

byb BUILD YOUR BRAND



DEFINING TOMORROW'S TECHNOLOGY

PRODUCED BY  CEA

THE 2005 INTERNATIONAL CES IS TECHNOLOGY'S MAIN EVENT.

We deliver the *who's who* in decision-making, with more than 44,000 industry and corporate buyers utilizing CES to compare and evaluate new products, technologies and emerging markets. And nearly three-quarters of our attendees identify themselves as final decision makers. This is crucial face-to-face time with the people who make it happen.

2,300 exhibitors

110,000 attendees

4,000 press

1,500 financial analysts

110 countries represented

global reach

UNPARALLELED
OPPORTUNITIES

The International CES gathers consumer technology professionals from around the globe and every conceivable economic sector—retail, manufacturing, automotive, financial, government, higher education, travel, healthcare, entertainment and more. They come to compare, test, buy and sell consumer electronics applications, products and services.

**LAS VEGAS, JANUARY 6–9, 2005. BOOK YOUR SPACE NOW.
YOU CAN'T AFFORD TO MISS IT.**

For more information about available opportunities to exhibit at the 2005 International CES, call (703) 907-7662 or e-mail: Exhibit@CESweb.org.

build your brand with the power OF THE INTERNATIONAL CES

No other event brings together all the essential players in so many sales and distribution channels. In fact, nearly half of the Fortune 500 companies send representatives to buy, assess and plan for future technology investments. All together—all at the International CES.

The International CES is the largest annual consumer technology show in the world and your partner in brand building. Our exhibitors use the International CES' powerful reputation and media coverage to brand themselves on a worldwide stage. And we help you connect with success. We've been doing it for 30 years.

We're the place where four days can power your whole year:

- Introduce and advance new products and services
- Gain advance knowledge of the marketplace conditions
- Reach out to your next global business partner
- Expose your brand to industry market makers and new vertical markets

The International CES delivers bottom-line results—sales, exposure and competitive posturing.

*To lock in these opportunities and the best locations, act now.
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“

SAMSUNG HAD A GREAT SHOW. I believe the industry is in the Renaissance era with exciting digital technology. And the International CES is 'the' destination that our customers say they can't miss.”

—Thomas Rhee, Vice President, Marketing Digital Convergence, Samsung Electronics America



a who's who

OF THE CONSUMER ELECTRONICS INDUSTRY

110,000 DECISION MAKERS, 110 COUNTRIES, DRIVING YOUR VISIBILITY, GROWTH AND SUCCESS.

Retail chains, mass merchants, electronics boutiques, catalog and Internet retailers, corporate and government buyers, OEMs and embedded tech companies, content creators, analysts and press.

RETAILERS — The industry's top 100 retailers average 25 representatives each at CES.

Amazon, Best Buy, Carrefour (France), Circuit City, CompUSA, eBay, Fry's Electronics, Kingfisher (U.K.), Kmart, Micro Warehouse, Office Depot, RadioShack, Sam's Club, Sears, Staples, Toys 'R' Us, Wal-Mart and many more.

CORPORATE BUYERS — Virtually every industry sector is represented: aerospace, automotive, consulting, embedded technologies, entertainment, financial services, government, healthcare, institutional, higher education, sports and fitness, travel and hospitality.

American International Group, Bank of America, CitiGroup, Exxon Mobil, FannieMae, Ford Motor Company, General Electric, IBM, JP Morgan Chase & Co., Lockheed Martin, Morgan Stanley, SBC Communications and many more.

MAJOR DISTRIBUTORS AND VARS — Ten percent of International CES attendees are market suppliers.

INTERNATIONAL — The International CES attracts 3,100 international retailers, 3,400 distributors and 750 manufacturers' reps.

MARKET MAKERS — 4,000 **press** from 40 countries, 1,500 **analysts**, more **government VIPs** than any other commercial show and 150 **universities represented**.

The International CES is *the* place to communicate your corporate message, competitive differentiation, potential and strength—and make deals happen.

“

CES IS AN EXCELLENT VENUE to launch a new industry, a new technology, a new product and a new company. Public relations, investor relations, sales contacts, business partnerships—we got to do it all in a quality environment.”

—Joseph P. Clayton, President and CEO, Sirius Satellite Radio

TAP INTO MAJOR NETWORKS PLUG INTO TECHNOLOGY TRENDS **get into the mix**

As the world's largest technology event, the International CES continues to be the premier launch pad for new products and services. Products ranging from the VCR to the Xbox debuted at the International CES. Will your product be the next to catch fire?

INTERNATIONAL CES BY THE NUMBERS

The International CES is one of the first shows to conduct a verified attendee audit, and we stand by our numbers.

