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CEA

# 2013 conference program

*Delight in  
the discovery.*



TUESDAY, JANUARY 8–FRIDAY, JANUARY 11, 2013 \* LAS VEGAS, NEVADA

Innovation and technology continue to advance at breathtaking speed and with ever-wider reach into the global marketplace. Consumers worldwide love, want and depend on — dare we add, stand in line for — their devices, and devour content faster than Pac Man ate those little dots. The 2013 Conference Program turns the spotlight on the best innovations, exciting new technologies, promising players and trends in consumer expectations and demand. Our industry is fast, frenzied and fascinating, and we've captured everything you need to know about here. Explore emerging markets, hot new content, the latest in connectivity at home and for enterprise, disruptive technologies, solutions to privacy and piracy ... what you can learn in these conference sessions is virtually endless. So dive in, sign up early — lots of popular sessions sell out — and come away recharged!



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Session material as of December 4, 2012. Visit [Conference.CESweb.org](http://Conference.CESweb.org) for current program updates.

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# Conference Overview

Session material as of December 4, 2012. Visit [Conference.CESweb.org](http://Conference.CESweb.org) for current program updates.

| * requires separate registration   | <b>FREE with your 2013 CES Registration: Exhibits Plus Pass</b> | All Access Pass | Entertainment Matters Pass | CE Pass | Multi-Day | Full-Day | Half-Day | Individual Sessions |
|--|---|-----------------|----------------------------|---------|-----------|----------|----------|---------------------|
| 2nd Screen Summit at CES*  |   |                 |                            |         |           |          |          |                     |
| 3D's 20/20 Vision  | ■   | ■               | ■                          | ■       |           |          |          |                     |
| Broadband Unlimited  |   | ■               |                            |         |           | ■        |          |                     |
| Business Insights  |   | ■               | ■                          | ■       |           |          |          | ■                   |
| Cable Conference at CES  |   | ■               | ■                          |         |           | ■        |          | ■                   |
| CEA Research Summit at International CES   | ■   | ■               | ■                          | ■       |           |          |          |                     |
| CEPro Forum at CES   |   | ■               |                            |         |           | ■        |          |                     |
| CES Government 2013*   | Refer to Page 17 for Pricing and Registration Information       |                 |                            |         |           |          |          |                     |
| Connect2Car  | ■   | ■               | ■                          | ■       |           |          |          |                     |
| CONNECTIONS™ Summit  |   | ■               |                            |         |           | ■        |          | ■                   |
| Content and Disruptive Technologies  |   | ■               | ■                          | ■       |           |          |          | ■                   |
| Content in the Cloud   |   | ■               | ■                          |         |           | ■        |          |                     |
| Developer University at CES  | ■   | ■               | ■                          | ■       |           |          |          |                     |
| Digital Health Summit  |   | ■               |                            |         | ■         |          |          |                     |
| Digital Hollywood  |   | ■               | ■                          |         |           | ■        |          | ■                   |
| Emerging Technology  |   | ■               | ■                          | ■       | ■         |          |          | ■                   |
| Fitness Tech   | ■   | ■               | ■                          | ■       |           |          |          |                     |
| Games Summit at CES  |   | ■               | ■                          |         |           | ■        |          |                     |
| HigherEdTECH   |   | ■               |                            |         |           | ■        |          |                     |
| Home Entertainment   |   | ■               |                            | ■       | ■         |          |          | ■                   |
| IEEE: International Conference on Consumer Electronics (ICEE)*                                 | Refer to Page 44 for Pricing and Registration Information       |                 |                            |         |           |          |          |                     |
| In-Vehicle Technology  |   | ■               | ■                          | ■       |           |          |          | ■                   |
| Innovation Policy Summit   | ■   | ■               | ■                          | ■       |           |          |          |                     |
| Just the Facts: Research, Reports and Revelations  | ■   | ■               | ■                          | ■       |           |          |          |                     |
| Kids@Play and MommyTech  | ■   | ■               | ■                          | ■       |           |          |          |                     |
| Lifestyle Technologies   |   | ■               | ■                          | ■       | ■         |          |          | ■                   |
| MacTech Insight: Your Expert Peek Inside the Apple Market                                      |   | ■               |                            |         |           | ■        |          |                     |
| MEMS and the Consumer Connection   |   | ■               |                            |         |           |          | ■        |                     |
| PMA@CES Conference Sessions  |   | ■               |                            |         | ■         |          |          | ■                   |
| Silvers Summit   |   | ■               |                            |         | ■         |          |          |                     |
| Smart Homes & Digital Consumers: Sponsored by J.D. Power and Associates                        | ■   | ■               | ■                          | ■       |           |          |          |                     |
| Smartphones and Tablets Conference   |   | ■               | ■                          |         | ■         |          |          | ■                   |
| Storage Visions® 2013*   | Refer to Page 68 for Pricing and Registration Information       |                 |                            |         |           |          |          |                     |
| The International Academy of Web Television Presents: The Digital Entertainment Transformation |   | ■               | ■                          |         |           | ■        |          |                     |
| THX Certified Home Theater Professional Level 1  |   |                 |                            |         |           |          |          | ■                   |
| Tweet House Presents: Innovations in Social Business   |   | ■               | ■                          |         |           |          | ■        |                     |
| Variety's Entertainment Summit: Film & Technology  |   | ■               | ■                          |         |           |          | ■        |                     |
| Variety's Entertainment Summit: TV & Technology  |   | ■               | ■                          |         |           |          | ■        |                     |
| Wireless Communications  |   | ■               | ■                          | ■       |           |          |          | ■                   |
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# Conference Pricing

Session material as of December 4, 2012. Visit [Conference.CESweb.org](http://Conference.CESweb.org) for current program updates.

## EXHIBITS PLUS PASS

\$200

This pass is included with your 2013 CES registration. It allows you access to the exhibit floor, all Keynote Addresses, SuperSessions and the following **FREE** Conference Tracks and Sessions: 3D's 20/20 Vision, CEA Research Summit at International CES, Connect2Car, Developer University at CES, Emerging CE Technology: A Preview of the IEEE ICCE's Most Interesting Technology, Fitness Tech, How to Rock the Chain Buyer Meeting, Innovation Policy Summit, Just the Facts: Research, Reports and Revelations, Kids@Play and MommyTech, Lifestyle Technologies, Smart Homes & Digital Consumers: Sponsored by J.D. Power and Associates, The Rise of the Next Mobile Internet: New Networks, Devices, Demands.

## ALL ACCESS PASS

\$1,600

**Includes:** 3D's 20/20 Vision, Broadband Unlimited, Business Insights, Cable Conference at CES, CEA Research Summit at International CES, CEPro Forum at CES, Connect2Car, CONNECTIONS™ Summit, Content and Disruptive Technologies, Content in the Cloud, Developer University at CES, Digital Health Summit, Digital Hollywood, Emerging Technology, Fitness Tech, Games Summit at CES, HigherEdTECH, Home Entertainment, In-Vehicle Technology, Innovation Policy Summit, Just the Facts: Research, Reports and Revelations, Kids@Play and MommyTech, Lifestyle Technologies, MacTech Insight: Your Expert Peek Inside the Apple Market, MEMS and the Consumer Connection, PMA@CES Conference Sessions, Silvers Summit, Smart Homes & Digital Consumers: Sponsored by J.D. Power and Associates, Smartphones and Tablets Conference, The International Academy of Web Television Presents: The Digital Entertainment Transformation, Tweet House Presents: Innovations in Social Business, Variety's Entertainment Summit: Film & Technology, Variety's Entertainment Summit: TV & Technology, Wireless Communications, SuperSessions and Keynote Addresses.

## ENTERTAINMENT MATTERS PASS

\$1,000

**Includes:** 3D's 20/20 Vision, Business Insights, Cable Conference at CES, CEA Research Summit at International CES, Connect2Car, Content and Disruptive Technologies, Content in the Cloud, Developer University at CES, Digital Hollywood, Emerging Technology, Fitness Tech, Games Summit at CES, Home Entertainment, In-Vehicle Technology, Innovation Policy Summit, Just the Facts: Research, Reports and Revelations, Kids@Play and MommyTech, Lifestyle Technologies, Smart Homes & Digital Consumers: Sponsored by J.D. Power and Associates, Smartphones and Tablets Conference, The International Academy of Web Television Presents: The Digital Entertainment Transformation, Tweet House Presents: Innovations in Social Business, Variety's Entertainment Summit: Film & Technology, Variety's Entertainment Summit: TV & Technology, Wireless Communications, SuperSessions and Keynote Addresses.

## CE PASS

\$700

**Includes:** 3D's 20/20 Vision, Business Insights, CEA Research Summit at International CES, Connect2Car, Content and Disruptive Technologies, Developer University at CES, Emerging Technology, Fitness Tech, Home Entertainment, In-Vehicle Technology, Innovation Policy Summit, Just the Facts: Research, Reports and Revelations, Kids@Play and MommyTech, Lifestyle Technologies, Smart Homes & Digital Consumers: Sponsored by J.D. Power and Associates, Wireless Communications, SuperSessions and Keynote Addresses.

## MULTI-DAY CONFERENCE TRACKS

\$600

**Price is for one of the following tracks:** Digital Health Summit, Digital Hollywood, PMA@CES Conference Sessions, Smartphones and Tablets Conference.

## FULL-DAY CONFERENCE TRACKS

\$500

**Price is for one of the following tracks:** Broadband Unlimited, Cable Conference at CES, CEPro Forum at CES, CONNECTIONS™ Summit, Games Summit at CES, HigherEdTECH, MacTech Insight: Your Expert Peek Inside the Apple Market, Silvers Summit, The International Academy of Web Television Presents: The Digital Entertainment Transformation.

## HALF-DAY CONFERENCE TRACKS

\$350

**Price is for one of the following tracks:** Content in the Cloud, MEMS and the Consumer Connection, Tweet House Presents: Innovations in Social Business, Variety's Entertainment Summit: Film & Technology, Variety's Entertainment Summit: TV & Technology.

## INDIVIDUAL SESSIONS

\$300

**One (1) session within:** Business Insights, Cable Conference at CES, CONNECTIONS™ Summit, Content and Disruptive Technologies, Digital Hollywood, Emerging Technology, Home Entertainment, In-Vehicle Technology, Lifestyle Technologies, PMA@CES Conference Sessions, Smartphones and Tablets Conference, Wireless Communications.

## THX CERTIFIED HOME THEATER PROFESSIONAL LEVEL 1

\$550

*Not included in the All Access Pass.*



## Conference Tracks

*Get ready to be enthralled! Our conference tracks capture all that's exciting about the technology trends that matter to you. Engage with experts in B2B, M2M and 2nd Screen. Get the lowdown on over-the top everything. Get inside the integration story. In every category, we reveal the trends, trial balloons and tactics in play in 2013. Stay ahead and sign up today for your favorites, including some fantastic FREE sessions!*

## Conference Tracks

Session material as of December 17, 2012. Visit [Conference.CESweb.org](http://Conference.CESweb.org) for current program updates.



