasts and many other draws, attendees flocked to see the latest technology at the Sands Expo and Convention Center.



More than 75,000 attendees rode the Sands Express shuttles to and from the LVCC.

Every Industry Insider spoke to roughly 500+ attendees per session.

During CES Unveiled: The Official Press Event of the International CES, more than 600 media and analysts previewed the latest consumer technology products.

More than 1,000 entries from 160 companies entered the Innovations Design and Engineering Awards program. The size and prestige of the program continued to grow, as did the crowds at the Sands eager to check out the Innovations honorees.

ATTENDEE PROFILES



— 100% of Leaders in Technology (LIT) attendees left CES with a better understanding of policy issues facing the industry.

SOURCE: 2006 International CES
Post-show LIT (Government)
Attendee Survey

TOP-ELECTED GOVERNMENT OFFICIALS AT THE INTERNATIONAL CES

Government and Business: Working Together at the International CES.

CEA is actively involved in programs that affect the laws and regulations impacting your bottom line.

The International CES attracts more government attendees than any other non-government tradeshow. More than 120 leaders from the federal and foreign governments attended the 2006 International CES and actively participated in industry conference sessions. Officials from the Federal Communications Commission, Federal Trade Commission and the Senate and House of Representatives joined government technology officials from other countries including France, Germany and Japan at the International CES, extending the show's global scope.

Key government officials at the 2006 International CES included:

Members of the United States Senate

Hon. George Allen (R-VA)
Hon. John Ensign (R-NV)

Members of the United States House of Representatives

Hon. Joe Baca (D-CA)
Hon. Charles Bass (R-NH)
Hon. Shelley Berkley (D-NV)
Hon. Marsha Blackburn (R-TN)
Hon. Steve Buyer (R-IN)
Hon. Chris Cannon (R-UT)
Hon. Tom Davis (R-VA)
Hon. Darrell Issa (R-CA)
Hon. Silvestre Reyes (D-TX)
Hon. Fred Upton (R-MI)
Hon. Anthony Weiner (D-NY)

Commonwealth of Virginia

Hon. Jeannemarie Devolites Davis, Senator, Virginia Legislature

International Leaders in Technology

Hon. Nicolas Curien, Member, Executive Board, Telecommunications Regulatory Authority (France)
Wolf-D. Fahrenbruch, Senior Executive Officer, Federal Network Agency (Germany)
Hon. Matthias Kurth, President, Federal Network Agency (Germany)
Matthias Otte, Senior Executive Officer, Federal Network Agency (Germany)
Yoshinori Shibayama, Secretary to the Senior Vice-Minister for Internal Affairs and Communications Ministry of Internal Affairs and Communications (Japan)
Hon. Yoshihide Suga (Vice-Minister Suga), Senior Vice-Minister for Internal Affairs and Communications, Ministry of Internal Affairs and Communications (Japan)

ATTENDEE PROFILES

United States Department of Commerce

Hon. Michael D. Gallagher, Assistant Secretary of Commerce for Communications and Information

Meredith Attwell, Senior Policy Advisor

Dan Caprio, Deputy Assistant Secretary for Technology Policy

Jaimie Estrada, Director of the Office of Technology and Electronic Commerce

Al Frink, Assistant Secretary for Manufacturing and Services

Jean Janicke, Office of Trade Policy

Tu-Trang Phan, Associate Director, Office of Technology and E-Commerce

United States Department of Justice

Ambassador David Gross, U.S. Coordinator for International Communications and Information Policy

United States Environmental Protection Agency

Tom Dunne, Assistant Administrator

Federal Communications Commission

Hon. Kevin Martin, Chairman

Hon. Jonathan Adelstein, Commissioner

Hon. Deborah Taylor Tate, Commissioner

Catherine Bohigian, Acting Chief of the Office of Strategic Planning, Office of Chairman Martin

Monica Desai, Chief, Consumer and Governmental Affairs Bureau

Heather Dixon, Senior Legal Advisor, Office of Chairman Martin

Bruce Franca, Chief, Office of Engineering and Technology

Aaron Goldberger Legal Advisor, Office of Commissioner Deborah Taylor Tate

Jordan Goldstein, Senior Legal Advisor, Office of Commissioner Copps

Donna Gregg, Chief, Media Bureau

Julius Knapp, Deputy Chief, Office of Engineering and Technology

Michael L. Lance, Deputy Chief, Engineering Division, Media Bureau

Andrew Long, Associate Bureau Chief, Office of the Bureau Chief, Media Bureau

Kris Anne Monteith, Chief, Enforcement Bureau

Thomas Navin, Chief, Wireline Competition Bureau

Roger Noel, Chief, Mobility Division, Wireless Bureau

Barry Ohlson, Legal Advisor, Office of Commissioner Adelstein

Natalie Roisman, Attorney Advisor, Media Bureau

Dan Rumelt, Senior Outreach Advisor, Consumer Affairs and Outreach Division, Consumer and Governmental Affairs Bureau

Catherine Seidel, Acting Bureau Chief, Wireless Bureau

Louis Sigalos, Division Chief, Consumer Affairs and Outreach Division, Consumer and Governmental Affairs Bureau

Alan Stillwell, Senior Associate Chief, Office of Engineering and Technology

ATTENDEE PROFILES

Federal Trade Commission

Brian Huseman, Attorney Advisor to Chairman Majoras

Daniel Kaufman, Attorney Advisor to Chairman Majoras

National Transportation Safety Board

General Mark Rosenker, Vice Chairman

Senate Staffers

Brian Ahlberg, Chief of Staff, Office of the Hon. Tom Harkin (D-IA)

Courtney Anderson, Legislative Assistant, Office of the Hon. Jim Demint (R-SC)

James Assey, Minority Counsel, Senate Committee on Commerce, Science and Transportation.