- 89% of the CE industry's \$95 billion buying power attends or exhibits at CES
- Nearly three-quarters of attendees identify themselves as final decision makers
- The show attracted 44,000 industry and corporate buyers in 2003
- One out of every three attendees identifies themselves as a senior level executive

THE FOLLOWING TECHNOLOGIES WILL BE WELL REPRESENTED AT THE 2005 INTERNATIONAL CES:

- | | |
|--------------------------|--------------------------|
| — Audio | — International Business |
| — Digital Entertainment | — Mobile Electronics |
| — Digital Imaging | — The Networked Home |
| — Embedded Technologies | — Video |
| — Home Theater | — Wireless |
| — Information Technology | |

get out in front OF THE COMPETITION...

THE FOLLOWING EDUCATIONAL OPPORTUNITIES ARE AVAILABLE TO ALL EXHIBITORS AT CES:

- Keynote addresses from the world's most successful companies and individuals
- 100 conference sessions and 300 expert speakers
- Industry Insider Series



and more

The growth of the consumer electronics industry is influenced by the global stage the International CES creates to market the value and need for industry products.

UNLIKE OTHER SHOWS, THE INTERNATIONAL CES DOES NOT PROFIT FROM YOUR INVESTMENT AS AN EXHIBITOR. ALL REVENUE FROM THE SHOW IS REINVESTED BACK INTO THE CONSUMER ELECTRONICS INDUSTRY THROUGH THE ACTIVITIES OF THE CONSUMER ELECTRONICS ASSOCIATION (CEA).

THE 2005 INTERNATIONAL CES EXHIBITOR OVERVIEW



DEFINING TOMORROW'S TECHNOLOGY

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Audio

One out of every three people who attend the
International CES is there to compare, test and buy
audio products, technologies and accessories.



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THE INTERNATIONAL CES IS THE **largest** **audio technology** TRADESHOW IN THE WORLD

“

CES HAS BEEN CRUCIAL to the successful launch and tremendous growth of XM Satellite Radio and the successful introduction of new XM products each year. The strong retail partnerships formed at CES have led to XM becoming the fastest-growing audio format in the last 20 years.”

—Dan Murphy, Senior Vice President, Product Marketing and Distribution, XM Satellite Radio

EMBRACING INNOVATION **advancing audio**

Of the nearly 110,000 decision makers who attend the International CES, 40,000 are there to identify, compare, test and buy **audio products and technologies**.

They represent retailers, distributors, resellers, corporate/institutional buyers, press and financial analysts—all contributing to drive the global market for consumer electronics.

Best Buy, Cambridge SoundWorks, Circuit City, Crutchfields, Fry's Electronics, Good Guys, Myer-Emco, RadioShack, Ritz Camera, Sears, Sound Advice, Tweeter, Ultimate Electronics and Wal-Mart, to name a few.

It's not just the big, established names that benefit from the glare of the international spotlight. The International CES provides unparalleled opportunities for tomorrow's technology innovators to be seen and heard. It's the *one show* with the critical mass to put your audio technology on the world's radar screen—and keep it there.



surrounded BY SOUND

Featured at the 2004 International CES:



Digital Hollywood
Entertainment • Content • Convergence



Audio technology is evolving at warp speed. From HTIB to in-home music services, the last few years have ushered in major innovations in reproduction technology and product designs. To experienced audio professionals, these changes signal a unique opportunity to expand visibility and sales across new vertical markets.

The International CES is an audio show-within-a-show. Every exhibitor at CES has the opportunity to connect with potential audio partners, buyers, OEMs, press and analysts—and keep an eye on the competition.

TUNE INTO AUDIO AT THE INTERNATIONAL CES:

- 40,000+ attendees are interested in high performance audio hardware
Source: 2003 International CES Veris Audit Report
- Exclusive high-end audio exhibit environment at the Alexis Park
- Audio-related TechZones include Connected Home Entertainment, Digital Content Storage and TechHome

THE INTERNATIONAL CES IS IDEAL FOR MANUFACTURERS AND SUPPLIERS OF:

- Audio networking solutions
- Multi-room audio equipment and source controllers
- Amplifiers and in-ceiling, in-wall and outdoor speakers
- Digital music
- Audio hardware and software
- And more

“CES OFFERS THE PERFECT VENUE for bolstering Shure’s visibility with mainstream audiences and key influencers. Last year’s event was a huge success for raising awareness, and we expect our announcements this year will create a similar buzz.”