### 2nd Screen Summit at CES

January 7 | Wynn Las Vegas

*Join the 2nd Screen Society for a half day of expert, in-depth panels, educational presentations and thought leadership around the emerging 2nd Screen ecosystem and enabling technologies. It's a must-attend for executives in CE, broadcast, advertising and content and for service provider partners who are developing cutting-edge apps and companion programming. The event is produced by the Media and Entertainment Services Alliance (MESA) in cooperation with the 2nd Screen Society.*

Please visit [2ndScreenSociety.com/CES](http://2ndScreenSociety.com/CES) or contact [Guy@MESAlliance.org](mailto:Guy@MESAlliance.org) for session and registration information.

#### PRICING

|                                  |       |
|----------------------------------|-------|
| Service Provider                 | \$495 |
| Content Holder                   | \$295 |
| Invited Guests                   | \$195 |
| MESA, 2nd Screen Society Members | \$195 |
| Press                            | FREE  |

# Conference Tracks

Session material as of December 17, 2012. Visit [Conference.CESweb.org](http://Conference.CESweb.org) for current program updates.



## 3D's 20/20 Vision

With 40 major 3D movies arriving in 2013, and millions of 3DTV's now in homes around the world, the 3D ecosystem is growing rapidly. From China to Brazil to Russia to Hollywood ... content creators are building business plans to tap revenues from this ever-growing consumer base. What's coming in 3D, and what will the united 3D ecosystem look like? Where do Autostereo, Ultra HD, OLED and other advanced displays fit into this formula? Is there something to be learned from skeptics? The International 3D Society and 3D@Home Consortium bring the leaders in 3D image capture, conversion, television, gaming, mobile and digital technology to this year's CES to showcase the content and the opportunities consumers will be talking about in 2013.

FREE

Tuesday, January 8

LVCC, North Hall, N262

1-1:30 p.m.

### The Big Picture: 2013 Preview

Hollywood finished 2012 strong with blockbusters *The Hobbit* and *Life of Pi*. In 2013, expect to see more than 40 3D releases from acclaimed directors, as multiplying 3D Blu-ray titles stimulate global sales. What movies will be hot this year? How much net profit can 3D add to a 2D franchise?

**Moderators:** Jim Chabin, President, International 3D Society and 3D@Home  
David Cohen, Associate Editor, Features, *Daily Variety*

**Panelists:** Rick Heineman, Sr. VP, Marketing Communications, RealD  
Jim Mainard, Head of Digital Strategy, DreamWorks Animation (DWA)  
Tom Morrod, Director, Consumer & Media Technology, IHS Global Ltd.  
Steve Schklair, CEO, 3ality Technica  
William Sherak, President, StereoD

1:30-2:15 p.m.

### 3DTV World View 2013

Households worldwide are adopting 3D-enabled TVs at breathtaking speed. What are key players in 3DTV planning for 2013? What programming investments are they making? What genres are most popular with viewers? Key decision makers in 3DTV share their "World View 2013."

**Moderator:** Adrian Pennington, Editor, Journalist, Copywriter

**Panelists:** David Brenner, CEO, Principal Media  
Bryan Burns, VP, Strategic Business Planning and Development, ESPN  
John Cassy, Director, Sky 3D, bSkyb  
Tom Cosgrove, Co-Chair International 3D Society and 3D@Home and CEO, 3net

2:15-2:45 p.m.

### The Summer Olympics London:

#### 3D's Historic First

For over a century the Olympics have been a stunning platform for new technologies. 2012's London Games added to the legacy of firsts with the introduction of 3D telecasts. Our colleagues at Panasonic take you behind the scenes and share their insights on capturing this global spectacle in 3D.

**Presenter:** Eisuke Tsuyuzaki, CTO, Panasonic Corp. of North America

# Conference Tracks

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2:45-3:15 p.m.

### 3D Consumer Connection — The CE/Content Partnership

In 2013 consumers will access content seamlessly, thanks to new partnerships between content creators and TV manufacturers. Join Walt Disney Studios as they show you how viewers will acquire and watch their favorite 3D content at the push of a button.

**Moderator:** Chris Chinnoc, Editor, Insight Media

Scott Hettrick, Editor-in-Chief, Hollywoodinhidef.com

**Presenter:** Yulia Poltorak, VP, International In-Home Sales, The Walt Disney Studios

3:15-3:45 p.m.

### 3D Anywhere, Anytime — Theatrical to Tablets

With more than 200,000 patents pending for 3D technology, major companies are poised to churn out myriad new products. Will the entertainment industry continue to lead? What about military and medical applications? Who's funding new 3D application platforms? What's in the pipeline, and when will 3D content be more affordable?

**Moderator:** Carolyn Giardina, Contributing Editor, Technology, *The Hollywood Reporter*

**Panelists:** Grant Anderson, Executive Director, Sony 3D Technology Center, Sony Corporation of America, Sony Picture Studios  
Matt Liszt, VP, Marketing, MasterImage 3D  
Bernard Mendiburu, VP, Professional Market, Volfon — 3D Consortium  
Kathleen Schroter, Executive Manager, 3D Innovation Center, Berlin, Fraunhofer Heinrich Hertz Institute Berlin  
Lisa Truitt, President, National Geographic Cinema Ventures

3:45-4:25 p.m.

### 3D: Eye Can See Clearly Now — The New Prescription

3D medical applications play an ongoing role in the global eye health discussion. What will advance the development of better 3D products and practices? How is 3D changing doctor-patient relationships? We share the latest perspectives, products and prescriptions from the experts who see 3D eye health clearly.

**Presenters:** Maria Costeira, CEO, XPAND

Michael Duenas, Chief Public Health Officer, American Optometric Association  
Jim Sheedy, Director of Research, Pacific University Oregon

4:25-5 p.m.

### From HD to Ultra Hi-Def to Auto Stereo

4K and Ultra Hi-Definition are the next steps in 3D's evolution. Is the industry's messaging right for the consumer rollout of this technology? Is Ultra Hi-Def just ultra-hype? Are auto stereo products ready for prime time? Bring your questions to our panel as they position 3D in this brave new-tech product world.

**Moderator:** Carolyn Giardina, Contributing Editor, Technology, *The Hollywood Reporter*

Scott Hettrick, Editor-in-Chief, Hollywoodinhidef.com  
**Panelists:** Ken Lowe, VP and Co-Founder, VIZIO  
Peter Lude, Sr. VP, Engineering, Professional Solutions of America, Sony Electronics Inc.  
Dan Schinasi, Co-Chair International 3D Society and 3D@Home and Sr. Marketing Manager, Samsung Electronics America

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## Broadband Unlimited

Evolving broadband technology gives consumers unlimited access to what they need to live, and presents service providers, device manufacturers and app developers with new opportunities — as well as threats that might make them obsolete. *Broadband Unlimited*, produced by Team Lightbulb, explores the connection between consumer demand for broadband-enabled devices and services and the resources that meet these demands. Whether you're a provider, manufacturer, distributor or developer, you can't survive without understanding what's happening in consumer electronics.

### PRICING

All Access Pass  
Full-Day Program

\$1,600  
\$500

Monday, January 7

LVCC, North Hall, N256

9-9:50 a.m.

### Satellite Broadband: Positioned for Dramatic Growth

Satellite broadband is no longer hampered by limited capacity and speeds. Hear ViaSat (Wildblue) and HughesNet share their plans for expanding service, the role of satellite broadband in the evolving marketplace and what the new services mean to satellite broadband retailers and to existing and future satellite broadband customers.

Moderator: Joseph Widoff, Executive Director, Satellite Broadcasting and Communications Association

Panelists: Allen McCabe, Director, Sales, Hughes Network Systems  
Dan Turak, VP, Sales and Distribution, ViaSat Communications

10-11:30 a.m.

### Ultra-High Definition Demystified

Go behind the scenes of a recent global demonstration of SHV/Ultra-HD put on by NHK, BBC and Comcast/NBC Universal during the London Olympics. Hear experts discuss the state of the technology and displays and their impact on consumers and related industries, with special attention paid to the 4K vs. 8K conundrum.

Moderator: Greg DePriest, EVP, Rhinestone Technology

Panelists: Hugo Gaggioni, CTO, VP Technology, Sony Professional Solutions of America, Sony Electronics Inc.  
Nandhu Nandakumar, President, LG Technology Center of America  
Sheau Ng, VP, NBC Universal  
Yoshiaki Shishikui, Head of Advanced TV Systems Research Div., Science and Technology Research Labs, NHK, Japan  
Larry Thorpe, Sr. Fellow, Professional Engineering & Solutions Division, Canon U.S.A.

11:40 a.m.-12:30 p.m.

### New Marketplace Structures in Broadband Competition

This session is about the unexpected impact of dynamic competition in the Internet ecosystem and the rise of new marketplace structures that are upending the way we look at value creation and competition in the Internet space. These changes are affecting industry players, consumers and policymakers.

Moderator: Walter McCormick, President and CEO, USTelecom

1-1:50 p.m.

### Forecasting the M2M Future: Which Business Models, Technologies and Regulation Will Prevail?

Three billion mobile devices are expected to connect via U.S. communications networks by 2016. This session discusses which breakthrough M2M business models are likely to succeed; surveys how leading M2M technologists and business strategists are planning for the future; and assesses which regulatory approaches can best support M2M.

Moderator: Jonathan Spalter, Chairman, Mobile Future

Panelists: Alex Brisbourne, President and COO, KORE Wireless Inc.  
Jim Kohlenberger, President, JK Strategies  
Peter Marx, VP, Business Development and Digital Studio, Qualcomm Labs

2-2:50 p.m.

### Social TV: Impact on Social Media, TV Consumption, Discovery and Measurement

Today most broadcasters are spending significant money on social TV engagement and measurement, while many of the larger consumer video providers are integrating social media technology into first- and second-screen platforms. Our expert panel discusses the impact of social media on TV consumption, discovery and measurement, plus longer-term opportunities in the social TV marketplace.

Moderator: Michael Wolf, Chief Analyst, NextMarket Insights, *Forbes* and GigaOM Contributor

# Conference Tracks

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3-3:50 p.m.

### Today's Digital Diet: How Understanding Evolving Consumption Habits Is the Key to Reaching Your Target Audience

Sharing insights derived from a wide range of comScore data sets, we delve into the evolving digital landscape and reveal how consumers are using various devices to consume content. Go beyond the current state of digital consumption and learn what you can expect as device adoption continues to grow.

Presenter: Mark Donovan, Sr. VP, Mobile and Analytics, comScore Inc.

4-5 p.m.

### Introducing the All-IP Telco

Go inside the transition to all-IP networks and the coming all-IP telco, which represents the destination of the entire \$2 trillion telecom industry. The transformation erases the line between wireline and wireless as well as PSTN geographical distinctions. The new all-IP telcos provide a compelling managed services alternative to the OTT communication free-for-all.

Presenters: Daniel Berninger, President, VCXC

Daniel Brenner, Partner, Hogan Lovells US LLP

Hank Hultquist, VP, Federal Regulatory, AT&T

5-6 p.m.