Ed Barron, Deputy Chief Counsel, Senate Judiciary Committee

Jeremy Gold, Office of the Hon. Byron Dorgan (D-ND)

Gina Grandinetti, Technology Policy Coordinator, Senate Republican High Tech Task Force

Jaime Hjort, Legislative Assistant, Office of the Hon. George Allen (R-VA)

Alex Hoehn-Saric, Legislative Assistant, Office of the Hon. Barbara Boxer (D-CA)

Marion K. Houn, Director of Special Projects, Office of the Hon. Byron Dorgan (D-ND)

Wallace Hsueh, Staff Director, Subcommittee on Trade United States Senate, Senate Committee on Commerce, Science and Transportation

Beth Jafari, Legislative Director, Office of the Hon. John Cornyn (R-TX)

Rohit Kumar, Policy Advisor/Counsel, Office of the Senate Majority Leader

Christine Kurth, Deputy General Counsel, Senate Committee on Commerce, Science and Transportation

Josh Lamel, Commerce Counsel, Office of the Hon. Ron Wyden (D-OR)

Gordon Matlock, Legislative Director, Office of the Hon. Larry Craig (R-ID)

Susan McCue, Chief of Staff, Office of the Hon. Harry Reid (D-NV)

Sean McLaughlin, Deputy Chief of Staff, Senate Judiciary Committee

Waldo McMillan, Leadership Aide, Office of the Hon. Harry Reid (D-NV)

Michael Meehan, Chief of Staff, Office of the Hon. Maria Cantwell (D-WA)

Erich Mische, Chief of Staff, Office of the Hon. Norm Coleman (R-MN)

Jason Mulvihill, Staff Director, Senate Committee on Commerce, Science and Transportation

Keith Murphy, Office of the Hon. Gordon H. Smith (R-OR)

Gary Myrick, Deputy Chief of Staff, Office of the Hon. Harry Reid (D-NV)

Paul Nagle, Counsel, Senate Committee on Commerce, Science, and Transportation

Ken Nahigian, Senior Counsel, Senate Committee on Commerce, Science and Transportation

Mike O’Rielly, Senior Legislative Assistant, Office of the Hon. John Sununu (R-NH)

Hap Rigby, Legislative Correspondent, Office of the Hon. James DeMint (R-SC)

Bob Russell, Chief of Staff, Office of the Hon. Mark Pryor (D-AR)

Seema Singh, Legislative Counsel, Office of the Hon. Arlen Specter (R-PA)

Andrew Siracuse, Legislative Assistant, Office of the Hon. Norm Coleman (R-MN)

Kristen Smith, Legislative Assistant, Office of the Hon. Olympia Snowe (R-ME)

Michael Sullivan, Senior Technology Policy Advisor, Office of the Hon. John Ensign (R-NV)

Mark Wetjen, Office of the Hon. Harry Reid (R-NV)

Harry Wingo, Counsel, Senate Committee on Commerce, Science, and Transportation

Malcolm Woolf, Minority Counsel, Senate Committee on Environment and Public Works

ATTENDEE PROFILES

House Staffers

Suzy Augustyn, Executive Assistant, Office of the Hon. Darrell Issa (R-CA)
Kanya Bennett, Minority Counsel, House Committee on the Judiciary
Andy Black, Deputy Staff Directory, Policy, House Committee on Energy and Commerce
Joyce Brayboy, Chief of Staff, Office of the Hon. Mel Watt (D-NC)
Sean Bonyun, Press Secretary, Office of the Hon. Fred Upton (R-MI)
Will Carty, Professional Staff Member, House Committee on Energy and Commerce
Kelly Cole, Telecommunications Counsel, House Committee on Energy and Commerce
Michael Copher, Chief of Staff, Office of the Hon. Steve Buyer (R-IN)
Darwin Cusack, Chief of Staff, Office of the Hon. Charles Bass (R-NH)
Stacy Dansky, Minority Counsel, House Committee on the Judiciary
Pete Filon, Minority Counsel, House Committee on Energy and Commerce
Neil Fried, Counsel, House Committee on Energy and Commerce
Evan Goitein, Legislative Assistant, Office of the Hon. John T. Doolittle (R-CA)
Dena Graziano, Minority Communications Director, House Committee on the Judiciary
Dave Grimaldi, Legislative Assistant, Office of the Hon. Ed Towns (D-NY)
Kevin Holmgren, Technical Advisor, Office of the Hon. Cliff Stearns (R-FL)
Mike Hurst, Legislative Director and Counsel, Office of the Hon. Charles Pickering (R-MS)
Jaylyn Jensen, Senior Legislative Analyst, House Committee on Energy and Commerce
Ted Kalo, House Committee on the Judiciary
Chris Leahy, Policy Coordinator and Counsel, House Committee on Energy and Commerce
Amy Levine, Legislative Counsel, Office of the Hon. Rick Boucher (D-VA)
Stephanie Moore, Minority Counsel, House Committee on the Judiciary
Dale Neugebauer, Chief of Staff, Office of the Hon. Darrell Issa (R-CA)
Connie Partoyan, Chief of Staff, Office of the Hon. Cathy McMorris (R-WA)
Brian Peters, Legislative Assistant, Office of the Hon. Jay Inslee (D-WA)
Chas Phillips, Policy Counsel, House Committee on Government Reform
Mike Platt, Legislative Director, Office of the Hon. Marsha Blackburn (R-TN)
Anna Sagely, Legislative Director, Office of the Hon. Howard Coble (R-NC)
Hollyn Schuemann, Legislative Assistant, Office of the Hon. George Radanovich (R-CA)
Jason Scism, Counsel, Office of the Hon. Darrell Issa (R-CA)
Johanna Shelton, Minority Counsel, House Committee on Energy and Commerce
Elizabeth Stack, Legislative Assistant, Office of the Hon. Ralph Hall (R-TX)
Todd Thorpe, Office of the Hon. Chris Cannon (R-UT)
Laura Vaught, Chief of Staff, Office of the Hon. Rick Boucher (D-VA)
Ryan Walker, Senior Legislative Assistant, Office of the Hon. Paul E. Gillmor (R-OH)
Howard Waltzman, Chief Counsel, Subcommittee on Telecommunications and the Internet, House committee on Energy and Commerce
Yebbie Watkins, Chief of Staff, Office of the Hon. James Clyburn (D-SC)
Shanna Winters, Minority Counsel, Subcommittee on Courts, the Internet, and Intellectual Property, House Committee on the Judiciary
Tony Zaffirini, Legislative Director, Office of the Hon. Charles A. Gonzalez (D-TX)
Laura Zuckerman, Communications Director, Office of the Hon. Steve Buyer (R-IN)

SOURCE: 2006 International CES Registration Reports

Continued on next page

ATTENDEE PROFILES

UNIVERSITIES REPRESENTED AT THE 2006 INTERNATIONAL CES

The International CES attracted a range of university and educational representatives from more than 450 schools and universities. They attend CES to:

- Identify new ways to streamline institutional methodologies and technologies.
- Research technologies for equipment advances.
- Evaluate how to enhance learning environments with new technologies.
- Gauge curriculum development and the technologies used in teaching and case studies.

