



Imagine...Envision...Focus



## Quick Guide for Buyers and C-Level Executives at the 2010 International CES®

The International CES provides a platform for interaction and business exchange among both buyers and senior corporate decision makers from across the globe. In just four days, you can do business with over 20,000 industry buyers and more C-level decision makers than anywhere else. CES is the place to take in all the products, services and technologies that drive your business.



### CE Spotlights, Events and Awards



#### EHX@CES

LVCC, South Hall 2

Electronic House Expo (EHX) and *CE Pro* magazine have partnered with the CEA to create a dedicated custom electronics destination at CES. EHX@CES is a dedicated show experience with over 50 exhibiting companies, free manufacturer training, an exclusive attendee reception, complimentary access to the high-performance audio demo rooms and *CE Pro* Headquarters.



#### Innovations Design and Engineering Showcase

LVCC, Grand Lobby

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



#### Living in Digital Times

LVCC, North Hall

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

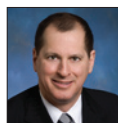
### Conference Sessions

If it's emerging, groundbreaking or market-leading, it will be covered in this year's conference sessions. Take a look at these sessions that might be of special interest to you.



#### Keynote: Steve Ballmer, Microsoft CEO

6:30 p.m. Wednesday, January 6  
Las Vegas Hilton Center



#### State of the CE Industry Keynote Address and Opening Keynote

8:30 a.m. Thursday, January 7  
Las Vegas Hilton Center

Gary Shapiro, Consumer Electronics Association (CEA)  
President and CEO



#### Alan Mulally, Ford President and CEO

8:30 a.m. Thursday, January 7  
Las Vegas Hilton Center



#### The Twitter Revolution: How The Real - Time Web is Changing the CE Landscape

10:30-11:30 a.m. Thursday, January 7  
LVCC, North Hall, N255-257

#### Staying Competitive in Turbulent Times

Noon-1 p.m. Thursday, January 7  
LVCC, North Hall, N255-257



#### Keynote: Paul Otellini, Intel President and CEO

4:30 p.m. Thursday, January 7  
Las Vegas Hilton Center



#### Consumer Electronics Supply Chain Academy 2010 Partner Program

8:30 a.m.-5:30 p.m. Friday, January 8  
LVCC, North Hall, N254-256



#### Keynote: Olli-Pekka Kallasvuo, Nokia President and CEO

9 a.m. Friday, January 8  
Las Vegas Hilton Theater



#### Keynote: Dr. Paul Jacobs, Qualcomm Chairman and CEO

11 a.m. Friday, January 8  
Las Vegas Hilton Center

## One-on-One with Federal Communications Commission Chairman

**Julius Genachowski**

Noon-1 p.m. Friday, January 8

LVCC, North Hall, N255-257



## Keynote: Zhou Houjian, Hisense Chairman

4 p.m. Friday, January 8

Las Vegas Hilton Theater

## TechZones

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



### eBooks TechZone

LVCC, Central Hall

Sponsored by: International Digital Publishing Forum

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



### i-stage TechZone

LVCC, North Hall

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

## Exhibitors

With more than 2,500 exhibitors displaying the latest technology and products in 30 categories, you'll get a first look at what consumers will be buying in the coming year and everything you need to improve your bottom line. Browse the 2010 International CES exhibitor directory for a complete list.

## Additional On-Site Resources and Services



### MyCES Personal Planner

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



### Enhance Your Show Experience with Follow Me

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

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



### CES Social Circle

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



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

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