### Richer Mobile Communications through Broadband

Enabled by faster HSPA+ and LTE networks, the mobile industry is moving to HD voice and a new wave of interactive "rich" communications services (RCS). Find out why the Apple iPhone 5 supports HD voice, MetroPCS favors RCS over HD voice, and what RCS apps are available through joyn and OTT.

Moderator: Doug Mohney, Editor-in-Chief, HD Voice News

Panelists: Doug Makishima, COO, D2 Technologies Inc.  
Alan D. Percy, Sr. Director, Strategic Marketing, NA, AudioCodes  
Jeffrey Rodman, Co-Founder and Chief Evangelist, Polycom

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## Business Insights

The retail and enterprise spaces are undergoing major, continuous paradigm shifts around device integration, brick and mortar vs. online retail, and appropriate boundaries for using consumer data. These informative, thought-provoking sessions reveal the inside track on the trends and practices that can help you win the future.

### PRICING

|                            |         |
|----------------------------|---------|
| All Access Pass            | \$1,600 |
| Entertainment Matters Pass | \$1,000 |
| CE Pass                    | \$700   |
| Individual Session         | \$300   |

Monday, January 7

LVCC, North Hall, N259

9:30–10:30 a.m.

### How to Rock the Chain Buyer Meeting FREE

What you say to a chain store buyer can win you shelf space or close the door to the store. Retail industry expert Karen Waksman (RetailMBA.com) reveals the top 10 things to include in your presentation, what to bring to a meeting and what compels buyers to buy!

Presenter: Karen Waksman, Founder and CEO, Retail MBA

1:30–2:30 p.m.

### BI2 Bring Your Own Device: Strategies for Securing Information in the Enterprise

IT managers are struggling with issues around integrating employees' personal devices, like tablets and smartphones, into the workplace. Experts share strategies for defining and enforcing acceptable use policies, controlling the flow of sensitive data inside and outside the company, consolidating and simplifying system and analyzing cost implications.

Moderator: Michal Lev-Ram, Writer, *Fortune*

Panelists: Allison Cerra, VP, Marketing, Communications, and Public Affairs, Alcatel-Lucent  
John Herrema, Sr. VP, Corporate Strategy, Good Technology  
Bob Tinker, CEO, MobileIron  
Tim Wagner, VP and GM, B2B Sales, Samsung Telecommunications America

Tuesday, January 8

LVCC, North Hall, N259

2–3 p.m.

### BI3 The Future of Brick and Mortar in an Online World

Could we be headed for a world without retail showrooms, where electronic products are bought and sold only online? Retail analysts examine the e-commerce and mobile commerce explosion, including QR codes and their impact on "big box" brick and mortar, and share strategies for winning the connected consumer.

Panelists: Paul Brody, Global Electronics Leader for Global Business Services, IBM  
Donald Chesnut, Chief Experience Officer, SapientNitro  
Bill Chidley, Sr. VP, Interbrand

3:30–4:30 p.m.

### BI4 I Know Where You Are and What You Just Bought

In an age where marketers routinely collect, analyze and share consumers' personal data and information on shopping habits, where are the boundaries? Experts debate what's acceptable and what's not when it comes to using personal data for marketing purposes, and draw on high-profile missteps to show the consequences.

Presenters: Jules Polotensky, Co-Chair and Director, Future of Privacy Forum  
Christopher Wolf, Founder and Co-Chair, Future of Privacy Forum



## Cable Conference at CES

Soaps, sea monsters, lyric opera, housewives or vampires. Cooking, pawing, designing, surviving, flipping, opining or shopping. Pick any topic, activity or genre and cable has it covered. Brimming with original and classic content, cable is expanding into fresh spaces like social media, gaming and streaming. The Cable Conference takes you inside this unstoppable world of connected entertainment and the exciting technologies that are fueling it.

### PRICING

|                            |         |
|----------------------------|---------|
| All Access Pass            | \$1,600 |
| Entertainment Matters Pass | \$1,000 |
| Full-Day Program           | \$500   |
| Individual Session         | \$300   |

Wednesday, January 9 LVCC, North Hall, N260

10:30–11:30 a.m.

### CC1 Over-the-Top Video: TV, Tablet, Smartphone, PC — Connecting into the Future

Over-the-top TV — including television plus set-top, broadband connection, and numerous CE devices and services — is removing barriers to the viewing experience. Consumers can now demand from TV the personal and enhanced video services they get from a computer. With all video, all of the time, broadcasting and cable are forever changed.

Moderator: Jeffrey Binder, General Partner, Genovation Capital

Panelists: John Bishop, Director, Strategic Initiatives, Cisco  
Andrew Booker, Sr. Director, Emerging Platforms, The Weather Channel  
Dave Del Beccaro, CEO, Music Choice  
Steve Harris, VP, New Media Distribution, Scripps Network Interactive  
Marty Roberts, Sr. VP, Sales and Marketing, thePlatform  
Chris Wagner, EVP and Co-Founder, NeuLion  
Stephen White, President, Gracenote

Noon–1 p.m.

### CC2 The NexGen Entertainment Home Experience: From the Smart and Connected TV to the Tablet, PVR, Smartphone and PC Experience

The next generation of home entertainment hardware, software and services is more complex than ever. HDTV, Internet, games, music, movies, innovative two-way communication and telephony are vying for consumers' loyalty. Competitive companies that offer consumers more and richer content across various platforms hold the perfect formula for success.

Moderator: Rick Doherty, Co-Founder and Director, The Envisioneering Group

Panelists: Winston Chen, VP, Connected Home, Marvell Semiconductor  
Randall Hounsell, VP, Mobility Solutions, Comcast  
Ben Huang, Director of Worldwide Marketing, Interactive Entertainment Microsoft Corp.  
Brian Miller, Director of Business Development, Western Digital  
Gier Skaaden, VP, Strategic Sales and Business Planning, DTS  
Sam Vasisht, CMO, Veveo

# Conference Tracks

Session material as of December 17, 2012. Visit [Conference.CESweb.org](http://Conference.CESweb.org) for current program updates.

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Wednesday, January 9 LVCC, North Hall, N260

1:30-2:30 p.m.

## CC3 Inventing TV 3.0: Defining the Set-Top, Connected TV, Tablet and Smartphone Downloadable Consumer Experience

The rapid adoption of broadband is bringing streaming, gaming, PC options, interface innovation and overall flexibility to television. Advanced communication, interactivity and social networking comprise the new reality, and consumers want it all. Join us at the starting line for TV 3.0 — it's going to be an incredible race.

Moderator: James Burger, Member, Dow Lohnes

Panelists: David Catzel, Sr. Platform Strategy Advisor, Developer

Platform Evangelism, Microsoft

Nick Colsey, VP, Network Promotion, Sony Electronics Inc.

Tim Dodd, VP and GM, Neustar Media

John Falcone, Executive Editor, CNET

Steve McKay, CEO, Entone Inc.

Bob Shallow, Sr. VP, Sales and Marketing, Service Providers and Portals, Rovi Corp.

3-4 p.m.

## CC4 Video Everywhere: Technologies and Platforms — Enabling the Next Generation of Over-the-Top TV

Consumers are accessing video on TV and DVD, over broadband, in downloaded clips, and more. Call it "Everywhere Video" or "Over-the-Top Video" — whatever name you choose to call it, it means that content is accessible virtually everywhere. See how the proliferation of new TV technologies and cable interactivity are pushing video to ever-wider audiences.

Moderator: Jonathan Hurd, Director, Altman Vilandrie and Co.

Panelists: Michael Bishara, VP and GM, TV Everywhere, Synacor

Josette Bonte, Principal, Broadband Venture

Ran Harnevo, Sr. VP, Video, AOL

Braxton Jarratt, CEO, Clearleap

Uday Navile, VP, Communication and Media Solutions, NTT DATA Inc.

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## Research Summit at International CES®

FREE

## CEA Research Summit at International CES

CEA's Research Summit is a distinctive, one-day event designed to give executives from diverse industries timely intelligence on unique and important market trends and transformations emerging in the \$1 trillion consumer electronics industry. The conference takes a data-centric approach, offering insights on imminent changes, trends and inflection points through a mix of quantitative and qualitative data. Get the breadth and depth you need to understand what's happening with growing technology segments and the implications for adjacent segments within the industry.

Monday, January 7

LVCC, North Hall, N250

2-3 p.m.

## The State of Tech Retailing in 2013: Showrooming, Battling for Online Supremacy, OEMs Going Direct, Private Label, and More

The retail environment for consumer tech is in a state of ceaseless flux. The pressure to find profitability in a rapidly changing world has led manufacturers and retailers in myriad directions. At the same time, consumer behaviors continue to shift, resulting in an environment that is rife with risk and opportunity.

Moderator: Shelley Zalis, Chief Disruptor, Ipsos OTX

Panelists: Tony Chvala, Global GM of Merchandising & Buying, Groupon Goods

Ketrina Dunagn, VP, Channel Marketing, Samsung Telecommunications America

Adam Levin, CEO and Chairman, Levin Consulting

Scott Moore, VP, Marketing, Strategy & Insights, Best Buy Co. Inc.

1-2 p.m.

## Mobility and Connectivity: The New Mantra of Consumer Electronics

Mobility and connectivity are the dynamic forces in the CE industry today, guiding product development and contributing to growth. Consumers have an increasingly intense connection with their smartphones, tablets and other mobile computing devices. The result is a massive shift in market opportunities, business models and consumer behavior.

Presenters: Steve Koenig, Director, Industry Analysis, Consumer Electronics Association (CEA)®

Greg Portell, Partner, A.T. Kearney

## ENTERTAINMENT MATTERS PASS

PRICING: \$1,000



### The spectrum of entertainment in one program!

**Includes:** 3D's 20/20 Vision, Business Insights, Cable Conference at CES, CEA Research Summit at International CES, Connect2Car, Content and Disruptive Technologies, Content in the Cloud, Developer University at CES, Digital Hollywood, Emerging Technology, Fitness Tech, Games Summit at CES, Home Entertainment, In-Vehicle Technology, Innovation Policy Summit, Just the Facts: Research, Reports and Revelations, Kids@Play and MommyTech, Lifestyle Technologies, Smart Homes & Digital Consumers: Sponsored by J.D. Power and Associates, Smartphones and Tablets Conference, The International Academy of Web Television Presents: The Digital Entertainment Transformation, Tweet House Presents: Innovations in Social Business, Variety's Entertainment Summit: Film & Technology, Variety's Entertainment Summit: TV & Technology, Wireless Communications, SuperSessions and Keynote Addresses.

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Monday, January 7 LVCC, North Hall, N250

3-4 p.m.

## Cloud Computing and the Implications for Consumer Tech

CEA projections suggest that nearly 400 million connected devices will be sold in 2013. As consumers continue to embrace a connected lifestyle there are vast implications for the industry. Find out some of the services consumers will employ and the specific devices they will choose.