Colleges and universities represented included:

American College Of Cardiology	Iowa State University	Temple University
American Film Institute	Korea Advanced Institute of Science and Technology	Texas A&M University
Arizona State University	Korea University	Tufts University
Auburn University	Lehigh University	Tulane Medical Center
Ball State University	Loyola College in Maryland	UCLA
California Institute of Technology	Massachusetts Institute of Technology	University of Alberta
Carnegie Mellon University	Michigan State University	University of Arizona
Cornell University	National Institutes of Health	University of Athens, Greece
Dartmouth College	National Sun Yat-Sen University	University of British Columbia
DePaul University	National Taiwan University	University of Illinois
Des Moines University	New York University	University of Louisville
Drexel University	Northern Arizona University	University of Maryland
Duke University	Northern Michigan University	University of Massachusetts
Emory University	Oregon Health & Science University	University of Montana
Furman University	Oregon State University	University of New Hampshire
George Mason University	Penn State University	University of Notre Dame
George Washington University	Pepperdine University	University of Pennsylvania
Georgetown University	Princeton University	University of Stuttgart, Germany
Georgia Tech	Purdue University	University of Sydney
Harvard Business School	Rochester Institute of Technology	University of Torino
Hokkaido University	Seoul National University	Virginia Tech
Howard University	Seton Hall University	Wake Forest University
Indiana University	Stanford University	
Institute for Simulation and Training		

SOURCE: 2006 International CES Registration Reports

BUYING POWER AT THE INTERNATIONAL CES

OVERALL BUYING POWER AT THE INTERNATIONAL CES

	Number of Attendees	% of All Attendees "All Attendees" = Exhibits Only + Conference Attendees (96,484)
Final Decision Maker	33,159	34%
Significant Influence	30,183	31%
Research New Products	8,729	9%

SOURCE: 2006 International CES Attendee Reports

The top executives in consumer technology presented their insights and visions for the industry's future with 2006 International CES keynotes and presentations from:

- Microsoft's Bill Gates
- Google's Larry Page
- Sony's Sir Howard Stringer
- Intel's Paul Otellini
- Yahoo!'s Terry Semel
- Verizon's Ivan Seidenberg
- Dell's Michael Dell
- RadioShack's David Edmondson
- FCC's Kevin Martin
- Kodak's Antonio M. Perez
- Circuit City's Alan McCollough
- Best Buy's Brad Anderson
- CompUSA's Larry Mondry

— The 2006 International CES attracted 79% of the Fortune 100 companies.

SOURCE: 2006 International CES Registration Report;
www.fortune.com/fortune/fortune 500

CLASSIFICATION BY ANNUAL SALES VOLUME OF CONSUMER ELECTRONICS PRODUCTS

Millions	Number of Attendees	% of All Attendees "All Attendees" = Exhibits Only + Conference Attendees* (96,484)	Retail Buyers	Institutional, Corporate (Non-retail), Government Buyers	VAR/ Dealers	Distributors	Service Professionals (Non-retail), Installation	Engineers
Under \$1	27,363	28%	6,838	740	864	995	2,805	1,617
\$1-\$5	16,536	17%	4,459	478	509	1,495	993	786
\$5-\$10	6,940	7%	1,193	297	150	865	240	417
\$10-\$50	7,888	8%	1,220	394	113	1,092	163	495
\$50-\$250	5,315	6%	762	301	37	551	91	499
\$250-\$500	2,571	3%	420	259	9	169	40	231
\$500+	8,977	9%	1,463	666	88	262	115	1,387

*22 percent of attendees could not be classified.

SOURCE: 2006 International CES VERIS Audit Report

PRODUCT INTEREST AT THE INTERNATIONAL CES

TOP 20 ATTENDEE PRODUCT INTEREST* AREAS

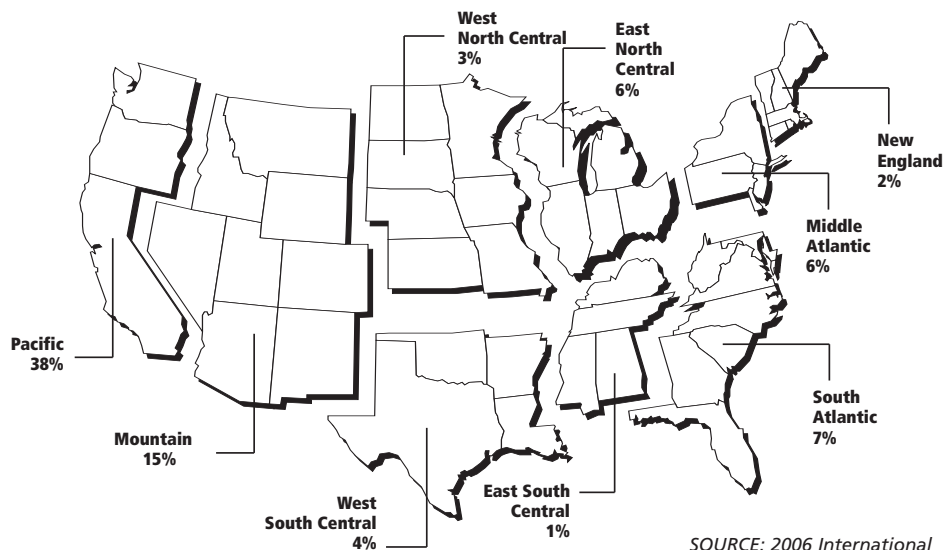
	Number of Attendees	2006 Rank
Accessories	30,503	3
Audio	36,622	1
Audio, high-performance	16,681	17
Broadband	16,851	15
Computer hardware and software	30,652	2
Digital imaging/video editing	20,075	10
Electronic gaming	17,808	11
Home data networking	16,369	18
Home theater	29,873	5
Integrated home systems	17,359	12
Mobile/vehicle electronics	23,468	8
Mobile office	17,087	14
Online/Internet	16,687	16
Other consumer electronics	15,940	19
Personal electronics	25,451	6
Telephones	15,846	20
Video	25,294	7
Voice-over-IP (VoIP) hardware	17,111	13
WiFi	21,364	9
Wireless communications	30,110	4

**2006 International CES registrants were asked to indicate the product areas they represent/are interested in and may have marked more than one product interest area, per respondent.*

SOURCE: 2006 International CES VERIS Audit Report

ATTENDEE GEOGRAPHIC PROFILE

GEOGRAPHIC ANALYSIS OF U.S. ATTENDEES



SOURCE: 2006 International CES Veris Audit Report

"CES is a digital Woodstock. It is a consumer electronics love-in. And why are we here? We are here because this is the heartbeat of the world in consumer electronics."