—Sandy La Mantia, President and CEO of Shure, Inc.

build your brand with the power OF THE INTERNATIONAL CES

Interact with customers. Make contact with hard-to-reach prospects. Explore international markets. Initiate, enhance and solidify OEM relationships. Create B2B partnerships with established and up-and-coming players. Scout the competition. And bolster your brand through custom-tailored sponsorship and promotional opportunities, speaking engagements, product-specific TechZones and viral marketing campaigns.

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Digital Entertainment

Digital Entertainment is thriving at the International CES. Mobile gaming alone will bring in from \$3 to \$10 billion in the next five years.

Source: Digital America 2003



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60% of Americans, NEARLY 145
MILLION PEOPLE, play computer and video games.

Source: *Digital America 2003*

THE ENTIRE SALES CHANNEL **on your doorstep**

If you develop, rent, sell or distribute digital entertainment—online or offline—you know the International CES is the *one show* that can deliver the entire sales channel right to your doorstep in just four days, in Las Vegas.

It's the largest cross-vertical technology marketplace in the world. A window into the future of the digital entertainment market. A wonderland of wireless, embedded and emerging technologies. And a marketing mainstay for small and large companies.

Buyers represented at the International CES include:

Amazon, Babbages, Circuit City, eBay, Electronics Boutique, GameSpot,
KB Toys, Kmart, NASCAR, NFL, Nintendo, RadioShack, Sears, Target,
Toys 'R' Us, Wal-Mart and more.

“

WITH A HOST OF NEW GADGETS in tow, and a break to get trashed and trash talked by Shaquille O'Neal in a game of *Midtown Madness III* played over the Xbox Live network, Microsoft Chairman and Chief Software Architect Bill Gates kicked off the 2003 International CES in Las Vegas.”

—Internet.com



DIGITAL ENTERTAINMENT: a show-within-a-show

Featured at the 2004
International CES:

iHollywoodForum
...the business of digital entertainment

Digital Hollywood
Entertainment • Content • Convergence



techNOwOvErload
For Home and Away



Gaming SuperSession

Entertainment at Home and Away
Knowledge Track

Convergence is transforming digital entertainment and gaming. Phones are no longer for just making calls. High-speed Internet has enabled broad new entertainment possibilities. Homebuilders are incorporating audio and video into architectural plans. Personal digital assistants are their own gaming landscapes.

The 2005 International CES groups digital entertainment in prime locations under one roof. Take full advantage of the business opportunities available—and connect with content developers, engineers, corporate buyers, homebuilders and integrators.

ZOOM IN ON DIGITAL ENTERTAINMENT AT THE INTERNATIONAL CES, AND MEET BUYERS REPRESENTING THE YOUTH MARKET.

- 30,000+ attendees are interested in home theater
- 25,000+ are interested in computer hardware and software
- 14,000+ are interested in electronic gaming
- Digital Content Storage and TechHome Techzones

Source: 2003 International CES Veris Audit Report

THE INTERNATIONAL CES IS IDEAL FOR MANUFACTURERS AND SUPPLIERS OF:

- Home networking
- Wiring
- Content development
- Audio, structured wiring or home networking solutions
- Whole-house video entertainment systems, including video source, delivery and display
- Video adapters and set-top boxes
- Multi-room audio equipment and source controllers

Get ready TO MEET THE GURUS OF GAMING,
WITH THE POWER AND REACH TO MOVE MARKETS.

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Digital Imaging

The International CES brings together more than 30,000 digital imaging retailers, distributors and buyers—all under one roof—to test and buy the newest digital imaging technologies.

With digital cameras now in use in 33 million or 31% of U.S. households, **digital imaging is driving demand** for next generation accessories, technologies and applications like digital printers, embedded technologies, specialty paper, batteries, imaging software, storage cards, card readers, display devices and more.

SOURCE: InfoTrends Research Group



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EMERGING MARKETS **explosive growth**

The International CES is *the* place to see the newest digital imaging hardware, software and accessories. Plus, you'll find all the computer hardware and software, peripherals and office applications that incorporate imaging—from image-enabled cell phones and PDAs to set-top boxes and a wide variety of home networking applications.

Who's in the market for digital imaging technology? Just about everyone.

The International CES attracts retailers, OEMs, government and corporate buyers, wireless carriers, embedded tech suppliers and content providers, including:

Amazon, Best Buy, CVS, Circuit City, Crutchfields, Datavision Computer Video, eBay, Good Guys, Micro Center, Office Depot, OfficeMax, OmniVision, RadioShack, Ritz Camera, Sears, Staples, Target and Walgreens, to name a few.