Presenter: Jessica Boothe, Manager, Strategic Research, Consumer Electronics Association (CEA)®

4-5 p.m.

## The Future of Auto Technology

Be the first to learn what consumers want inside their vehicles over the next five years as we unveil research conducted by GfK and CEA. Hear which technology trends are most relevant to new vehicle buyers, how to segment consumers based on need; the winners among leading-edge ideas based on driver/passenger needs and suggested innovation platforms.

Presenters: Ralph Blessing, EVP, Strategic Innovation, GfK

Sam McCloy, VP, Technology, GfK

Donna Miller, EVP, Automotive, GfK

## CE PASS

PRICING: \$700

### Our most popular sessions, conveniently packaged at an amazing price!

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## CEPro Forum at CES

*Gain invaluable insights on technology and business operations trends for custom integration and retailing companies from the #1 media brand in custom electronics. Editors, analysts and business and industry leaders discuss new opportunities that can take your business to new heights. Learn about products and system offerings that are generating revenue growth for custom companies, like how to compete with large, new players and emerging business models that will help increase your company's value.*

### PRICING

All Access Pass

Full-Day Program

\$1,500

\$500

Wednesday, January 9 LVCC, South Hall, S204-205

10-11 a.m.

## Plugging into the Smart Grid: New Opportunities for Integrators

Cost-conscious and socially aware consumers are driving demand for energy technology integration from custom companies. In this session we sketch the typical offers and focus on emerging applications and solutions related to the smart grid.

11 a.m.-Noon

## Remote Control Camera Systems and Door Control: How to Address the New Essentials in Home Control

Historically considered the domain of security contractors, remote control camera systems and door controls are becoming the new normal in home automation. You may not have a competitive offer without them! We cover winning feature sets and functionality, and look at marketing and sales strategies that are driving explosive category growth.

1-2 p.m.

## The Luxury Play

Integrators and retailers across the country report solid results working the luxury band of the market. Join us for a look at market stats and facts behind the trend as well as product, service and sales strategies that are winning the day on high-ticket, high-margin projects.

2-3 p.m.

## Building Your Integration Business Core on Control and Networking

For years, custom integrators counted on margins associated with AV as their primary profit engine. Then commoditization struck and margins were hard to find. Learn how less-commoditized categories, like control and networking — especially when teamed with recurring revenue strategies — can become the new core of your integration business.

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Wednesday, January 9 LVCC, South Hall, S204-205

3:15–4:15 p.m.

## Smartphone and Tablet Integration

Consumer demand is on fire in these verticals. To keep up and establish long-term success you must develop both selling and technical expertise. Find out how successful integrators are exploiting this trend, and learn more about execution issues, like tech support tied to device updates.

4:15–5:15 p.m.

## Competing with the Mass Marketers

The arrival of mass marketers like telcos, cable operators and security giants represents massive threat and massive opportunity to independent custom integrator/retailers. We explore the current plays of the mass marketers, how they are likely to evolve, and how to differentiate your business in a competitive, changing market.

5:15–5:30 p.m.

## CE Pro Forum Wrap-Up

What did you learn? How will you put it to work? Speakers and attendees share findings and action items to enhance the practical benefits of attending the CE Pro Forum. Learn how you can continue the conversation with peers via a CE Pro Forum LinkedIn group and other social media.

Wednesday, January 9 LVCC, South Hall, S222

6–8 p.m.

## CEA TechHome Mark of Excellence Reception at LVCC

This is the signature social event for custom companies at CES. See who won the prestigious Mark of Excellence Integration Awards, and mix and mingle with the Who's Who in custom at this fun wrap party. Refreshments compliments of CEA's TechHome Division.

*By Invitation Only.*



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## CES Government 2013

January 7-9 | Paris Las Vegas Hotel

*By Invitation Only — Separate Registration Fee Required.*

*"Ports of Entry and the Technologies Driving Global Commerce and the Security of Nations"* is a two-day program that examines technology and policy issues central to air, land and water ports of entry. Join 250 senior public and private sector executives whose primary business interests intersect public sector technology markets: local, state, federal and foreign partner nations. Don't miss the premier policy conference of the government technology sector and the only one convened in partnership with the International CES.

Please visit [CESGovernment.com](http://CESGovernment.com) or contact [Kim@connellyworks.com](mailto:Kim@connellyworks.com) for more information.

## PRICING

Industry Affiliate  
Government Affiliate

\$1,150  
\$745

## ALL ACCESS PASS

PRICING: \$1,600

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**Includes:** 3D's 20/20 Vision, Broadband Unlimited, Business Insights, Cable Conference at CES, CEA Research Summit at International CES, CEPro Forum at CES, Connect2Car, CONNECTIONS™ Summit, Content and Disruptive Technologies, Content in the Cloud, Developer University at CES, Digital Health Summit, Digital Hollywood, Emerging Technology, Fitness Tech, Games Summit at CES, HigherEdTECH, Home Entertainment, In-Vehicle Technology, Innovation Policy Summit, Just the Facts: Research, Reports and Revelations, Kids@Play and MommyTech, Lifestyle Technologies, MacTech Insight: Your Expert Peek Inside the Apple Market, MEMS and the Consumer Connection, PMA@CES Conference Sessions, Silvers Summit, Smart Homes & Digital Consumers: Sponsored by J.D. Power and Associates, Smartphones and Tablets Conference, The International Academy of Web Television Presents: The Digital Entertainment Transformation, Tweet House Presents: Innovations in Social Business, Variety's Entertainment Summit: Film & Technology, Variety's Entertainment Summit: TV & Technology, Wireless Communications, SuperSessions and Keynote Addresses.

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**SAE International™**

## Connect2Car: Optimizing the Connected Driver Experience

**FREE**

Next-generation technologies and innovations are coming from automotive and consumer electronics companies, the aftermarket and new, untraditional players. Effectively installing and integrating new systems, features, functions and apps into the car and consumer lifestyle remains a challenge for automakers and aftermarket companies. Design and social thinking, combined with the aftermarket X-factor and collaborative business models, are rapidly democratizing traditional product development and marketing and branding strategies.

Thursday, January 10 LVCC, North Hall, N258

9-10:15 a.m.

### The Aftermarket X-Factor: Designing for Technology and the Consumer

By 2014, 70 percent of consumer devices will connect to the Internet, extending the digital lifestyle into vehicles. Discover how automotive and consumer electronics technologies are optimizing the customer experience; why technology is a game-changer for car designers; and how and why the active interface will drive car purchasing decisions in the future.

**Moderator:** John Waraniak, VP, Vehicle Technology, Specialty Equipment Market Association (SEMA)

**Panelists:** Chris Cook, President, Mobile Electronics Retailers Association  
Nick Pudar, VP, Planning and Business Development, OnStar  
Jake Sigal, Founder and CEO, Livio Radio

10:30-11:45 a.m.

### Bridging the Gap: Integrating Automotive and Consumer Electronics Content and Context

The ability to send apps and software updates by satellite or over the Internet allows automakers and aftermarket companies to greatly reduce the complexity of onboard vehicle systems. See how putting technology in the cloud accelerates the integration, adoption, commercialization and optimization of connected-driver services and products.

**Presenter:** Marc LeDuc, Technical Program Engineer, SAE International

**Moderator:** John Waraniak, VP, Vehicle Technology, Specialty Equipment Market Association (SEMA)

**Panelists:** Tony Cooprider, Sr. Technical Leader, Ford Motor Company  
"Mad" Mike Martin, Car Customization Specialist, Galpin Auto Sports

**FREE**



## CONNECTIONS™ Summit

This year's summit focuses on business models and market strategies for the connected home. Don't miss your opportunity to gain C-level insights and connect with marketing and strategy executives developing solutions for the digital home. International research firm Parks Associates presents consumer and industry trends, new business and distribution models, and partnership and growth opportunities for connected devices, digital content and multiple platforms.

Please request your invitation at [parksassociates.com/CESVIP](http://parksassociates.com/CESVIP) to attend our 5:30 p.m. Networking Reception sponsored by Lowe's.

### PRICING

All Access Pass  
Full-Day Program  
Individual Session

\$1,600  
\$500  
\$300

Tuesday, January 8 LVCC, South Hall, S204-205

10-11:15 a.m.

### CON1 Smart TVs and the Future of Entertainment

Once a household connects a smart TV to the Internet, online content becomes a significant part of the entertainment picture. Panelists cover the smart TV's impact on the distribution and consumption of video, games, music and apps, plus the technology and business implications of delivering managed and over-the-top video services to a smart TV.

**Moderator:** Brett Sappington, Director, Research, Parks Associates

**Panelists:** Jason Henderson, Product Manager, FiOS TV Verizon  
Kurt Hoppe, Director, Smart TV Innovations and Alliances, LG Electronics  
Vishnu Rao, Associate Director, Smart TV Platform, Sharp  
Vassilis Seferidis, Director, European Business Development, Samsung

11:30 a.m.-12:45 p.m.

### CON2 Second-Screen Experiences and Revenue Opportunities

New consumer habits are integrating tablets and smartphones into the TV viewing experience creating new content discovery paths and advertising entry points. Second-screen services have the potential to produce new revenue streams, strengthen viewership and personalize the TV experience. This panel analyzes monetization opportunities and ways to improve the consumer experience.

**Moderator:** Heather Way, Research Analyst, Parks Associates

**Panelists:** Cameron Clayton, Sr. VP, Digital Product, The Weather Channel Companies  
Vance Ikezoye, CEO, Audible Magic  
David Jones, EVP, Marketing, Shazam  
Jesse Redniss, Sr. VP, Digital, USA Network  
Jeff Siegel, Sr. VP, Worldwide Advertising, Rovi Corp

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Tuesday, January 8 LVCC, South Hall, S204-205

1-2:15 p.m.

## CON3 Convergence of the Connected Home: Partnership Opportunities

Manufacturers are developing connected home strategies that extend their products' functionality beyond remote monitoring and control. Broadband and security service providers are adding home controls, energy management, security, and health services to their offerings. This panel explores partnership opportunities between providers and OEMs and the mutual challenges they face.

Moderator: Tom Kerber, Director, Research, Home Controls and Energy, Parks Associates

Panelists: Scott Burnett, Director, Global Consumer Electronics Industry, IBM

Dan Flagler, Manager, Partner Management and Product Development, Verizon Telecom

David Foote, CTO, Hitachi Communication Technologies Americas

Kevin Meagher, VP and GM, Smart Homes, Lowe's

John Steinberg, EVP, Business Development; Co-Founder, EcoFactor

Steve Wan, Sr. Director, Marketing, Qualcomm Inc.

2:30-3:45 p.m.

## CON4 New Opportunities in Tech Support Services

Customers exit a consumer electronics store with their new purchase, a multilingual manual, a website address and, increasingly, trepidation. Despite manufacturers' best efforts to simplify new technologies, consumers often find these products difficult to use. The panel discusses the growing opportunities for support services in an increasingly complicated consumer technology market.