— Representative,
Mytek

TOP 20 NON-U.S. MARKETS

Market	Number of Attendees	2006 Rank
Canada	3,241	1
Japan	1,980	2
Korea	1,512	3
Taiwan	1,345	4
Mexico	1,106	5
United Kingdom	867	6
China	859	7
Hong Kong	587	8
France	561	9
Germany	470	10
Australia	417	11
Israel	324	12
Netherlands	280	13
Brazil	252	14
Italy	248	15
Sweden	207	16
Denmark	187	17
Singapore	175	18
Switzerland	148	19
Argentina	130	20

SOURCE: 2006 International CES VERIS Audit Report

INTERNATIONAL CES SURVEY RESULTS

A WORD FROM 2006 INTERNATIONAL CES REGISTRANTS

— Get your brand noticed: One out of three attendees at CES is there for the first time.

SOURCE: 2006 International CES
VERIS Audit Report

Reason to Attend	Important or Very Important Rating
Wanted to see a few specific new products/categories	86%
Compare wide range of new technology products	69%
Evaluate specific companies	69%
Network	67%
Meet with existing business partners	65%

SOURCE: 2006 International CES Post-show Attendee Survey

According to 2006 International CES attendees:

- **87%** rated the quality of their experience as positive.
- **87%** said they would be likely to, or very likely to, recommend the International CES to a colleague or co-worker.
- **90%** accessed CESweb.org prior to attending the show to access exhibitor information, CES news, navigation tools, special event information and more.

SOURCE: 2006 International CES Post-show Attendee Survey

A WORD FROM 2006 INTERNATIONAL CES EXHIBITORS

Twenty-seven hundred companies exhibited in more than 1.6 million net square feet of exhibit space at the 2006 International CES.

According to 2006 International CES exhibitors:

- **83%** said they were satisfied with their exhibiting experience at CES.
- The most important reason to exhibit is the quality of attendees at the show.
- **72%** think that the success of CES as an event is critical to the electronics industry.

SOURCE: 2006 International CES Post-show Exhibitor Survey

WORLDWIDE PRESS COVERAGE

RECORD-BREAKING MEDIA COVERAGE CAPS PHENOMENAL 2006 INTERNATIONAL CES

The 2006 International CES lived up to its billing as the world's largest consumer technology tradeshow with a record-setting year in terms of media attendance and coverage. More than 4,500 media and 2,200 financial and market analysts journeyed to Las Vegas for the event, resulting in more than 2,600 media hits in January alone in major print, broadcast and online outlets – a whopping 47 percent increase over January 2005's hits.

The International CES also created a stir across the globe, with more than 940 international media from 52 countries in attendance. Predominant countries generating coverage around the world include Canada, China, Germany, France, Japan, Korea, Mexico and the United Kingdom.

The 2006 International CES was covered by national outlets such as the AP, Reuters, *Business Week*, *Forbes*, *Fortune*, *Investor's Business Daily*, *People*, *USA Today*, *The Wall Street Journal*, plus major market daily newspapers such as the *Los Angeles Times*, *New York Times* and *Washington Post*. Additionally, the 2006 International CES was placed prominently in at least one newspaper and one network television station in all of the top 25 United States markets.

Cable and broadcast television carried extensive live and taped coverage of the show nationwide including the top networks such as ABC, CBS, CNN, CNBC, E!, FOX, MSNBC and NBC. In addition to coverage on all major network shows such as ABC's *World News Tonight* and NBC's *The Today Show* and *The Tonight Show with Jay Leno*, the 2006 International CES was featured prominently in several syndicated TV shows including *The Ellen DeGeneres Show*, *Access Hollywood* and *Inside Edition*.

No corner of the world was left untouched by the reaches of the 2006 International CES. Given the significant influence and scope of our media attendees, there is no better way to promote your company and its products to the world than the International CES.

Worldwide Press Coverage

"The International CES is the place to meet with industry analysts, retailers, press and policy-makers, and it gives Philips a great opportunity to show them our hot new products and to introduce new ones."

— Katrina Blauvelt,
Director of Corporate
Communications,
Philips Electronics

PRESS ATTENDANCE AT THE 2006 INTERNATIONAL CES

Grand Total	4,608
Countries Represented	52
International Press Representatives	944
Print Press	49%
Online/Wire Press	31%
Broadcast Press	20%

SOURCE: 2006 International CES Registration Reports

PRODUCT CATEGORIES REPRESENTED BY PRESS

Press Product Interest Area	Number of Press & Financial/Market Analysts (6,591)	% of Press & Financial/Market Analysts "Press + Financial/ Market Analysts" (7,568)
Accessories	1,358	18%
Audio	2,192	29%
Audio, high-performance	1,516	20%
Biometrics	785	10%
Blank media	644	9%
Broadband	2,022	27%
Computer hardware and software	2,881	38%
Digital imaging/video editing	2,016	27%
Electronic gaming	2,021	27%
Electronics clothing and accessories	710	9%
Embedded technology	1,101	15%
Film/video production (professional grade)	1,074	14%
Home appliances	1,130	15%
Home data networking	1,487	20%
Home healthcare products	560	7%
Home theater	2,043	27%
Integrated home systems	1,187	16%
Mobile office	1,697	22%
Mobile/vehicle electronics	1,708	23%
Nanotechnology	930	12%
Online commerce products and services	978	13%
Online/Internet	2,307	30%
Other consumer electronics	2,658	35%
Personal electronics	2,234	30%
Personal safety and security products	652	9%
Photographic equipment	1,200	16%
Publications	1,186	16%
Retail resource	414	5%
Satellite systems	1,089	14%
Small office/ home office	1,194	16%
Sport electronics	668	9%
Subscriber services	473	6%
Telephones	1,256	17%
Trade associations	386	5%
Video	2,009	27%
Voice-over-IP (VoIP) hardware and software	1,856	25%
WiFi	2,246	30%
Wireless communications	2,675	35%

