



SUCCESS IN DIGITAL IMAGING



DIGITAL IMAGING

The picture of progress

With the evolution of the *third screen*,* digital imaging will continue to play an important role in the consumer electronics industry. Digital cameras are now used in more than 50% of U.S. households, a 10% increase in just one year.*

The 2007 International Consumer Electronics Show (CES®) is where digital imaging develops. Thousands of vendors, buyers, customers and prospects converge to take advantage of this momentous shift in the industry. It's where the players make partnerships and where the latest becomes legendary. And, it's where you need to be.

***third screen:** *n.* A video screen, particularly the screen on a cell phone, that a person uses almost as often as their television and computer screens.

“ONCE AGAIN, THE INTERNATIONAL CES RAISES THE BENCHMARK FOR GLOBAL EVENTS. ATTENDEE AND PRESS TRAFFIC WERE BETTER THAN EVER. THE SHOW OPERATIONS AND LOGISTICS SURPASSED EXPECTATIONS.”

—John Garlette, Director of Strategic Events, Casio Inc.



NEARLY 22,000 CES ATTENDEES ARE INTERESTED IN DIGITAL IMAGING.*

CES is where every innovation in digital imaging is represented. Any company looking to stay on top knows that attending the show is an absolute must.

Who should exhibit?

Anyone who manufactures or supplies:

- Camera phones
- Digital camcorders
- Power and batteries
- Accessories
- Embedded technologies
- Storage media
- Digital cameras
- Flash memory, memory cards and disc media
- Graphics and editing software
- Photo printers and consumables
- Photo printing, publishing and posting services

- Image and video software
 - Imaging in the living room
 - At-home photo printing
 - Retail digital photofinishing
 - Online photo services
 - Print and media consumables
 - Wireless imaging

Digital Imaging attendees and exhibitors include:

Canon, Fuji, Hewlett-Packard, Eastman Kodak, LG Electronics, Nikon, Office Depot, OfficeMax, Olympus, Panasonic, Ritz Camera, Sony, Staples, Toshiba and many more.

SPECIAL EVENTS AND DISPLAYS AT THE 2006 INTERNATIONAL CES®

- **Industry Insider:** Antonio Perez, President and CEO, Eastman Kodak
- **TechZones** introducing emerging technologies
- **CES Digital Media Training**
- **SuperSession:** The Heir to the 1-Hour Photo Throne, Brian Deagon, Technology Industry News Reporter, *Investor's Business Daily*
- And more conference sessions



EVENT SPONSORS



DIGITAL IMAGING AT CES IS A SHOW-WITHIN-A-SHOW

This icon helps attendees identify digital imaging-related products on the show floor across categories to diversify their product mix. Will they see you under this icon?



BUILD YOUR BRAND AT THE WORLD'S LARGEST TRADESHOW FOR CONSUMER TECHNOLOGY.

The CES show floor is ground zero for business growth. With breakthroughs in time and place-shifting technology occurring virtually every day, 2007 will be a milestone for consumer electronics. As the industry realigns itself, CES is the one event that will define your business for the future. Enhance your presence through tailored sponsorship and promotional opportunities, speaking opportunities, product-specific TechZones and vertical marketing campaigns.

2007 exhibit space is going fast. Don't get left behind.

Call the International CES Business Development Team
at 703-907-7662 or e-mail [**exhibit@CESweb.org**](mailto:exhibit@CESweb.org)