Moderator: Patrice Samuels, Research Analyst, Parks Associates

Panelists: Art Lancaster, CTO, Affinegy

James Morehead, VP, Product Management and User Experience, Support.com

Ratul Sengupta, VP, Technology Enabled Services and Platform Solutions, Sutherland Global Services

Jordan Socran, VP, Business Development, Radialpoint

Ted Werth, Founder and CEO, PlumChoice Inc.

4-5:15 p.m.

## CON5 Multiscreen Services: Where Connected CE Meets OTT

Today's consumer can access content through an assortment of devices, including computers, tablets, smartphones, game consoles, digital media receivers, Blu-ray players and smart TVs. This panel examines the explosive growth of multiscreen video services and the relationships among those in the CE and content services industries.

Moderator: Jim O'Neil, Research Analyst, Parks Associates

Panelists: Eric Anderson, VP, Content and Product Solutions, Samsung Electronics America

Ben Huang, Director, Worldwide Marketing, Interactive Entertainment Business, Microsoft Corp.

Paul Ragland, Head of Regional Sales, America, Irdeto

Philippe Steinmetz, Director, Home and Content, Orange, North America



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## Content and Disruptive Technologies

*Disruptive technologies propel all sectors of the CE industry, but also raise salient questions about privacy, security, access, storage and device configurations and features. Their impact is, well, disruptive, and these fascinating sessions look at the most important trends in the cloud, second screen, hardware, and much more. You'll hear a variety of perspectives through lively discussion and debate over how disruptive technologies are affecting consumers, innovators and traditional delivery systems. Don't miss it!*

### PRICING

All Access Pass

Entertainment Matters Pass

CE Pass

Individual Session

\$1,600

\$1,000

\$700

\$300

Monday, January 7 LVCC, North Hall, N259

11 a.m.-Noon

## CDT1 Privacy and Security in the Cloud

It's no secret that Facebook and Google collect reams of consumer data, which explains why privacy and security are concerns for consumers who archive and share data or download and stream movies and music in the cloud. Learn about the steps being taken to protect privacy and secure personal data.

Moderator: Jeremy Geelan, Editor, *Cloud Computing Journal*

Panelists: Rip Gerber, CEO, Locaid Technologies Inc.

K. Scott Morrison, CTO and Chief Architect, Layer 7

Jim Reavis, Co-Founder and Executive Director, Cloud Security Alliance

Sid Stamm, Lead Privacy Engineer, Mozilla

3-4 p.m.

## CDT2 How the Cloud Is Changing Hardware

Cloud-based platforms like Google, iCloud and OnLive are driving profound changes in computing. Discover how this trend toward the cloud is changing computers and electronic devices. Ultrabooks already forgo the optical drive. What goes next, and will next-generation products be even lighter and leaner?

Moderator: Michael Hickins, Editor-in-Chief, *CIO Journal*

Panelist: Scott Burnett, Director, Global Consumer Electronics Industry, IBM

Lars Fjeldsoe-Nielsen, Head of Mobile Business Development, Dropbox

Tom Paquin, EVP and CTO, OnLive

Bob Worrall, Chief Information Officer, NVIDIA

Tuesday, January 8 LVCC, North Hall, N259

9:30-10:30 a.m.

## CDT3 Anytime, Anywhere Content

Getting 50 channels was huge when The Boss sang "57 Channels (And Nothin' On)." Today there are hundreds, and viewers are turning to nontraditional viewing options, including mobile and hybrid receivers. Content providers and device manufacturers examine how and where the public is getting content and the delivery platforms poised for growth.

Moderator: Dawn Chmielewski, Staff Writer, Technology, *Los Angeles Times*

Panelists: Allen DeBevoise, Chairman and CEO, Machinima

Brian Robbins, CEO and Founder, AwesomenessTV

Russell Simmons, Founder/Co-Founder, Def Jam Records, Def Comedy/Poetry Jam, Global Grind and All Def Digital

Anthony Wood, CEO, Roku

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Thursday, January 10 LVCC, North Hall, N259

12:30-1:30 p.m.

## CDT4 Reinventing TV through Streaming

Abundant alternative programming and escalating cable bills have consumers rethinking where they get TV and how much they pay for it. Cable companies need new ways to retain customers and remain relevant. Key players debate the impact of streaming on TV viewing habits and what it means for traditional delivery systems.

Moderator: David Lieberman, Executive Editor, Deadline.com

Panelists: Eric Bruno, VP, Consumer and Mass Markets, Verizon

David McIntosh, CEO and Founder, Redux

John Penney, EVP, Strategy and Business Development, Starz Entertainment

David Shull, VP, Programming, Dish Network

11 a.m.-Noon

## CDT5 Rise of the Second Screen: What It Means to Engage the Viewer

Watching TV is fast becoming a multitasking exercise as more Americans view shows and events with a smartphone or tablet in hand. Experts explore this trend, shed light on what "media stackers" are doing on all those screens, and discuss how content creators and advertisers are reaching this audience.

Moderator: Tim Stevens, Editor-in-Chief, Engadget

Panelists: Scott L. Brown, Sr. VP, Global Communications, Media Practice Consumer Insights and Strategic Relations, The Nielsen Co.

Channing Dawson, Sr. Advisor, Scripps Network Interactive

Gavin Douglas, Chief Creative Officer, iPowWow

Alex Iskold, CEO, GetGlue

## CONTENT IN THE CLOUD

DCIA Conference within CES

## Content in the Cloud

Join us for six insightful keynotes and four lively panel discussions highlighting the latest advancements in cloud-based solutions for content distribution. Insiders share how changes and progress in the cloud are revolutionizing data storage and delivery. The effects are being felt across the CE industry, and it's only just begun! We pay special attention to the impact of cloud-delivered, high-value entertainment on consumers, telecom industries, the media and consumer electronics (CE) manufacturers.

### PRICING

All Access Pass

Entertainment Matters Pass

Half-Day Program

\$1,600

\$1,000

\$350

Wednesday, January 9 LVCC, North Hall, N262

1:30-1:45 p.m.

## What Is Content in the Cloud, Really?

How should cloud computing be defined? What are the key economic considerations and prospects for sustainability of the cloud-enabled delivery phenomenon?

Keynote: Dr. Jin Li, Research Manager, Microsoft

1:45-2:30 p.m.

## The Impact on Consumers of Implementing Cloud Computing for Media Access and Storage

How do cloud-based streaming and storage affect users' ability to access entertainment content and to own copies of movies, music, TV shows, games, etc.?

Moderator: Marty Lafferty, CEO, DCIA

Panelists: Carol Carpenter, Executive GM, Consumer Business Unit, Trend Micro

Guillermo Chialvo, Gerente de Tecnología, Radio Mitre

Shane Dyer, CEO, Arrayent

Jason Henderson, Product Manager, Verizon FiOS TV, Verizon Communications

Roger Kay, Founder, Endpoint Technologies Associates

Allan McClellan, President, The PADEM Group

John Schiela, President, Converged Technology & Media, Phoenix Marketing International

Peder Ulander, VP, Prod. Mktg., Cloud Platforms, Citrix

2:30-2:45 p.m.

## Consumer Benefits of Cloud-Delivered Content: Ubiquity, Cost, Portability Improvements

What advantages do cloud-based solutions applied to popular entertainment bring to users? How do they compare to older methods of online distribution? What is the role of social networking in this arena?

Keynote: Mike West, Founder and CTO, Genos Corp.

2:45-3 p.m.

## Consumer Drawbacks of Cloud-Delivered Content: Privacy, Reliability, Security Issues

What has been the experience to date concerning confidential data being inadvertently leaked or intentionally hacked? What can users do to mitigate not having access to their applications or accidentally losing their data when they go offline? What happens if a cloud provider goes out of business?

Keynote: Jim Burger, Member, Dow Lohnes

## ALL ACCESS PASS

PRICING: \$1,600

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Wednesday, January 9 LVCC, North Hall, N262

3:45 p.m.

## The Impact on Telecommunications Industries of Cloud Computing

What does cloud computing mean to broadband network operators in terms of managing their intellectual property (IP), allocating network resources, and developing and provisioning new services?

Moderator: Sari Lafferty, Business Affairs, DCIA

Panelists: Scott Brown, GM USA, VP, Strategic Technology Partnerships, Octoshape

Ed Haslam, Sr. VP, Marketing, YuMe

Rob Kay, Executive, CloudMediaHub, Strategic Blue Services

Jon Lin, Director, Corporate Development and Strategy, Equinix

Patrick Lopez, Founder and CEO, Core Analysis

Mark Lundin, Partner, KPMG

Jay Migliaccio, Director, Cloud Platforms and Services, Aspera

Dr. Wolf Siegert, Changeir & CEO, Iris Media

3:45–4 p.m.

## Telecommunications Industry Benefits and Drawbacks of Cloud-Delivered Content: New Opportunities vs. Infrastructure Challenges

What advantages do broadband network operators gain with cloud-based solutions applied to popular entertainment? How does the on-demand, always-accessible nature of cloud-based entertainment delivery challenge conventional distribution systems?

Keynote: Kris Alexander, Chief Strategist, Connected Devices & Gaming, Akamai

4:45 p.m.

## The Impact on Entertainment Industries of Cloud Computing

What do cloud storage and distribution mean to content rights-holders in terms of managing their intellectual property (IP), realizing cost savings, reaching new audiences, analyzing usage and implementing new business models?

Moderator: Marty Lafferty, CEO, DCIA

Panelists: Brian Campanotti, CTO, Front Porch Digital

Guy De Beer, CEO, Playcast Media

Ian Donahue, President, American Standard Television

Todd Martin, Sr. VP, Strategic Solutions Group, Chyron

Bill Sewell, President, Wiredrive

Robert Stevenson, Chief Business Office and EVP, Strategy, Gaikai

Stephen White, President, Gracenote

4:45–5 p.m.

## Entertainment Industry Benefits and Drawbacks of Cloud-Delivered Content: Flexibility and Reach vs. Disruption and Accountability

What improvements does cloud computing offer the content distribution chain? What issues do rights-holders face in adopting their internal content management processes to cloud-based media storage?

Keynote: Jean-Luc Chatelain, EVP, Strategy and Technology, DataDirect Networks

5:15 p.m.

## Consumer Electronics (CE) Manufacturer Benefits and Drawbacks of Cloud-Delivered Content: Expanded Opportunities for New Products and Recurring Revenue Streams; New Challenges Related to Interoperability and Data Security

What unforeseen impacts, both positive and negative, do cloud-based solutions applied to popular entertainment properties bring to CE manufacturers?

Keynote: Lucia Gradinariu, Chief Market Strategist, Huawei

# Conference Tracks

Session material as of December 17, 2012. Visit [Conference.CESweb.org](http://Conference.CESweb.org) for current program updates.

5:15–6 p.m.

## The Impact on CE Manufacturers of Cloud Computing Deployment

Remotely accessing applications and data has implications for elements that must be integrated into networked end-user devices. What about servers and other edge storage hardware products? What new hurdles must be overcome with these technological solutions?