SOURCE: 2006 International CES Registration Reports

WORLDWIDE PRESS COVERAGE

LEADING MAGAZINES COVERING THE 2006 INTERNATIONAL CES

Leading consumer and business magazines covered the 2006 International CES, reaching millions of consumers across the globe. The CES magazine coverage included:

<i>Barron's</i>	<i>Jane</i>
<i>Billboard Magazine</i>	<i>Living in Style</i>
<i>Black Enterprise</i>	<i>Lucky Magazine</i>
<i>Brandweek</i>	<i>Maxim</i>
<i>Business Week</i>	<i>Men's Fitness</i>
<i>Cargo Magazine</i>	<i>Men's Health</i>
<i>Child Magazine</i>	<i>Newsweek</i>
<i>Consumer Reports</i>	<i>The New Yorker</i>
<i>Crain's Business Publications</i>	<i>People</i>
<i>Details Magazine</i>	<i>Popular Science</i>
<i>Discoveries Magazine</i>	<i>Redbook</i>
<i>Elite Traveler</i>	<i>Red Herring</i>
<i>ElleGirl</i>	<i>Rolling Stone</i>
<i>ESPN Magazine</i>	<i>Runner's World</i>
<i>Esquire</i>	<i>Sports Illustrated</i>
<i>Fast Company Magazine</i>	<i>Stuff Magazine</i>
<i>FHM</i>	<i>This Old House Magazine</i>
<i>Focus</i>	<i>Time</i>
<i>Food & Wine</i>	<i>US News & World Report</i>
<i>Forbes</i>	<i>US Weekly</i>
<i>Fortune</i>	<i>Variety</i>
<i>GQ</i>	<i>Vibe</i>
<i>Good Housekeeping</i>	<i>Vogue</i>
<i>Home Magazine</i>	<i>Wired</i>
<i>House & Garden</i>	

SOURCE: 2006 International CES Registration Reports

WORLDWIDE PRESS COVERAGE

"We're able to accomplish things at CES that we can't do ordinarily, especially when it comes to connecting with our customers."

— Jeff Hahn,
Communications
Director, Freescale
Semiconductor, Inc.

TELEVISION AND RADIO BROADCASTS BRING CES TO MILLIONS OF HOMES

The major U.S. and international broadcast and cable networks go live from CES to bring the latest product launches to viewers and listeners across the world. Reaching hundreds of millions of people, these broadcasters showcased the keynoters, products, celebrities and exhibitors of the 2006 CES.

Major network television and radio coverage included:

ABC's <i>Good Morning America</i>	Digital Spin Radio
ABC's <i>World News Tonight</i>	<i>The Ellen DeGeneres Show</i>
ABC Radio Network	E! Entertainment Television
<i>Access Hollywood</i>	ESPN2's <i>Cold Pizza</i>
BBC Radio	Family Tech Radio
BBC TV	FOX News Network
Bloomberg Radio	Fox News' <i>Good Day Live</i>
Bloomberg TV	G4 Tech TV
Canadian Broadcasting Corp.	HDNet
Canada Radio G4	HGTV
Car Clinic Radio	<i>Into Tomorrow with Dave Graveline</i>
Car & Driver Radio	Motor Trend Radio
CBS' <i>This Morning</i>	MSNBC News Live
CBS' <i>60 Minutes</i>	MTV
CBS' <i>Early Show</i>	NBC's <i>Today Show</i>
CBS' <i>Evening News</i>	NBC's <i>Nightly News</i>
CNBC's <i>Power Lunch</i>	NPR's <i>Weekend Edition, Marketplace</i>
CNBC <i>Morning Call</i>	<i>and Morning Edition</i>
CNN's <i>Live Today</i>	PBS' <i>Nightly Business Report</i>
CNN's <i>In the Money</i>	David Prager Show
CNN Headline News	QVC
CNN's <i>America Morning</i>	Reuters TV
CNET Radio	<i>The Tonight Show with Jay Leno</i>
Computer Outlook Radio	Ziff Davis TV
C-Span	

SOURCE: 2006 International CES Registration Reports

WORLDWIDE PRESS COVERAGE

UNPRECEDENTED COVERAGE IN TOP U.S. DAILY NEWSPAPERS

Newspapers and wire services from the top markets in the United States brought extensive coverage of the 2006 International CES and its exhibitors to consumers around the country. Major U.S. daily newspaper and wire coverage included:

<i>Arizona Republic</i>	<i>Memphis Commercial Appeal</i>
<i>Austin American Statesman</i>	<i>Miami Herald</i>
<i>Atlanta Journal-Constitution</i>	<i>Milwaukee Journal-Sentinel</i>
<i>Birmingham News</i>	<i>Minneapolis Star-Tribune</i>
<i>Bloomberg News</i>	<i>New York Daily News</i>
<i>Boston Globe</i>	<i>New York Post</i>
<i>Boston Herald</i>	<i>New York Times</i>
<i>Buffalo News</i>	<i>Newark Star-Ledger</i>
<i>Charleston Gazette</i>	<i>Oakland Tribune</i>
<i>Charlotte Observer</i>	<i>Orange County Register</i>
<i>Chicago Sun-Times</i>	<i>Orlando Sentinel</i>
<i>Chicago Tribune</i>	<i>Philadelphia Inquirer</i>
<i>Christian Science Monitor</i>	<i>Pittsburgh Post-Gazette</i>
<i>Cincinnati Enquirer</i>	<i>Providence Journal</i>
<i>Cincinnati Post</i>	<i>Raleigh News-Observer</i>
<i>Cleveland Plain-Dealer</i>	<i>Reuters</i>
<i>Columbus Dispatch</i>	<i>Richmond Virginian-Pilot</i>
<i>Dallas Morning News</i>	<i>Rocky Mountain News</i>
<i>Denver Post</i>	<i>Sacramento Bee</i>
<i>Detroit Free Press</i>	<i>St. Louis Post-Dispatch</i>
<i>Detroit News</i>	<i>Salt Lake Tribune</i>
<i>Dow Jones News Service</i>	<i>San Antonio Express-News</i>
<i>Financial Times</i>	<i>San Diego Union Tribune</i>
<i>Fort Worth Star Telegram</i>	<i>San Francisco Chronicle</i>
<i>Fresno Bee</i>	<i>Seattle Times</i>
<i>Hartford Courant</i>	<i>Seattle Post-Intelligencer</i>
<i>Hollywood Reporter</i>	<i>Tampa Tribune</i>
<i>Houston Chronicle</i>	<i>Tennessean</i>
<i>Indianapolis Star</i>	<i>USA Today</i>
<i>Investor's Business Daily</i>	<i>Wall Street Journal</i>
<i>Kansas City Star</i>	<i>Washington Post</i>
<i>Las Vegas Review Journal</i>	<i>Washington Times</i>
<i>Los Angeles Times</i>	<i>Winston-Salem Journal</i>