FOCUS ON DIGITAL IMAGING AT THE INTERNATIONAL CES:

- 26,600+ attendees are interested in video
- 18,300+ attendees are interested in digital imaging/video editing
- 11,000+ attendees are interested in photographic equipment

Source: 2003 International CES Veris Audit Report



brought to you by



FLASH FORWARD: bringing digital imaging into focus

Featured at the 2004
International CES:



Digital imaging goes beyond cameras. It's about capturing, editing, storing, managing, printing and sharing digital content. Flash Forward—a digital imaging show-within-a-show—ensures that every digital imaging exhibitor at the International CES has the opportunity to connect with potential partners, buyers, OEMs, press and analysts—and scout the competition.

BE A PART OF THESE DIGITAL IMAGING EXHIBITS AT CES:

- Digital Cameras
- Digital Camcorders
- Power and Batteries
- Accessories
- Embedded Technologies
- Storage Media
- 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 Pioneers – are the individuals at CES with the power and reach to move markets. Executives from leading industry players share their goals, strategies and expectations at the Digital Imaging SuperSession.

“A GOOD SHOWING AT CES is equal to a year's worth of marketing and advertising. There's no other show during the year that can draw the same volume of attendees and delivery the quality that CES has continuously accomplished year after year.”

—David Naghi, President, MOBI Technologies, Inc.

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Embedded Technologies

The International CES delivers embedded technologies
and the keys that enable convergence across technology
platforms including wireless, the home gateway, interactive
television and automotive electronics.



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embedded technologies

ARE THE **new stars** OF THE INTERNATIONAL CES.

CORE TECHNOLOGIES **untapped potential**

Chief technology officers, OEM engineers and designers, commercial partners, government buyers, researchers and developers all converge on the International CES to investigate—and invest in—embedded technologies, materials and processes.

Buyers represented at the International CES include:

Audi, BMW, Boeing, Delphi, FedEx, Ford Motor Company, GM, General Dynamics, Gulfstream, Honeywell Aerospace, Ingram Micro, Jaguar, Lockheed Martin, Maytag, Mercedes Benz, NASA, Northrop Grumman, OnStar, Raytheon, Siemens, Visteon and more.

It's not just the established names that benefit from the glare of the international spotlight. The International CES provides unparalleled opportunities for tomorrow's technology innovators to be seen and heard *today*. **It's the one show with the critical mass to put your embedded technologies in the world's engineering designs—and keep them there.**

More than 6,000 engineers and business developers annually attend the International CES to investigate emerging technologies, applications and developments.



Featured at the 2004
International CES:



MIT Media Lab



EMBEDDED TECHNOLOGIES: a show-within-a-show

Telematics, imaging, memory devices, wireless, home networking, home theater and computing. Embedded technologies are driving the growth of consumer electronics.

Take full advantage of the business opportunities available at the show. Meet chief technology officers, OEM engineers, government attendees and researchers and developers.

THE INTERNATIONAL CES IS IDEAL FOR MANUFACTURERS AND SUPPLIERS OF:

- Robotics
- Biometrics
- Voice recognition devices
- Disposable technology
- New audio media
- Nanotechnologies
- Flexible computing devices
- 2004 Featured Exhibitor: MIT Media Lab

“

THE INTERNATIONAL CES is the venue of choice by developers to position their solutions to the CE space. In 2005, the IEEE is partnering its International Conference on Consumer Electronics, with the International CES, to match the world's premier CE technical conference with the world's premier CE product exposition. Embedded technologies promise to be a major part of the technologies unveiled there.”



—Ralph Justus, President, IEEE Consumer Electronics Society;
CEA, Vice President, Technology & Standards

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Home Theater

Of the 110,000 decision makers at the
International CES, 30% are there to compare
and buy home theater audio and video
products and technologies.

THE INTERNATIONAL CES IS THE **largest** HOME THEATER TECHNOLOGY EVENT **in the world.**



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CES IS ESSENTIAL to consumer electronics companies. It is a terrific opportunity to show our latest products and get instant feedback. This year we're expanding our product lines to include new gaming, DVD recording and home networking technology."

—Steve Brothers, President, Apex Digital Inc., Ontario, California

NEXT GENERATION **entertainment**

The number of U.S. households owning a home theater system nearly doubled between 1998 and 2003, reaching 30% in January of 2003. And the market's still growing!

SOURCE: eBrain, a subsidiary of CEA Market Research

Well-established brands and tomorrow's technology innovators benefit from the glare of the CES spotlight. The International CES is the *one show* with the critical mass to put your technology on the world's screen—and keep it there.

Buyers represented at the International CES include:

Best Buy, Circuit City, Good Guys, Myer-Emco, Pulte Homes, Ryan Homes, Sears, Sound Advice and Tweeter, to name a few.