Moderator: Sari Lafferty, Business Affairs, DCIA

Panelists: Christopher Allen, GM, Digital Entertainment Services, Best Buy

Stefan Bewley, Director, Altman Vilandrie & Company

Thomas Coughlin, Founder, Coughlin Associates

David Frerichs, Strategic Consultant, Pioneer Corp.

Murray Galbraith, CEO, Youneeq

Wayne Josel, New Media, Entertainment & Technology, Hughes Hubbard & Reed

Egil Juliussen, Principal Analyst-Infotainment and ADAS, HIS Automotive

Linda Senigaglia, Sr. Director, Product Marketing, Navigation Solutions

## ENTERTAINMENT MATTERS PASS

PRICING: \$1,000

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# Conference Tracks

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## Developer University at CES

FREE

Developer University at CES is the ultimate opportunity for app developers to meet the widest array of platform developers, see live demos and make important business connections! It's a jam-packed, Full-Day program that introduces you to platform developers in connected TVs, gaming, mobile phones, and beyond. Listen as developers discuss the latest innovations with their APIs, demonstrate their systems and answer your questions. This program can open doors and it's free, so do not miss it.

Thursday, January 10

|                 |  |
|-----------------|--|
| 9-9:30 a.m.     | LVCC, South Hall, S228   |
|                 | <b>Developer University Presentation</b>   |
| 9:30-10 a.m.    | LVCC, South Hall, S228   |
|                 | <b>Developer University Presentation</b>   |
| 10-10:30 a.m.   | LVCC, South Hall, S228   |
|                 | <b>Scout for Apps — Embeddable Mobile GPS Navigation</b>   |
| 10:30-11 a.m.   | LVCC, South Hall, S228   |
|                 | <b>Developing Applications with Bluetooth Technology</b>   |
| 11-11:30 a.m.   | LVCC, South Hall, S228   |
|                 | <b>Cubify 3D Context-to-Print Apps for the Consumer</b>  |
| 11:30 a.m.-Noon | LVCC, South Hall, S228   |
|                 | <b>Developer University Presentation</b>   |
| 1-1:30 p.m.     | LVCC, South Hall, S227   |
|                 | <b>Developer University Presentation</b>   |
| 1-1:30 p.m.     | LVCC, South Hall, S228   |
|                 | <b>Differentiate Your Applications and Deliver Breathtaking Visual User Experiences — Fast, Simple, Free</b> |
| 1:30-2 p.m.     | LVCC, South Hall, S227   |
|                 | <b>Developer University Presentation</b>   |
| 1:30-2 p.m.     | LVCC, South Hall, S228   |
|                 | <b>Quickly Develop Accelerated Video Into Any Applications on Intel Platforms</b>                            |

|             |  |
|-------------|--|
| 2-2:30 p.m. | LVCC, South Hall, S227   |
|             | <b>Developer University Presentation</b>   |
| 2-2:30 p.m. | LVCC, South Hall, S228   |
|             | <b>Add Immersive Intuitive Interactivity to Your Applications with Intel Perceptual Computing</b>                              |
| 2:30-3 p.m. | LVCC, South Hall, S227   |
|             | <b>Developer University Presentation</b>   |
| 2:30-3 p.m. | LVCC, South Hall, S228   |
|             | <b>Deliver Top Application Performance, Minimize Development, Tuning and Testing Time and Effort with Intel Software Tools</b> |
| 3-3:30 p.m. | LVCC, South Hall, S227   |
|             | <b>Developer University Presentation</b>   |
| 3-3:30 p.m. | LVCC, South Hall, S228   |
|             | <b>Extending the Android Vibrate Function for Games</b>  |
| 3:30-4 p.m. | LVCC, South Hall, S227   |
|             | <b>Developer University Presentation</b>   |
| 3:30-4 p.m. | LVCC, South Hall, S228   |
|             | <b>Develop Embedded and Cloud Apps for Routers, Gateways and Storage Devices</b>   |
| 4-4:30 p.m. | LVCC, South Hall, S227   |
|             | <b>Developer University Presentation</b>   |
| 4-4:30 p.m. | LVCC, South Hall, S228   |
|             | <b>Developer University Presentation</b>   |
| 4:30-5 p.m. | LVCC, South Hall, S227   |
|             | <b>Developer University Presentation</b>   |
| 4:30-5 p.m. | LVCC, South Hall, S228   |
|             | <b>Developer University Presentation</b>   |

# Conference Tracks

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## Digital Health Summit

Consumer demand for high-tech health services is exploding. Solutions for diagnosing, monitoring and treating myriad conditions — obesity, ADHD, poor vision, high blood pressure — are here, with innovations emerging daily. Learn about games that reinforce healthy behaviors, body sensors that allow greater control of and more responsibility for health, affordable gene sequencing, real-time medication monitoring, and more. You'll gain an understanding of the digital health infrastructure and how your organization can capitalize on this hot market.

### PRICING

|                                      |                  |
|--------------------------------------|------------------|
| All Access Pass<br>Multi-Day Program | \$1,600<br>\$600 |
|--------------------------------------|------------------|

Wednesday, January 9 LVCC, North Hall, N250

9-10:15 a.m.

### Welcome and Digital Health Confidential

What's going on behind closed doors when it comes to the military and digital health? Join Dr. Sanjay Gupta, CNN's Chief Medical Correspondent, as he sits down with top brass from the front lines. You'll get an inside peek at the impressive and impactful advancements taking place behind the curtain.

Moderator: Dr. Sanjay Gupta, Chief Medical Correspondent, CNN

Panelists: Anmol Sood, CEO, Equival

Dr. Rocky S. Tuan, Director, Center for Cellular and Molecular Engineering and Director, Center for Military Medicine Research, University of Pittsburgh School of Medicine

10:25-11:05 a.m.

### Digital Health Keynote: Inside the Digital Health Studio

Join a nationally renowned, veteran newsman as he sits down for a candid one-on-one with an industry leader. Don't miss this revealing conversation about our nation's healthcare and the role technology plays in managing millions of lives.

Moderator: Paul Slavin, Sr. VP and GM, Global News and Everyday Health Studios, Everyday Health Inc.

Presenter: Reed V. Tuckson, M.D., FACP, EVP and Chief of Medical Affairs, UnitedHealth Group

11:15 a.m.-Noon

### Can Tech Rescue the Healthcare Industry?

With the healthcare industry in turmoil and changes happening at warp speed, where does technology fit into the mix? And the big question: Can it bring real cost savings while improving the overall health of the nation?

Moderator: Peter Fitzgerald, M.D., Ph.D., Director, Cardiovascular Technology, Stanford University

Panelists: Bonnie Britton, Telehealth Administrator, Vidant Health

Jason Goldberg, President, Ideal Life

Charles Hillman, CEO, GrandCare Systems

Kian Saneii, CEO, Independa

12:05-12:50 p.m.

### Man + Machine: Big Strides in Big Data

Big data is the hot topic of the year! Between health records, personal healthcare devices and mobile apps, the amount of health data being captured and exchanged is skyrocketing. How we analyze and utilize this data can have a profound impact, if they're delivered effectively and individuals understand how to use them.

Moderator: Colin Hill, CEO and Chairman, GNS Healthcare

Panelists: Arnab Gupta, Founder and CEO, Opera Solutions

Sridhar Iyengar, Founder and CTO, AgaMatrix

Derek Newell, CEO, Jiff

John Santelli, CIO, Optum

# Conference Tracks

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**Wednesday, January 9** LVCC, North Hall, N250

**12:50–2 p.m.**

## Digital Health Summit Luncheon and Keynote: Cancer Treatment — The Next Frontier

With game-changing developments in genomics, cancer treatment will be transformed forever. This keynote gives you a unique opportunity to hear from the leader paving the way to this colossal healthcare development.

**Keynote:** Ron Andrews, President, Life Technologies, Medical Sciences

**2:05–2:35 p.m.**

## Digital Health Keynote: This Is Your Brain on Tech

Consumer technology developments in transforming brain health are front and center this year. From significant progress in treating ADHD to predicting the most effective treatment for depression, these developments highlight big leaps forward for the digital health industry.

**Keynote:** Dr. Gregory Bayer, CEO, Brain Resource

**2:40–3:25 p.m.**

## Vitamin XX: Revolutionizing the Face of Digital Health

Women make 80 percent of healthcare decisions, yet only 4 percent of healthcare companies are women-run. Companies need to reach the influential female healthcare consumer. How do we boost more women up the ladder to lead and innovate for their primary spender?

**Moderator:** Halle Tecco, CEO, Rock Health

**Panelists:** Madhura Bhat, Co-Founder, Health for America

Donna Cryer, CEO and President, American Liver Foundation  
Judy Wade, CEO, AliveCor

**3:30–4:15 p.m.**

## Can an App a Day Keep the Doc Away?

With over 44 million health apps predicted for download this year, what is the true impact on users' health? Are we seeing progress, and if so, how are companies incorporating applications to help consumers manage chronic diseases or improve their overall health?

**Moderator:** Dan Munro, Contributing Editor, *Forbes*

**Panelists:** John DeSouza, CEO, MedHelp International  
Charles Parker, Executive Director, Continua Health Alliance  
Stanley Yang, CEO, Neurosky

**4:20–4:50 p.m.**

## Digital Health Summit Day 1 Closing Keynote: 50 Shades of Silicon

When we think about building health and fitness technology there's one indispensable item at the core of every breakthrough. This special keynote addresses the significant impact this technology has made on the entire health and fitness world and how it continues to evolve.

**Keynote:** Karthik Vasantha, GM Medical Business Unit, Texas Instruments

**Thursday, January 10** LVCC, North Hall, N250

**9–9:50 a.m.**

## Welcome and Rise of the Quantified Self: Addiction or Just Healthy?

We are tracking our heart rates, calories, weight, and more. Are we becoming obsessive or is this what it takes for us to maintain a healthier lifestyle? Learn from industry leaders how they see consumerism playing a role in the growth of the Quantified Self.

**Moderator:** Dr. Jordan Shlain, Founder and Chief Thinker, HealthLoop

**Panelists:** Catherine Calarco, CMO and Sr. VP, HeartMath  
Randy Kellogg, VP, Marketing and Product Development, Omron Healthcare Inc.  
Mike Keriakos, President and CEO, Everyday Health  
Dr. Robert Milner, Sr. Consultant, Cambridge Consultants

**10–10:50 a.m.**

## The Breakfast of Healthy Champions

Join exceptional leaders in healthcare for a candid conversation about the industry and how technology is playing a crucial role. Don't miss the opportunity to be a fly on the wall during this very unique session.

**Moderator:** Jeff Arnold, Chairman and Chief Architect, ShareCare

**Panelists:** Dr. Otis Brawley, Chief Medical and Scientific Officer, EVP, American Cancer Society  
Dr. Leslie Saxon, Professor of Clinical Medicine and Chief of the Division of Cardiovascular Medicine, Keck School of Medicine, University of Southern California

**11–11:45 a.m.**

## Wearing Your Health on Your Sleeve

One of the fastest growing areas in healthcare is the use of sensors. They are being developed for body application and integrated into clothing and devices. We take a look at the complete landscape of this growing sector and how these devices make tracking our health "seamless."