SOURCE: 2006 International CES Registration Reports

WORLDWIDE PRESS COVERAGE

MAJOR TRADE PUBLICATIONS CAPTURE THE LATEST INNOVATIONS AT CES

Several leading industry trade publications covered the 2006 International CES, highlighting new products and technologies that debuted at the show, including the latest in wireless, gaming, digital imaging, home networking, home entertainment, information technology, mobile electronics and audio/video products. Major trade publications covering the show included:

<i>12 Volts Magazine</i>	<i>E-Gear</i>	<i>Marketnews</i>
<i>3D News Daily Digital Digest</i>	<i>Electronic Business</i>	<i>Max Power Magazine</i>
<i>944 Magazine</i>	<i>Electronic Design</i>	<i>Maximum PC</i>
<i>Advertising Age</i>	<i>Electronic Design News Magazine</i>	<i>Mean Street Magazine</i>
<i>Architectural West Magazine</i>	<i>Electronic House</i>	<i>Medialine</i>
<i>Audio Magazine</i>	<i>Electronic Lifestyles Magazine</i>	<i>Mediaware Magazine</i>
<i>Audio Reviewer</i>	<i>Electronic News</i>	<i>Mobile Electronics</i>
<i>Audio Video Interiors</i>	<i>Electronics Today</i>	<i>Motor Trend</i>
<i>AudioMobile Magazine</i>	<i>Envisioneering</i>	<i>Multichannel News</i>
<i>Audiophile Voice</i>	<i>ENVY Magazine</i>	<i>Next Magazine</i>
<i>Audiotechnique</i>	<i>Event Marketer Magazine</i>	<i>Office Automation Digest</i>
<i>Autoweek</i>	<i>Fine Interiors Magazine</i>	<i>PC Magazine</i>
<i>AV Magazine</i>	<i>Fotowest Magazine</i>	<i>PC World</i>
<i>Best Magazine</i>	<i>Fresh Coast Magazine</i>	<i>Performance Auto and Sound</i>
<i>Bits & Bytes Magazine</i>	<i>Game Informer Magazine</i>	<i>Photo Industry Reporter</i>
<i>BYTE</i>	<i>Games Magazine</i>	<i>Play Magazine</i>
<i>Car Audio & Electronics</i>	<i>Gameweeek</i>	<i>Popular Photography</i>
<i>Car Sound & Performance</i>	<i>Gizmag</i>	<i>Radio Guide Magazine</i>
<i>Casino International Magazine</i>	<i>GPS Wireless News</i>	<i>Radio Magazine</i>
<i>CE Online News</i>	<i>GPS World</i>	<i>RCR Wireless News</i>
<i>CE Pro</i>	<i>Handheld Computing Magazine</i>	<i>Replay Magazine</i>
<i>CED Magazine</i>	<i>HDTV ETC. Magazine</i>	<i>Residential Systems</i>
<i>Celebrity Car Magazine</i>	<i>HDTV Insider</i>	<i>Retail Merchandiser</i>
<i>Church Production Magazine</i>	<i>HDTV Magazine</i>	<i>Robot Magazine</i>
<i>CO Magazine</i>	<i>High Definition Home Magazine</i>	<i>Satellite Business News</i>
<i>Computer Bits Magazine</i>	<i>Hispanic Trends</i>	<i>Secrets of Home Theater Magazine</i>
<i>Computer Shopper</i>	<i>Hollywood Reporter</i>	<i>Showcase Magazine</i>
<i>Connect Magazine</i>	<i>Home Cinema Digest</i>	<i>Sound & Vision</i>
<i>Connected Home Magazine</i>	<i>Home Theater Magazine</i>	<i>Stereo Mania</i>
<i>Consumers Digest</i>	<i>Home Video Retailing</i>	<i>Stereo Sound</i>
<i>Content Developer Magazine</i>	<i>IEEE Spectrum</i>	<i>Stereo Times</i>
<i>CRN Magazine</i>	<i>Image Magazine</i>	<i>Stereophile</i>
<i>Custom Retailer Magazine</i>	<i>IMO Magazine</i>	<i>Target PC Magazine</i>
<i>Dealerscope</i>	<i>Info Display</i>	<i>Tradeshow Week</i>
<i>Digital Magazine</i>	<i>Inside Entertainment</i>	<i>TV Technology</i>
<i>Digital Photographer</i>	<i>Internet Video Magazine</i>	<i>TWICE</i>
<i>Digital Times</i>	<i>IPTV Magazine</i>	<i>UHF Magazine</i>
<i>Digital TV Magazine</i>	<i>Jazz Times Magazine</i>	<i>Video Business</i>
<i>Digital World</i>	<i>King-Rides Magazine</i>	<i>Video Maker</i>
<i>DSN Retailing Today</i>	<i>Laptop Magazine</i>	<i>Wireless Week</i>
<i>EDN Magazine</i>	<i>Mac World</i>	<i>ZDNet</i>
<i>EE Times</i>	<i>Mactech Magazine</i>	

SOURCE: 2006 International CES Registration Reports

WORLDWIDE PRESS COVERAGE

2006 INTERNATIONAL CES TV AND RADIO OUTLETS

News from the 2006 International CES was hard to miss as the show was covered by at least one television station in each of the top 25 media markets in the United States.