Featured at the 2004
International CES:



connect with success

AT THE INTERNATIONAL CES

From DTV systems to Plasma TVs, matrix surround sound and DVDs, we've seen major innovations in home theater technologies and product designs.

The International CES enables home theater professionals to capitalize on technologies to increase demand and improve sales.

International CES represents a home theater show-within-a-show—and ensures that exhibitors have every opportunity to connect with potential partners, buyers, OEMs, press and analysts—not to mention keeping an eye on the competition.

- 40,000+ attendees are interested in audio
- 30,000+ are interested in home theater
- 26,000+ are interested in video

Source: 2003 International CES Veris Audit Report

THE INTERNATIONAL CES IS IDEAL FOR MANUFACTURERS AND SUPPLIERS OF:

- Display Technologies
- Plasma Screens
- Set-top Boxes
- Digital Video Recorders
- Video Projection Systems
- And more

“

DIRECTV CONTINUES TO VALUE the International CES as a key opportunity to showcase our service to media and other businesses, and to meet with many of our strategic partners. We look forward to many more years of participation in the show.”

—Rosemary A. Heath, Sr. Director, Corporate Relations, DirecTV, Inc.

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International Business

The International CES is the largest
annual consumer technology tradeshow
in the world, attracting 16,000 international
buyers from 110 countries.



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Truly Global:

16,000 International Buyers, Including

- 3,400 DISTRIBUTORS
- 3,100 INTERNATIONAL RETAILERS
- 750 MANUFACTURERS' REPS

SOURCE: 2003 International CES Veris Audit Report

Connecting CONSUMER ELECTRONICS PROFESSIONALS

The International CES brings together more consumer electronics businesses than any similar trade fair. This is your chance to learn about new consumer technology trends and markets, including audio, wireless, digital imaging and home computing and networking.

CES is an unprecedented opportunity to meet with manufacturers interested in exporting outside the United States. The International CES attracts more than 2,300 exhibitors, 4,000 journalists, 1,500 financial/market analysts and 110,000 attendees from 110 countries. If you're a part of the consumer technology industry, you need to be here.

IT'S WORTH THE TRIP.

Representatives travel to the International CES from: Australia, Canada, China, France, Germany, Japan, Korea, Mexico, Taiwan, the UK and more.

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EVERY YEAR INTERNATIONAL CES OFFERS:

- An International Reception: Meet and network with exporting exhibitors and other international visitors
- Keynote presentations from top technology visionaries
- The International CES conference program: 100 conference sessions and 300 speakers, offering market-specific advice
- The Industry Insider Series: One-hour discussions with industry leaders



INTERNATIONAL CES CATERS TO THE NEEDS OF INTERNATIONAL VISITORS:

- Assistance in obtaining travel visas.
- Complementary access to business services, such as computers and fax machines.
- Complementary on-site business meeting rooms.
- 50,000 square feet of space dedicated exclusively to international delegations.
- Exclusive receptions and special Keynote seating.

breadth. depth. focus.

Educating Visitors on the Newest Industry Trends – The International CES is the industry's largest educational forum to help global companies expand their businesses and understand new technology.

International Tech Policy and Its Impact on Your Global Sales – Unites top international government officials to discuss fostering the best global market environment for consumer electronics products. Launched at the 2004 International CES, top officials from France, Germany, Korea and more provided insight on broadband deployment, technology infrastructure and intellectual property.

U.S. Export Pavilion – Features several U.S. government agencies providing advice on market research, financing, locating business partners and shipping. Exhibitors and visitors: Learn how the U.S. government can help you increase your international profits or get started in international trade.

International Gateway – Highlights international exhibitor delegations in a central location, easily identified by attendees as the core of international services and events.

International Buyer Program (IBP) Participant and CES Exporting Exhibitor Program – Features exhibitors interested in exporting opportunities outside the United States and the IBP's Global Matchmaking Program.

International Premier Package – Helps international guests access all exhibits, Keynotes, SuperSessions, conference sessions, VIP luncheons and international receptions at a discounted rate.



“THE INTERNATIONAL CES has generated tremendous business opportunities to our Hong Kong electronics manufacturers. The show has provided the vital platform for the Hong Kong Trade Development Council to promote the electronics trade between Hong Kong suppliers and buyers from all over the world.”

—Hong Kong Trade Development Council

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DEFINING TOMORROW'S TECHNOLOGY

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Information Technologies

More than 6,000 engineers and business developers
attend the International CES annually to investigate
emerging technologies, applications and developments.

