



Awards and Events at the 2011 International CES®

From awards programs and apps showdowns to tweet ups and everything in between, CES has something for everyone. Take a look at the awards and events slated for the 2011 International CES.

AWARDS



Technology & Engineering Emmy® Awards

Thursday, January 6

Reception: 6:30 p.m.

Dinner: 7:30 p.m.

The Venetian, Level 4, Marcello Ballroom

The National Academy of Television Arts and Sciences (NATAS) has presented the Emmy Awards for Outstanding Achievement in Engineering and Technical Development since 1948. For the fifth consecutive year, the awards will be presented at the International CES. Awards are presented to an individual, company, or to a scientific or technical organization for developments and/or standardization involved in engineering technologies which either represent an extensive improvement on existing methods or are so innovative in nature that they materially have affected the transmission, recording, or reception of television. For ticket and event information, visit CESweb.org/awards/techEmmys.asp.



Mashable Awards

7 p.m., Thursday, January 6

New York New York Hotel, Cirque du Soleil Zumanity Theater

The Mashable Awards Gala will bring together Mashable award winners and nominees, the Mashable community, partners, media, the marketing community, consumer electronics and technology brands, and attendees from the 2011 International CES. Celebrate the winners and the community of the Mashable Awards with special guest presenters and appearances, plus acts and performances from Cirque du Soleil Zumanity.



Hot Stuff Awards

Winners Announced: 4 p.m. Thursday, January 6

Get ready for the inaugural 2011 CES Hot Stuff Awards, where you'll find the 10 new product launches at CES that most impress *Stuff* magazine's panel of gadget experts. They will pick the most desirable, most exciting and most innovative products from the show, choices perfectly reflecting *Stuff's* editorial mantra of "gadget joy."

The 2011 CES Hot Stuff Awards will be reported on Stuff.TV and across the magazine's 29 international editions, reaching over eight million consumers worldwide.



CNET Best of CES Awards

Finalists Announced: 10 a.m. Friday, January 7

Winners Announced: 11 a.m. Saturday, January 8

LVCC, South Hall 3, Lobby

CNET produces the official awards program of CES - the Best of CES Awards, in partnership with CEA. The awards recognize the best products at the show, including a Best of Show award and a People's Voice award, as voted by the CNET audience.



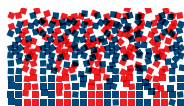
Mobile Apps Showdown

12:30 p.m., Saturday, January 8

LVCC, North Hall, Mobile Apps Stage, Room 258

Mobile app against mobile app is the premise of the competition during the Mobile Apps Showdown at the 2011 CES! Apps producers will have two minutes to demo their app, and an applause-o-meter will measure audience enthusiasm to determine the winners. All app entrants will have the chance to showcase their applications in a public viewing area as attendees get to immerse themselves in the world of apps and meet the app makers in person.

EVENTS



THE
COMEBACK
How Innovation Will Restore
The American Dream

GARY SHAPIRO
FOREWORD BY MARK CUBAN

The Comeback Book Signings with Gary Shapiro

Gary Shapiro, author of *The Comeback: How Innovation will Restore the American Dream*, will be signing copies of his book at the following locations:

Thursday, January 6

10-11 a.m. Hilton Center Lobby

6-7 p.m. International Reception, LVCC, S222, South Hall Connector

7-8 p.m. CEA Member Cocktail Party, LVCC, South Hall, International Food Market

Friday, January 7

3-4 p.m. – Barnes & Noble booth, LVCC, Grand Lobby, Outside of C1 Entrance

Saturday, January 8

10-11 a.m. Barnes & Noble booth, LVCC, Grand Lobby, Outside of C1 Entrance



D: All Things Digital at CES (by invitation only)

3:30-5:30 p.m., Friday, January 7

The Venetian

In partnership with the *Wall Street Journal*, D: All Things Digital is coming to the 2011 CES! D: All Things Digital at CES will be hosted by Walt Mossberg and Kara Swisher, and will consist of two hours of interviews and Q&A's, followed by a reception.

CES Tweet Up

4-7 p.m. Friday, January 7

Space Quest Lounge, Las Vegas Hilton

Twitter followers and friends are invited to meet the CES Social Media Team and other members of our online community at the Official CES Tweet Up. Meet social media mavens, talk tech and enjoy drink specials. Follow us at @intlCES for more information.



Last Gadget Standing

10:30 a.m., Saturday, January 8

LVCC, North Hall, Room 257

An attendee favorite, Last Gadget Standing challenges contenders to give the product demo of their lives. At stake: bragging rights as the product “most likely to change the face of technology.” See all the winners strut their stuff in this inventive, fast-paced competition. The final ten products selected will compete onstage.