**Moderator:** Malcolm Thompson, Chief Technical Advisor, FlexTech Alliance

**Panelists:** Richard Lobovsky, VP, Business Development, Lifecomm  
Deepak Prakash, Global Market Segment Manager, Avery Dennison Medical Solutions  
Christine Robins, CEO, BodyMedia

**11:50 a.m.–12:35 p.m.**

## It's All About Me! Designing for the Healthy Consumer

Designing technology for health is challenging for the "me" generation. They want effortless, customized solutions to use at work, rest or play. What incentives can convince these consumers to use health tech devices and resources long-term for optimum results?

**Moderator:** Joseph Kvedar, Director, Center for Connected Health, Partners HealthCare

**Panelists:** Wendy McCubbin, Sr. Manager, Workspace Wellness, Ergotron Inc.  
Aidan Petrie, Co-Founder and Chief Innovation Officer, Ximedica  
Alexandra Von Plato, EVP and Chief Creative Officer, Digitas Health and Razorfish Health

**12:45–1 p.m.**

## Mind-Blowing Tech

Prepare yourself for a jaw-dropping exhibition!

**Presenter:** Ariel Garten, CEO, Interaxon

**1–2:05 p.m.**

## Digital Health Summit Luncheon and Keynote: Why Healthcare Has Its Head in the Cloud

The cloud is radically transforming every industry, and healthcare is no exception. Join digital health trailblazer Don Jones and other industry pioneers, to find out how the cloud is breaking down barriers and empowering communication among mobile apps, EMRs and medical devices — literally liberating the data for better patient outcomes.

**Keynote:** Don Jones, VP, Global Strategy and Market Development, Qualcomm Life

# Conference Tracks

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**2:10–2:35 p.m.**

## Digital Health Keynote: Science Meets Sexuality

Once a taboo topic, sexual health is now out in the open. We are beginning to gain significant understanding of how our sexual health can affect our overall health. In this important keynote, we learn how sexuality can impact our lives for the better and why scientists, scholars and device manufacturers are taking note.

**Presenter:** Grant Bechthold, VP, Product Development, Standard Innovation

**2:40–3:25 p.m.**

## Roar of the Healthy Crowd

Crowdsourcing and crowdfunding are beginning to play a pivotal role in how new innovations are coming to light in healthcare. Join the crowd movers and shakers as they discuss how these innovations are influencing participatory medicine and the consumerization of healthcare.

**Moderator:** Sonny Vu, CEO and Founder, Misfit Wearables

**Panelists:** Monisha Perkash, CEO and Co-Founder, LUMO  
Slava Rubin, Founder and CEO, Indiegogo  
Julia Winn, CEO, BetterFit Technologies

**3:30–4:15 p.m.**

## Health Tech from the Neck Up

Digital health innovations for hearing loss, vision loss and neuroscience are being perfected to address key needs in our society. Optometrists, audiologists and neuroscientists are using technology solutions to manage care and to investigate and prevent disease, creating consumer-directed healthcare cost controls.

**Panelists:** Michele Ahlman, President, ClearSounds Communications  
Justin Bazan, Owner, Park Slope Eye  
Dr. Steven LeBouef, Founder and CEO, Valencell  
Lisa Tseng, M.D., CEO, hi Health Innovations

**4:20–4:50 p.m.**

## Digital Health Summit Closing Keynote: Health in Real Time

There is no question that "social" is part of the fabric of our lives. But when it comes to sharing health information, what are the appropriate boundaries? What monumental challenges face companies with platforms that encourage the exchange of health information, either among online community users or between patients and their physicians?

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## Digital Hollywood

Entertainment • Content • Convergence

### Digital Hollywood

*Content anytime, anywhere on screens of any size. New platforms, surprising target audiences and refreshing approaches to reaching them. Innovative collaborations, unexpected opportunities and lucrative revenue streams.*

*All this and much more is served up at the ever-popular Digital Hollywood sessions, led by some of the most influential players in the entertainment space. Get a front-row seat for the event everyone will be talking about!*

#### PRICING

|                            |         |
|----------------------------|---------|
| All Access Pass            | \$1,600 |
| Entertainment Matters Pass | \$1,000 |
| Multi-Day Program          | \$600   |
| Individual Session         | \$300   |

Monday, January 7

LVCC, North Hall, N258

10-11 a.m.

#### DH1 The New Hollywood Equation — Content Owners, New Platforms, Agents and Commerce

Hear some of the best-informed creative executives opine on the New Hollywood Equation where content owners, talent, agents and distributors stake out new territory and seek new formulas for dealing with ever-changing, more complex relationships. They'll discuss the growing role of digital technologies, next-gen power brokers and the evolving production/distribution continuum.

Moderator: Mark Kapczynski, CEO, Kontrol Media

Panelists: Miles Beckett, CEO and Co-Founder, EQUAL

Bruce Gersh, President and CEO, FishBowl WorldWide Media

Eric Korsh, VP and Group Director, Brand Content, Digitas

Jeremy Lockhorn, Director, Emerging Media and Video Innovation, Razorfish

Valeria Maltoni, Sr. Director, Strategy, Empathy Lab

David Tocherman, Head of Digital Media, Innovative Artists

11:30 a.m.-12:30 p.m.

#### DH2 MultiScreen Universe: TV, Tablets, Broadband, Smartphones and IPTV — Strategies for ConnectedTV Technology and Content

The age of "all video, all the time" is here — yet the conversion to an all-video culture was so quiet that the implications are just entering the nation's business and intellectual conversations. Hear from a group of technology and communication experts whose experiences define how the multiscreen universe works.

Moderator: Tim Hanlon, CEO and Founder, The Vertere Group LLC

Panelists: Jeff Demain, Research Strategy and Business Development Director, Intel

Kurt Hoppe, Director, Smart TV Innovation and Alliances, LG Electronics

Eric Reed, VP, Entertainment and Tech Policy, Verizon Communications

Jay Samit, President, ooVoo

George Tupy, Marketing Solution Manager, Service Provider Group, Cisco

1-2 p.m.

#### DH3 Women in Advertising: Innovation in Digital Technologies — From Agencies to Social Media Start-ups — The Business of Monetization

As the power of digital reinvents how we communicate, absorb and evaluate information, it's clear that women offer a unique perspective, understanding and intelligence about digital innovation and monetization in advertising. Get insights from influential women executives at the cutting edge of this transformation.

Moderator: Lori H. Schwartz, Tech Catalyst, World of Schwartz

Panelists: Angela Courtin, Chief Content Officer, Aegis Media North America

Kristin Ganong, VP, Digital Strategy and Engagement, Diageo

Liz Heller, CEO and Co-Founder, Buzztone

Lisa Marino, CEO, RockYou

Beth McCabe, VP and Group Director, Social Marketing and Technology, Digitas

2:30-3:30 p.m.

#### DH4 Contextual Media and Advertising: Transforming and Redefining the Relationship Between the Consumer, Advertising and Media Platforms

All media and the information they deliver are increasingly contextual. Some refine messaging more precisely than others, but the personalization of news, commentary, programming, advertising and commerce is plowing ahead. Learn how media, advertisers and content creators are managing a complex universe containing hundreds of millions of individual preferences.

Moderator: Doug Scott, President, OgilvyEntertainment

Panelists: Laura Caraccioli, EVP, Advertising, Electus

Jamie Elden, Sr. VP Sales, Head of Entertainment, Lin Media – RMM Online

Chris Hayes, Managing Director, Business Development, Huge

Joan Hogan Gillman, EVP, Time-Warner Cable and President, Time Warner Cable Media

Bettina Sherick, Sr. VP, Digital Strategic Marketing, Twentieth Century Fox

Kristine Welker, Chief Revenue Officer, Hearst Magazines Digital Media

# Conference Tracks

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4-5 p.m.

#### DH5 Women: The Social Advantage — Leveraging the Social Graph for Building Brands Across Platforms

Women use smartphones and tablets more than men do, and their usage of mobile technology increases each month. As voice services decline, texting, emailing and the Web expand in reverse proportion. The result is a mobile tidal wave of brand building, consumer messaging and information exchange, better known as info surfing the Social Graph.

Moderators: Lori H. Schwartz, Tech Catalyst, World of Schwartz

Tania Yuki, Founder and CEO, Shareablee

Panelists: Stacey Bishop, Managing Director, Scale Venture Partners

Stephanie Gaines, Co-Founder, Matcha

Maha Ibrahim, Partner, Canaan Partners

Jen Murphy, Head of Industry, CPG, Google

Lisa Sullivan-Cross, GM, Learning; and VP, Marketing and Business Development, Dictionary.com

Sandhya Venkatachalam, VP, Advertising & Monetization, Skype

10-11:30 a.m.

#### DH6 The Television Ecosystem: Programming, Pay-Services, Advertising and Multiplatform Distribution — Revenue and Strategies

Television 3.0 is here. With integrated Apps, PVR, DRV, VOD, broadband, wireless, VoIP and mobile applications, it's the central component of the electronic experience. Gain insights into how media, entertainment and technology companies are competing for the hundreds of millions of global consumers gathered around "the set."

Moderator: Shahid Khan, Chairman and Chief Strategist, MediaMorph

Panelists: Scott L Brown, Sr. VP, Global Communications, Media Practice Consumer Insights and Strategic Relations, The Nielsen Co.

Bruce Eisen, VP, Online Content Development and Strategy, DISH Network

Tamara Franklin, Sr. VP, Affiliate Operations and New Media Distribution, Scripps Networks Interactive

Jeremy Legg, Sr. VP, Business Development and Multi-Platform Distribution, Turner Broadcasting System Inc.

Charles Meehan, West Regional VP, Spotlight Integrated Media Sales, Comcast Spotlight

Dan Suratt, EVP, A+E Networks

Rob Sussman, EVP, Business Operations, Development and Strategy, EPIX

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Monday, January 7 LVCC, North Hall, N258

Noon-1 p.m.

## DH7 Video Anytime, Anywhere: Video Across Platforms — Television, Internet and Mobile — Understanding the Value Proposition

At their core, the broadcast and cable industries have always been a video-delivery technology. With video central to how consumers experience their daily lives — whether by broadcast, cable, mobile or broadband — television's video infrastructure is ideally positioned to respond to the way consumers now communicate.

Moderator: Jerry Belson, US Media and Entertainment Sector Leader, Deloitte LLP

Panelists: David Anderson, Sr. VP and Head of Digital, Shine America  
Beth Clearfield, Sr. VP Digital, Media & Business Development, BBC Worldwide  
Robert Leighton, Sr. VP, Programming, Liberty Global Inc.  
Renee Plato, Sr. VP, Digital Distribution, Univision Communications Inc.  
Sachin Sathaye, Sr. Marketing Manager, Service Provider Video, Cisco  
Pam Schechter, VP, Business Affairs, Digital Cable Entertainment, NBC Universal

1:30-2:30 p.m.