Information technologies connect

ALL AREAS OF THE CONSUMER ELECTRONICS INDUSTRY,

FROM EMERGING TECHNOLOGY TO

market leadership.



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“

THE 2004 INTERNATIONAL CES is the ideal venue to unveil our new line of USB FlashWare software. We chose CES because it so closely mirrors our company vision, while providing both the audience and reach to extend our product line message.”

—DP Tsay, CEO of imagine LAN

AN INTERNATIONAL IT showcase

The International CES brings together more consumer electronics businesses than any show of its kind. It's an unparalleled opportunity to showcase new technologies, find potential OEM partners and meet with manufacturers interested in the next big thing. The International CES attracts more than 2,300 exhibitors, 4,000 journalists and 110,000 attendees from 110 countries.

AND THERE'S A STRONG IT FOLLOWING

- 25,000+ attendees are interested in computer hardware or software
- 17,400+ attendees are interested in integrated home systems
- 14,000+ attendees are interested in online/Internet
- 44,000+ attendees are industry and corporate buyers

Source: 2003 International CES Veris Audit Report

If you plan to be an IT leader in the consumer electronics industry, **you need to be here.**



Featured at the 2004
International CES:



INFORMATION TECHNOLOGIES: a show-within-a-show

The International CES is all about connecting buyers, suppliers and developers to create consumer-friendly products and applications—and develop markets.

At the International CES, exhibitors have the opportunity to increase exposure, buzz and visibility across new vertical markets. Information technology product categories are grouped together, resulting in a show-within-a-show.

Training Opportunities – bring industry visionaries together to offer you the most cutting-edge insights in these CES Knowledge Tracks:

- Business Networking
- Embedded Linux
- Emerging Technologies
- Home Networking
- And more

“THE AUDIENCE AT CES and the buzz surrounding the show make a great platform to introduce and showcase our exciting products.”

—Bennett Griffin, CEO of Griffin Technologies

build your brand with the power OF THE INTERNATIONAL CES

Interact with customers. Make contact with hard-to-reach prospects. Explore international markets. Initiate, enhance and solidify OEM relationships. Create B2B partnerships with established and up-and-coming players. Scout the competition. And bolster your brand through custom-tailored sponsorship and promotional opportunities, speaking engagements, product-specific TechZones and viral marketing campaigns.

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Mobile Electronics

The International CES is the largest mobile electronics tradeshow in the world, attracting 270+ companies and 40,000 attendees interested in mobile electronics.

Whether it's satellite radio, vehicle navigation, compressed audio, source components, wireless connectivity, audio processors or aftermarket products, the International CES is **the place to catch the newest developments in mobile electronics.**

MOBILE ELECTRONICS **shifting into high gear**

Of the 110,000 decision makers and 22,000 senior level executives who attend the International CES, more than 40,000 are there to compare and buy mobile technologies.

They include 26,000 mobile electronics professionals, 16,000 mobile computing professionals, buying groups and engineers from all the major automakers, members of the Society of Automotive Engineers (SAE) and aftermarket representatives.

Source: 2003 International CES Veris Audit Report

Buyers represented at the International CES include:

Al and Ed's Autosound, BMW, Best Buy, Bose, Car Toys, Circuit City, Crutchfield, Daewoo, DaimlerChrysler, Ford Motor Company, GM, Honda, Infiniti, Lexus, Mazda, Mercedes-Benz, Mitsubishi, Nissan, RadioShack, Saturn, Toyota, Volkswagen and Volvo, to name a few.

It's not just the established names that benefit from the glare of the international spotlight. The International CES provides unparalleled opportunities for tomorrow's technology innovators to be seen and heard today. It's the one show with the critical mass to put your mobile technology on the world's radar screen—and keep it there.



Featured at the 2004
International CES:



MOBILE ELECTRONICS: a show-within-a-show

Mobile electronics are evolving rapidly toward and encompassing audio, video, multimedia and telematics.

The 2005 International CES groups mobile electronics in prime locations under one roof. Take full advantage of meeting manufacturers, dealers, retailers, installers, OEM and aftermarket designers.

THE INTERNATIONAL CES IS IDEAL FOR MOBILE ELECTRONICS MANUFACTURERS/SUPPLIERS OF:

- Wiring
- GPS
- Mobile video
- Security
- Appearance products
- Aftermarket accessories
- Head units
- Sub-woofers
- Speakers
- And more

“

IF YOU WANT TO SEE where in-vehicle entertainment is heading, look no further than the demonstration minivan that Visteon Corp. used to show off its new partnership with Sony at the Consumer Electronics Show in Las Vegas.”