Atlanta

WGCL – CBS

Baltimore

WJZ – CBS
WMAR – ABC
WBAL – NBC
WBFF – FOX

Boston

WBZ – CBS
WFXT – FOX
WHDH – ABC

Chicago

WBBM – CBS
WLS – ABC
WFLD – FOX
WMAQ – NBC

Cleveland

WOIO – CBS
WKYC – NBC
WKOW – ABC
WMSN – FOX

Dallas/Ft. Worth

KDFW – FOX
KXAS – NBC
KTVT – CBS
WBAP – ABC
RADIO
WFAA – ABC
KLLI – CBS RADIO

Denver

KUSA – NBC
KCNC – CBS
KWGN – WB
KDVR – FOX
KMGH – ABC

Detroit

WJR – CBS RADIO
WJBK – FOX
WXYZ – ABC

Houston

KHOU – CBS
KTRK – ABC
KRIV – FOX
KTRH – ABC Radio

Indianapolis

WTHR – NBC
WISH – CBS
WTTV – WB
WRTV – ABC

Los Angeles

KCBS – CBS
KNBC – NBC
KCAL – IND
KNX – AM
KABC – ABC
KTTV – FOX

Miami

WFOR – CBS
WBFS – UPN
WSVN – FOX
WTVJ – NBC
WPLG – ABC

Minneapolis/St. Paul

KSTP – ABC
KARE – NBC

New York

WNBC – NBC
WABC – ABC
WCBS – CBS
WPIX – WB
WNYW – FOX

Orlando

WOFL – FOX
WESH – NBC

Philadelphia

KYW – CBS Radio
WTXF – FOX
WMGM – NBC

Phoenix

KNVX – ABC
KPNY – NBC
KSAZ – FOX

Pittsburgh

KDKA – CBS
WTAE – ABC

Portland

KOIN – CBS
KGW – NBC
KATU – ABC

Sacramento

KOVR – ABC
KTXL – FOX
KCRA – NBC

San Francisco

KGO – ABC
KTVU – FOX
KPIX – CBS
KRON – NBC

Seattle

KING – NBC
KOMO – ABC
KCPZ – FOX

St. Louis

KSDK – NBC
KTVI – FOX

Tampa

WTVT – FOX
WTSP – CBS

Washington, DC

WRC – NBC
WUSA – CBS

SOURCE: 2006 International CES Registration Reports

WORLDWIDE PRESS COVERAGE

THE 2006 INTERNATIONAL CES ATTRACTS MAJOR MEDIA FROM AROUND THE WORLD

A record 944 journalists from 52 countries journeyed to the 2006 International CES, creating a vast array of CES coverage worldwide. International publications and broadcast outlets included:

Argentina

Artear S.A
Clarín Newspaper
Prensario

Australia

Bit-tech.net
Herald
VC Publications
Daily Telegraph
PC Update

Austria

The Inquirer
Kurier

Belgium

TCS Daily
Camparhaut

Brazil

Editor Europa
PC Magazine
Gradiente
Dow Jones Brazil

Canada

Target PC Magazine
CTV Television
Marketnews Magazine
La Presse
Radio Canada
Canadian Broadcasting Corp.
Globe & Mail
Quebec Audio & Video Magazine
Hub: Digital Living Magazine
News Canada
Journal de Montreal

Chile

El Mercurio

China

Beijing News
China Electronics News
Beijing Youth Daily
China Times
Economic Information Daily
China Economic Herald
China Information World
China Business Times
CETV
Guangzhou Daily
Sanlian Life Times
Shanghai Morning Post

Columbia

El Tiempo

Czech Republic

Computer Press
Stereo and Video
Foto Video
Lidove Noviny

Denmark

Politiken
Berlingske Tidende
Horisont Gruppen
T3

Finland

HiFi Magazine
Mikro Bitti

France

Home Cine DVD
Cinenow
DIGCIA Media
La Tribune
Informatique
Le Figaro
Le Point
L'usine Nouvelle

Germany

CHIP Online
Computer Reseller News
ZDF/3SAT Broadcasting
Handelsblatt
AKTIV-TV
Beiersdorf
Frankfurter Neue Presse
Zeitung
Verlag
Golem.de
Focus Magazine
Netzwelt

Hong Kong

Marketplace Publications
PC Market
Wall Street Journal Hong Kong

Israel

WSLS
The Marketer
PC Magazine

Italy

AF Digitale
Technipress
Edizioni Donegani

Japan

Nikkei Business Publications
Asahi Shimbun
Kansai Digital Press
Asahi Broadcasting
Eizo Shimbun
Geibunsha Publishing
KOTSU Times
Wall Street Journal Japan
Shueisha
Impress Watch
Fuji Sankei Business
Chemical Daily

WORLDWIDE PRESS COVERAGE

Korea

The Electronic Times
Seoul Economic Daily
The Digital Times
Maeil Business Newspaper
Financial News
The Kyunghyang Newspaper
Aving
SoHu
Donga Daily
Segye Ilbo
Munhwa Ilbo
Joonang Ilbo
Chosun Ilbo

Mexico

The Herald
El Universal
El Financiero
Reforma
Excelsior
Diario Monitor
Milenio Diario
El Economista
Matuk.com
Siempre
El Pais
Technologia Empresarial
Ed Sol de Mexico

Netherlands

HIFI Video Test
GPD
XPand
Algemeen Dagblad
Consumertenbond
Financial Daily
El Sevier
Eindhovens Dagblad

Norway

HM Nordic
Verdens Gang
Digital World
Telepress AS
Aftenposten
TV 2

Peru

El Comercio Newspaper

Philippines

Global Sources

Poland

Audio Magazine
PSX Extreme

Portugal

Diario de Noticias

Russia

ELIKS
T-3 Magazine
3D News Daily Digital Digest
Audiomobile Magazine
Art Electronics
Salon-Press
Vogelburda

Singapore

Style: Singapore Magazine

Sweden

Computer Sweden
Gadgets
Ljud & Bild
Prylguiden
Telematics Valley
Sydsvenska Dagbladet
HemmaBio

Switzerland

CE Verlags AG
Sonnenblick Publishers News
Stag ICP AG

Taiwan

Audio Art Magazine
DigiTimes
Economic Daily News
Next Magazine
The TW
Eastern Broadcasting Co.
Expert PC

Thailand

Audiophile and Videophile Magazine
Stereo Magazine

Tunisia

L'Economiste

Turkey

Hurriyet

United Kingdom

BBC Broadcasting
BBC News Online
BBC World
The Guardian
Daily Mail
T3 Magazine
Financial Times
Evening Standard
Stuff Magazine

Vietnam

Tuoi Tre

SOURCE: 2006 International CES Registration Reports

WORLDWIDE PRESS COVERAGE

RECORD NUMBER OF FINANCIAL AND INDUSTRY ANALYSTS ATTEND 2006 INTERNATIONAL CES

— As a result of attending CES, 60% of analysts will begin coverage of a new company.

