

10.19.09

Arizona Grand Resort | Phoenix, Arizona

i-stage

The Springboard to CES





The Pitch of A Lifetime

We here at the International CES® aren't easily impressed. Our fascination with emerging products comes down to those who are undeniably better than the rest – the ones that demand to be present in January when we unveil the largest showcase of consumer technology.

i-stage is for products in their initial stages of development. We're looking for something to resuscitate the flatliners, leaving us no less than awed. It's the chance for fledgling start-ups to prove they've got the most in-your-face, out-of-the-way-Grandpa type of release that will have us shaking in our boots because we're so freakin' hyped. Excuse our drool.

These 11 challengers hope to illustrate staggering leaps in 3D and environmental technologies, new platforms that bring together converging markets, and accessories that facilitate connectivity. What's up for grabs?

- First place, as chosen by our judges, will receive \$40,000, a turnkey booth at the 2010 CES and the option to display at CES Unveiled in New York or Las Vegas
- Second place, as chosen by our judges, receives \$7,500 and the option to display at CES Unveiled in New York or Las Vegas
- Fan favorite, as chosen by our audience, receives \$2,500 and the option to display at CES Unveiled in New York or Las Vegas

In other words, with an audience of more than 110,000 industry decision makers watching, this is the pitch of a lifetime.



The Inaugural Competition

In the tech world, the i's have it. Imagination, inspiration, and, of course, innovation are all part of the formula for success. Check out how these companies springboarded to success after the inaugural i-stage held in Las Vegas last year.



Boxee Breaks All Boundaries

Launched from i-stage to their major debut at CES, Boxee, a portal for Web-based content and entertainment, was named by *BusinessWeek* as one of the “20 Most Important Inventions of the Next 10 Years.” The *New York Times* documented Boxee being swarmed by dozens of CTOs at their CES debut, and within a month of winning i-stage, they had raised more than \$4 million in venture capital funding. A year later that sum has surpassed \$10 million.

“On the first day of the Consumer Electronics Show ... two dozen chief technology officers from the country’s largest cable operators visited the [i-stage winner] Boxee’s demonstration area. Then they told their colleagues, who swarmed Boxee’s booth over the next three days of the show.”

-New York Times



Minoru 3D Webcam Gains a New Dimension at i-stage

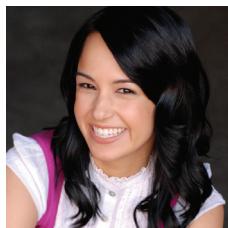
After winning “Fan Favorite” at i-stage last year, the Minoru 3D Webcam got its first public showing at the International CES in January. “There has been tremendous interest in the Minoru 3D Webcam, and I’m excited to finally have products that people can try out,” said Minoru designer David Holder. Indeed, Minoru’s CES debut was covered in innumerable blogs and news sites like *Engadget*, *Discover Magazine*, *CNET*, *NBC*, *BBC* and more.

Learn more about past champions at <http://i-stage.CE.org/>



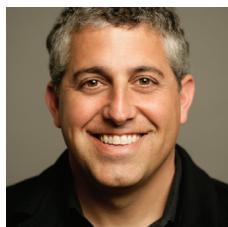
Judges

This year's panel of judges represent inventors, entrepreneurs, venture capitalists and the media. They know the ins and outs of the industry and will recognize which products have loopholes and which are ready for the limelight. And while it's true they can't let everyone go home a winner, they're also eager to hand out some seasoned advice.



Natali Del Conte

Don't let Natali Del Conte's sweet demeanor fool you. Having taken the pulse of the cool and the bizarre for CNET, CBS and TechCrunch among others, Natali has never been afraid to announce which products leave her obsessed and which are just a mess. She knows her stuff, be it social media or gaming, making her a great gatekeeper for all gadgets wanting to graduate to the stage at CES. Will you be her pick or pan?



Blake Krikorian

Blake Krikorian knows what it's like to be on the verge of a successful start-up enterprise. Over the past 19 years, his products have revolutionized the way people engage with and consume TV and digital media. As the co-founder, chairman and CEO of Sling Media Inc., his Emmy award-winning Slingbox taught us the true concept of anytime, anywhere content.

Named to *Forbes'* "E-Gang," and listed among the 25 most influential people in mobile technology, credentials bringing Blake to the i-stage panel are numerous. His firm id8 has advised Microsoft, AMD, AT&T, Toshiba, Hitachi, Samsung and Time Warner on product strategy. What advice will he have for your great ideas?



Judges

Ross Levinsohn



Tapped by Rupert Murdoch to devise digital strategy for News Corp., Ross Levinsohn made dynamic investments including the acquisitions of MySpace and IGN.com, which bolstered the company as a digital powerhouse.

As president of Fox Interactive Media, the FOX Network of sites became one of the largest on the Internet with record setting growth of more than 140 million monthly users. He also oversaw a partnership with Google, which will yield the company nearly \$1 billion in advertising. Ross is currently a managing partner of Fuse Capital, where he continues to evaluate digital media investments.

Jeff Pulver



An audience favorite at the inaugural i-stage, Jeff Pulver returns to the fold to test the cracks in all our competitors. Pulver, the founder of pulver.com and co-founder of Vonage, is known in *BusinessWeek* as an exalted “tech guru” for enabling new forms of communication, be it pioneering the voice-over-IP (VoIP) industry to the emergence of TV on the Net and pursuing numerous conferences on social media.

With well over a decade of experience as a self-proclaimed technology anthropologist and early-stage seed investor, Jeff can decipher whether a product has the viability to make a positive impact, and his thought leadership has left behind serious entrepreneurial footsteps to follow.