—Detroit Free Press

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Networked Home

The International CES is the largest annual home networking tradeshow in the world, attracting 28,000 attendees who specialize in home networking and automation.



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the networked home:

MERGING ENTERTAINMENT, SECURITY, ENERGY MANAGEMENT AND
INTERNET **connectivity** TECHNOLOGIES AND SERVICES.

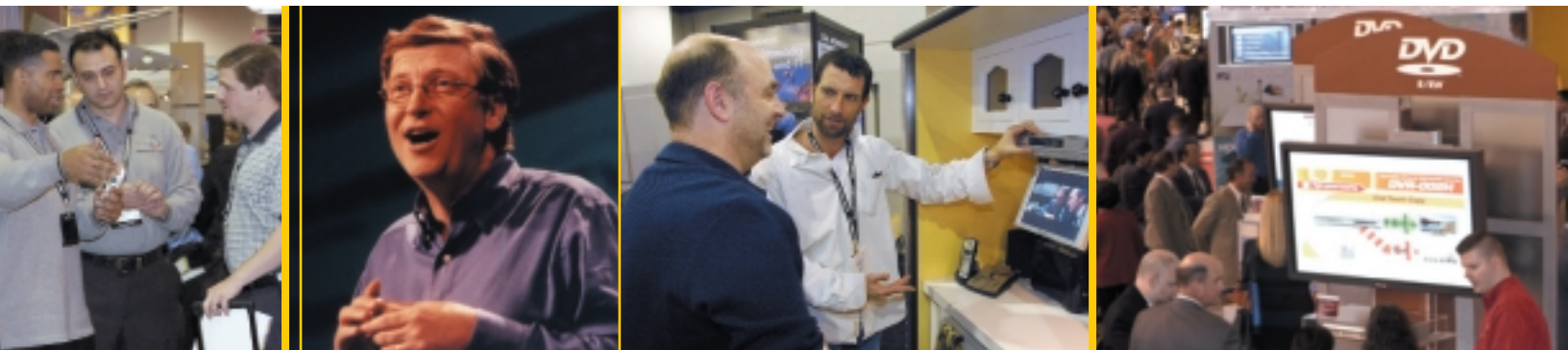
DEFINING NEXT GENERATION **integration**

What started out as a way to connect home PCs and share Internet connectivity has grown to encompass a wide range of network-enabled products, including digital audio servers, video servers, PBX-style telephony systems and residential gateways.

All segments of the CE industry have embraced the vision that the Networked Home will be a prime market at the 2005 International CES.

BUYERS REPRESENTED AT THE INTERNATIONAL CES INCLUDE:

- Architects
- Broadband service providers
- Distributors
- Home builders like Pulte and Ryan Homes
- Independent representatives
- Integrators
- Manufacturers
- Software developers
- And more



Featured at the 2004
International CES:



Knowledge Tracks:

- Entertainment at Home and Away
- Home Networking

THE NETWORKED HOME: a show-within-a-show

The International CES steers buyers and builders directly to you by grouping home networking and related technologies and services in prime locations under one roof. Connect with new markets, new partners, buyers, OEMs, press and analysts—and keep an eye on the competition.

Four Days to Power Your Whole Year

Unparalleled reach. Unrivalled technological breadth. Remarkable depth. The International CES is the one show in the world with the critical mass to put your technology, product or service on the world's screen—and keep it there.

- 30,000+ attendees are interested in home theater
- 17,400+ attendees are interested in home automation
- 16,800+ are interested in satellite systems
- 14,000+ are interested in online/Internet
- 25,000+ are interested in computer hardware/software

Source: 2003 International CES Veris Audit Report

“TAKEN AS A WHOLE, the International CES offerings represent the continuing attempt to merge the functions of digital devices in an American home, with fewer wires and less networking hassles.”

—Builder Online

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Video Technologies

By the end of 2003, consumers will invest more than \$15 billion in digital video technologies, making video one of the hottest categories at the International CES.

Source: Digital America 2003

Whether it's HDTV, mobile video, BluLaser, PVR or recordable DVD technology, the International CES is **the most important video technology showcase** of the year.



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“RECORDABLE DVD and other digital recording devices of all shapes and sizes dominated the early portion of the International CES in Las Vegas, as the industry finds newer and cheaper ways to deliver high-quality video to consumers, wherever and however they want it.”

—Videostore Magazine

WHO'S IN THE MARKET FOR **video technology**

Everyone. CES attendees represent retailers, OEMs, government and corporate buyers, embedded technology distributors, cable and satellite television companies and more.