SOURCE: 2006 International CES
Post-show Analyst Survey

A record number of more than 2,200 financial and industry analysts attended the 2006 International CES. The world's top financial and industry analyst firms were represented, including:

Aberdeen Financial Services	InfoTrends/CAP Ventures
AG Edwards	In-Stat
AIG Global Investment Group	J. Goldman & Co.
Ameriprise Financial	J.D. Power and Associates
Banc of America Investments	Janus Capital
Banc of America Securities	JP Morgan
Bank of Tokyo Mitsubishi	Kagan Research
Bear Stearns	Lehman Brothers
Capital One	Mellon Capital Management
Causeway Capital	Merrill Lynch
Charles River Ventures	Merrill Lynch Japan
Charles Schwab	Morgan Stanley
China Development Industrial Bank	Morgan Stanley Venture Partners
CIBC World Markets	Nomura Securities Co., Ltd.
Citibank	Nomura International (Hong Kong)
Citigroup Capital Markets	Oppenheimer & Co. Inc.
Citigroup Investment Research	Paladin Capital Group
Citigroup Smith Barney	Pequot Capital Management
Comerica Bank	PricewaterhouseCoopers
Credit Suisse First Boston	Prudential Equity Group
Deloitte & Touche	RBC Capital Markets
Deutsche Bank	Semico Research
Fidelity Investments	SG Cowen & Co.
Fidelity Investments Japan	Smith Barney
Forrester Research	The Carlyle Group
ForstmannLeff	Thomas Weisel Partners
Frost & Sullivan	TIAA-CREF
Gartner	Transamerica Investment
Gartner/Dataquest	Management, LLC
Goldman Sachs	UBS Global Asset Management
Hearst Strategic Investments	Visa USA
HSBC	Wachovia
IDC	Wells Fargo

SOURCE: 2006 International CES Registration Reports

TOP 100 CONSUMER ELECTRONICS BUYERS AT CES

Ninety-seven percent of the top CE retailers sent representatives to the 2006 International CES.

Store Name	Rank 2005	Number of Reps Sent to 2006 International CES	Estimated CE Sales in \$ Millions 2005	Store Name	Rank 2005	Number of Reps Sent to 2006 International CES	Estimated CE Sales in \$ Millions 2005
Best Buy	1	446	23,688	Nebraska Furniture Mart	51	7	183
Wal-Mart	2	83	13,678	Meijer	52	4	176
Circuit City	3	157	11,400	Big Lots	53	4	174
Dell	4	115	7,930	eCost.com	54	10	173
RadioShack	5	123	4,507	6th Avenue Electronics	55	5	169
Target	6	82	4,452	Fred Meyer Stores	56	6	168
CompUSA	7	81	4,064	R. C. Willey Home Furnishings	57	57	162
Costco Wholesale	8	80	3,134	PC Connection	58	8	153
Sears	9	55	3,073	Valuevision/ShopNBC	59	6	150
Sam's Club	10	31	2,336	Car Toys	60	21	147
GameStop	11	8	2,284	La Curacao	61	23	133
Apple Retail Stores	12	93	2,145	Magnolia Audio Video	62	46	132
Office Depot	13	20	1,921	Video Only	63	2	130
Fry's Electronics	14	79	1,760	uBid.com	64	5	130
Staples	15	63	1,690	Cambridge SoundWorks	65	6	128
Newegg.com	16	23	1,210	PC Club	66	6	108
Army-Air Force Exchange	17	16	1,100	DOD Marketing	67	14	106
Amazon.com	18	65	1,060	The Home Depot	68	16	102
OfficeMax	19	34	851	Harmony Computer and Electronics	69	2	88
Tweeter Home Entertainment Group	20	79	798	Abt Electronics	70	25	85
TigerDirect	21	17	734	DataVision	71	3	80
Sony Retail Stores	22	41	674	Comp-U-Plus	72	0	77
P.C. Richard & Son	23	11	580	Sharper Image	73	2	75
hhgregg Appliances	24	5	561	Boscov's	74	5	75
Kmart	25	7	552	Marine Corps Exchange	75	7	74
BrandsMart USA	26	11	546	Audio Express	76	23	74
Ultimate Electronics	27	81	538	Huppins Hi-Fi/OneCall	77	4	73
Gateway Computer	28	29	508	Electronics Expo	78	5	73
BJ's Wholesale Club	29	5	395	Walgreens	79	12	73
Micro Center	30	14	379	Abe's of Maine	80	2	71
Ritz Camera Retail Stores	31	7	372	Fingerhut	81	1	69
ABC Warehouse	32	8	362	ZipZoomFly.com	82	2	66
Bose	33	139	354	Ritz Interactive	83	1	64
J&R Music World	34	9	335	ShopKo Stores	84	5	57
Rex	35	9	320	Bernie's	85	6	56
QVC	36	18	301	Federated/May Department Stores	86	35	54
Conn's	37	2	287	J.C. Penney	87	8	45
PC Mall	38	13	281	Vann's	88	5	44
Buy.com	39	7	275	CyberPower	89	6	43
Overstock.com	40	13	266	Harvey Electronics	90	2	41
Home Shopping Network	41	4	260	Home Theater Store	91	3	40
Navy Exchange	42	2	259	Mickey Shorr	92	0	39
B&H Photo-Video	43	4	256	Myer-Emco AudioVideo	93	5	38
Alienware	44	7	249	Kohl's	94	4	37
American TV & Appliances	45	7	242	Ken Crane's	95	10	36
Beach Trading Company	46	0	224	Stereo Advantage	96	2	35
Game Crazy	47	1	222	Shop at Home Network	97	8	34
CDW	48	7	214	Queen City Audio Video & Appliances	98	3	33
Crutchfield	49	10	211	Anderson's TV	99	5	33
Toys 'R' Us	50	7	196	West Marine	100	2	19

SOURCE: TWICE, May 8, 2006; 2006 International CES Registration Reports.



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