Finalists

CubicVue LLC

CubicVue 3D Filter

cubicVue

Edward Miller

Chief Operations Officer

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CubicVue is an optical filter that allows viewers to experience stereoscopic 3D content on any flat panel display, without the use of clunky 3D glasses. Unlike other glasses-free 3D technologies, CubicVue's patent-pending color filter barrier pattern does not degrade image resolution. It may be layered over existing screens as an attachment or may be embedded in displays, making it the perfect way to add stereoscopic 3D to any display, gaming device, or portable media player.

Entourage Systems Inc.

The eDGe

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The eDGe is an industry-changing, interactive, dual-display e-reader, notebook and netbook in one. This product provides users a comprehensive platform to read e-books and documents, surf the Internet, take digital notes, send e-mails and IMs, watch movies and listen to music from a single console, eliminating the need to carry several devices that only perform a fraction of those functions – thus enhancing the way we learn, do business and entertain.

**IMMERZ Inc.****KOR-FX**

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Driven by a novel and proprietary accusto-haptic technology, KOR-FX® delivers an unparalleled immersive experience to anyone playing a video game, watching a movie or listening to music. Compact, portable and platform-independent, KOR-FX uses the human body itself to unlock its "7th Sense"®, which causes the listener to feel intensely "there" in an entirely new and powerful way. Entertainment media of any kind will never be the same with KOR-FX.

**MELD Technology Inc.****WholeHomeHD™**

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**Regen Inc.
ReNu™**

regen™

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ReNu™ is a personal solar power generation and storage system. Created by Regen, the light powered personal and home electronics company, ReNu makes meaningful participation in solar power possible at the individual scale. Designed to generate and store electricity in any sunlit environment, ReNu turns light into power for a whole family of ReNu extension products or any device equipped with a USB power inlet.

With a crisp, modern design and engaging information display, ReNu fully represents Regen's belief that leaping forward toward solar power should not require stepping back from performance, design and enjoyment.

**Tenrehte Technologies
PICOWatt**

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**ThinkEco Inc.
the modlet**



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Chief Business Officer
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Technology has finally arrived to modernize your decades-old outlet. The modlet system brings efficiency to your electricity use, so you can easily save money and the environment. It is affordable and plugs in right over your existing outlets for hassle-free self-installation. In addition, our modlet Web application enables an interactive conservation experience where you can control your outlets remotely, team up with friends on green challenges, and share savings tips with the Web community.

**ThinkOptics Inc.
iWavit™**



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The iWavit™ is a made for iPhone™/iPod™ accessory that turns the iPhone or iPod Touch into a reconfigurable remote control for directly controlling a PC/Mac or practically any CE device. When the Wavit USB HID dongle is attached to a PC, the iWavit controls the cursor through direct pointing - simply point the iPhone at the TV screen to control the cursor. The iWavit also functions as a universal IR remote, wireless keyboard and microphone.



**Valencell Inc.
Healthset®**



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Valencell's Healthset® technology monitors vital signs and physical activity through audio earbuds, such as wireless mobile phone headsets. Users simply put on the Healthset® enabled wireless headset, go about their daily routine, talk on the phone, enjoy music, and exercise while the Healthset® tracks heart rate, distance traveled, calories burned and VO₂max (aka aerobic fitness). Data is sent wirelessly to devices, such as mobile phones and websites, where fitness assessments are enjoyed.

**ZAGG Inc.
ZAGGbox**



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ZAGG Inc. specializes in cutting-edge consumer electronics and accessories like the invisibleSHIELD™ and ZAGGaudio™. Since 2005, ZAGG has grown from a backyard workshop, to a publicly traded [NASDAQ:ZAGG] trendsetter that thrives on breaking barriers and innovative thought. The ZAGGbox is ZAGG's latest innovation that allows you to simplify your life by storing, streaming and enjoying your personal media, both in your home and on your iPhone. Added functionality will be possible through future software updates.



zero1.tv GmbH

VooMote



zeroone.tv

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The VooMote revolutionizes the way we control our media. With simple finger moves on a touchpad, the VooMote becomes an intuitive remote control. Even the proximity of the controlling hand and gestures towards the VooMote are recognized. Today, the living room gets connected: all our media, the Internet and Web-based applications turn the TV into so much more. For this, the VooMote offers a future-driving control concept with an innovative user interface.

**Special Thanks
to our
media partner:**





CEA Events

CEA sponsors a variety of events to educate the industry and unite manufacturers, retailers and market movers. From the flagship International CES® to the CEA Industry Forum, CEA works year-round to grow and shape the future of consumer electronics.



**International CES New York
Press Preview featuring CES
Unveiled@NY**
November 10, 2009
New York, NY



Future of Television East
November 18-19, 2009
New York, NY



2010 International CES®
January 7-10, 2010
Las Vegas, NV



Digital Music Forum East
February 23-24, 2010
New York, NY



Greener Gadgets Conference
February 25, 2010
New York, NY



EHX Spring 2010
March 24-27, 2010
Orlando, FL



Digital Patriots Dinner
Spring 2010
Washington, DC



CEA Washington Forum
Spring 2010
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**CEA Line Shows and
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New York, NY



**CEO Summit and
Board Retreat**
June 16-19, 2010



2010 SINOCES
July 8-11, 2010
Qingdao, China



**2010 CEA Industry
Forum**
October 17-20, 2010
San Francisco, CA



**Technology & Standards
Fall Forum**
October 17-20, 2010
San Francisco, CA



imagine the innovations.

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