Best Buy, Cambridge SoundWorks, Circuit City, Crutchfields, Fry's Electronics, Good Guys, Myer-Emco, RadioShack, Ritz Camera, Sears, Sound Advice, Tweeter, Ultimate Electronics and Wal-Mart, to name a few.

It's not just the established names that benefit from the glare of the international spotlight. The International CES provides unparalleled opportunities for tomorrow's technology innovators to be seen and heard today. It's the one show with the critical mass to put your video technology on the world's screen—and keep it there.



Featured at the 2004 International CES:



iHollywoodForum
...the business of digital entertainment

Digital Hollywood
Entertainment • Content • Convergence



Video technology is changing before our eyes. From recordable digital video to mobile video and HDTV, the last few years have signaled a revolution in technological capability and innovation. These changes deliver a unique opportunity to expand visibility and sales across new vertical markets.

That's why the International CES represents a video technology show-within-a-show—to ensure that every exhibitor at the International CES has the opportunity to connect with new markets, new potential partners, buyers, OEMs, press and analysts. Keep an eye on the competition—and reach out to over 26,000 attendees looking for video technologies and products.

- 30,000+ attendees are interested in home theater
- 26,000+ attendees are interested in video
- 17,400+ attendees are interested in home automation
- 16,800+ are interested in satellite systems
- 14,000+ are interested in online/Internet

Source: 2003 International CES Veris Audit Report

“

VIDEO GEAR HEADS HAVE it sweet at CES. Lightweight, hang-on-the-wall LCD and plasma screens, plus slim-line, high-definition, rear-projection TV sets and tiny, front video projectors are everywhere, with some makers (like Sharp) abandoning conventional CRT sets—even though U.S. consumers still pick up 20 million-plus of ‘em, every annum.”

—Philadelphia Daily News

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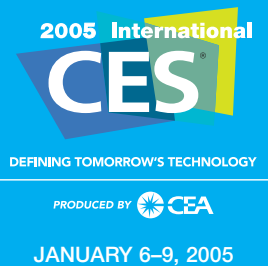
Wireless

Wireless applications, products and services
attract 250+ exhibitors, 28,000 attendees
and 1,800 journalists and analysts to the
International CES.

Processors are more powerful, and flash memory cards have greater capacity.

The consumer electronics industry carries more integrated PDAs, wireless phones and WiFi and Bluetooth connectivity than ever before.

The result is a **powerful convergence** of handheld computing and telecommunications devices.



“ HUNDREDS OF WIRELESS COMPANIES showed off their wares at the well-attended convention, and the industry's top three handset makers unveiled a range of new devices.”

—RCR Wireless News

CAPACITY, INTEGRATION **convergence**

Buyers see wireless applications, devices and technologies as the linchpin of consumer technology sales. Bluetooth, WiFi, PDAs, SPOT and 3G phones drive demand for communications, home theater, home networking, cellular, Ultrawideband (UWB), Wireless Personal Area Networks (WPAN) and Mesh Networks.

Buyers represented at the International CES include:

Best Buy, Cingular, Circuit City, FedEx, IBM, Ingram Micro, Kmart, NTT DoCoMo, RadioShack, Ritz Camera, Sprint, T-Mobile, Target, Verizon and Wal-Mart, to name a few.

The International CES provides unparalleled opportunities for tomorrow's technology innovators to be seen and heard *today*. It's the one show with the critical mass to put your wireless technology on the world's radar screen—and keep it there.



WIRELESS: a show-within-a-show

The 2005 International CES steers retailers, distributors, VARs and buyers directly to you by grouping wireless technologies and products in prime locations under one roof.

— 28,000+ attendees are interested in wireless communications

Source: 2003 International CES Veris Audit Report

THE INTERNATIONAL CES IS IDEAL FOR

Manufacturers of:

- PDAs
- Handheld computers
- Wireless notebooks
- Tablet PCs
- Wearable computing devices
- Handheld devices
- Pen-based computing
- Infrared and wireless distribution systems

Providers of:

- Wireless protocols
- Turnkey applications
- Healthcare applications
- Network storage management
- Wireless or mobile solutions software
- Security
- And more

Training Opportunities – bring industry visionaries together to offer you the most cutting-edge insights.

- Keynote: Gary Forsee, Chairman and CEO, Sprint Corp.
- Wireless SuperSession
- Wireless Retail Training and Certification
- Wireless Knowledge Track
- Wireless Retail Knowledge Track
- Car Technologies Knowledge Track

“A HUGE PART OF THE SHOW focuses on how wireless technology allows products to converge and perform multiple functions from one device. CES showcases digital technologies such as Bluetooth, Ethernet and TCP/IP that provide the conduit for the products to work together.”

—San Antonio Express-News

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