## DH8 Hollywood and the Digital Consumer: How Technology, Content and Services Establish the Next Level of Consumer Entertainment Experience

The digital home, while not fully realized, is under construction. For Hollywood, the opportunities around content are golden. How will the creative and technology communities respond to a fully realized, on-demand world of television, film and gaming? Find out as we open the door to exciting new possibilities in consumer entertainment.

Moderator: Ira Rubenstein, EVP, Digital, Twentieth Century Fox

Panelists: Kelly Day, CEO, Blip  
Greg Goodfried, President and Co-Founder, EQAL  
Balaji Gopinath, VP, Emerging Technology, Turner Broadcasting  
Greg Johnson, President, Digital, Trivergence LLC  
John Penney, EVP, Strategy and Business Development, Starz Entertainment

Wednesday, January 9 LVCC, North Hall, N258

3-4 p.m.

## DH9 Original Video Programming: Streaming and Live Broadband — TV, Tablets, Smartphones, PCs — The Video Explosion

Original Web programming is happening, and it's premiering on the Net. Netflix, Amazon, DirecTV, Discovery, YouTube, Turner and MTV all have a stake. The Web is delivering mainstream entertainment and all the mainstream media companies are chiming in. We might call this new movement in Web video, "Digital Hollywood!"

Moderator: Mariana Danilovic, CEO, Hollywood Portfolio

Panelists: David Austin, Sr. Director, Emerging Technology, Turner Broadcasting  
Rob Barnett, Founder and CEO, My Damn Channel  
Gregg Bernard, Sr. VP, Business Development, Vimeo  
Barry Blumberg, EVP, Alloy Digital and President, Smosh  
Evan Bregman, Director, Digital Media, Electus  
Steve Woolf, President, Blip Studios and Sr. VP, Content, Blip

10-11:30 a.m.

## DH10 Venture Funding, Investment and Mergers: Leadership in the Entertainment and Technology Space — Broadband, Social Networks, Mobile and Games

Join a group of influential players in the media, entertainment and tech finance worlds for an enlightening look at emerging growth areas in our industry. They reveal where the value and opportunities are, who's investing, and whether we're headed for a bubble or sustained hyper-growth in the convergence space.

Moderator: Joey Tamer, President, S.O.S. Inc.

Panelists: Keval Desai, Partner, InterWest Partners  
Norm Fogelson, General Partner, Institutional Venture Partners  
Scott Levine, Managing Director, Time-Warner Investments  
Hany Nada, Partner, GGV Capital  
Kevin Spain, General Partner, Emergence Capital Partners  
Yoav Tzruya, Partner, Jerusalem Venture Partners

Noon-1 p.m.

## DH11 The Future of Enhanced Advertising: Addressing Brands, Message, Technology, Media and Entertainment

As consumers integrate broadband into every aspect of their lives, Hollywood and Madison Avenue have exciting new opportunities to experiment with all forms of electronic messaging. Find out how this quantitative shift in the creative process is transforming advertising, entertainment and devices.

Moderator: Mike Wiese, Director, Branded Entertainment, JWT

Panelists: Fred Bucher, Group VP, Marketing, Time Warner Cable Media  
Mark Fortner, VP, Digital Fusion, MTV Networks  
George Gallate, Global Chairman, Havas Worldwide Digital  
David Kang, Chief Digital Officer, Wenner Media  
Xavier Kochhar, Managing Partner, MediaLink LLC  
Stewart Pearson, Chief Client Officer, Wunderman

1:30-2:30 p.m.

## DH12 Content for the New Platforms: Custom Programming and Branded Advertising — Tablet and Smartphone, Web and TV

Groundbreaking content is being produced across platforms, and media producers are revolutionizing their relationships with the biggest global brands. Advertisers, agencies and producers are inventing an all-new universe of programming for social media, communication services and Web video. We're at the starting gate, and every month presents new challenges and amazing breakthroughs.

Moderator: David Leibowitz, Managing Partner, CH Potomac

Panelists: Tom Bannister, CEO, SXM  
Kelly Dempski, Sr. Director, MultiChannel Interactions R&D Group, Accenture Technology Labs  
Matt Doherty, Transmedia Architect, Ogilvy & Mather Worldwide  
Lisa Hsia, EVP, Digital Media, Bravo  
Ashwin Navin, Co-Founder and CEO, Flingo  
Chris Young, CEO, DBG

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3-4 p.m.

## DH13 Branded Media Marketing: Across Platforms — TV, Film, Broadband, Mobile, Virtual Worlds, Music and Games — Reinventing the Commerce and Media Model

Breaking through the competitive cacophony vying for consumers' attention is more daunting than ever. Find out how the industry's TV, music, wireless, film and broadband marketing/creative teams are reinventing the world of entertainment, branding and marketing, with impressive results.

Moderator: Neil McGinness, CEO, *Weekly World News*

Panelists: Smita Alex, Managing Director, Mindshare Atlanta  
Catherine Balsam-Schwaber, Sr. VP, Marketing, iVillage, NBC Universal  
Jason Henderson, Product Manager, New Product Development, Verizon FiOS TV  
David Katz, VP, Digital Media, Starz Media  
Andrea Redniss, Managing Director, Digital, Media Storm  
Dean Waters, CEO, VIMBY

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## Emerging Technology

*As we write, the words become obsolete. Such is the challenge of trying to capture the blindingly fast universe of emerging technology. But if you're interested in what's possible — not just what's here now — come and hear what pioneers in interface design, screen display technology and the next mobile Internet have to say. Where we are is where we've been, and with these visionary designers, engineers and entrepreneurs, there's no telling where the future leads. But they've got an amazing story to share.*

### PRICING

|                            |         |
|----------------------------|---------|
| All Access Pass            | \$1,600 |
| Entertainment Matters Pass | \$1,000 |
| CE Pass                    | \$700   |
| Single Session             | \$300   |

Wednesday, January 9 LVCC, North Hall, N259

2-3 p.m.

### ET1 User Interface: What It Will Look Like in Five Years

Will button pushing and touch screens still be the primary ways we operate electronics products in 2018 or will we use voice and gesture control? Will the mouse become a forgotten relic of the PC's past? This session predicts where the user interface is headed.

Presenter: Tim Huckabee, CEO, InterKnowlogy

3:30-4:30 p.m.

### ET2 The Download on New Display Technologies

No matter what the device, the screen is the focal point and consumers are becoming savvier and more demanding about quality. Industry experts explain the advantages of and differences between the new array of technologies, including OLED, AMOLED, Crystal LED, Retina and Flexible displays.

Moderator: Kevin Miller, President, ISFTV

Panelists: Tim Alessi, Director, New Product Development, LG Electronics USA  
Joe Kane, President, JKP  
Dr. Asad Khan, CTO, Kent Display Inc.  
John LeMoncheck, President and CEO, Cambrios

# Conference Tracks

Session material as of December 17, 2012. Visit [Conference.CESweb.org](http://Conference.CESweb.org) for current program updates.

Thursday, January 10 LVCC, North Hall, N253

9:30-10:30 a.m.

### Emerging CE Technology: A Preview of the IEEE ICCE's Most Interesting Technologies

FREE

For over 30 years the Consumer Electronics Society of The Institute of Electrical and Electronic Engineers (IEEE) has hosted leading scientists and engineers at the International Conference on Consumer Electronics (ICCE) co-located at CES. These experts will review disruptive and emerging technologies at least five years from the marketplace, in video, audio, computing, gaming, communications, and more.

Moderator: Stuart Lipoff, Partner, IP Action Partners

Panelists: Tom Coughlin, Ph.D., President, Coughlin Associates  
Richard Doherty, President, The Envisioneering Group  
William Lumpkins, VP, Engineering, O & S Services and Wi2Wi Inc.  
Tom Wilson, CEO, emotion3D GmbH



Thursday, January 10 LVCC, North Hall, N259

9:30-10:30 a.m.

### The Rise of the Next Mobile Internet: New Networks, Devices and Demands

FREE

A world without digital mobility is impossible to imagine. But where we are at the moment is just the beginning. New IPv6-based networks and hardware devices will transform services, software, products and business models. We discuss the state of now and what demands and opportunities carriers and manufacturers will face in the future.



Moderator: Limor Schafman, President, KeystoneTech Group

Panelists: Dale Geesey, President, Auspex Tech  
Fredrik Gerneij, Sr. Systems Manager, IPv6, Ericsson  
Latif Ladid, President, IPv6 Forum  
John Loughney, Head of Technical Community, Nokia

## CE PASS

PRICING: \$700

*Our most popular sessions, conveniently packaged at an amazing price!*

*Includes:* 3D's 20/20 Vision, Business Insights, CEA Research Summit at International CES, Connect2Car, Content and Disruptive Technologies, Developer University at CES, Emerging Technology, Fitness Tech, Home Entertainment, In-Vehicle Technology, Innovation Policy Summit, Just the Facts: Research, Reports and Revelations, Kids@Play and MommyTech, Lifestyle Technologies, Smart Homes & Digital Consumers: Sponsored by J.D. Power and Associates, Wireless Communications, SuperSessions and Keynote Addresses.



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# Conference Tracks

Session material as of December 17, 2012. Visit [Conference.CESweb.org](http://Conference.CESweb.org) for current program updates.



## Fitness Tech

Over the next five years, wearable, wireless sports and fitness devices will number 169.5 million. The body will become an input/output device where everything can be measured, tracked and shared. Sensor technology, supported by wireless networks, is changing the sports/fitness market. From augmented reality devices to new exercise options, bionic parts to peak-performance monitors, we explore what works, what doesn't, and what it takes to become the next big thing in wearable technology.

FREE

Tuesday, January 8

LVCC, North Hall, N250

9:30–9:50 a.m.

### The State of Sports and Fitness Technology

Sports and fitness technology has matured and gone mainstream. We set the stage for the market's future and look back at the meteoric rise of the sports/fitness high-tech industry.

Presenter: Jennifer Jolly, Host, Tech's Appeal

9:55–10:45 a.m.

### Our Bodies, Our Data

We can now measure everything we consume and expend in our bodies. There's talk of Body Area Networks and calibrations at the cellular level. Are you ready for the "we are our own computers" movement?

Moderator: Eric Adams, Sr. Editor, *Men's Health*

Panelists: Molly Andruszkiewicz, Director of Marketing, Wahoo Fitness  
Steven LeBoeuf, President and CEO, Valencell Inc.  
John (Ivo) Stivoric, CTO and VP, New Products, BodyMedia  
Marco Suviakso, Group Director, Products, Polar Electro

10:50–11:30 a.m.

### Tips from Celeb Trainers on Using Tech

They train the stars and, increasingly, they depend on high tech. Celebrity fitness trainers dish about how they use technology to motivate, guide and shape their clients. Does adding technology improve results? How do they determine what tech is valuable and what's hype?

Moderator: Jennifer Jolly, Host, Tech's Appeal

Panelists: Tom Holland, President and Founder, Team Holland  
Nicole Nichols, Managing Editor, Spark People

11:40 a.m.–12:10 p.m.

### Luncheon Keynote: Casting a Wider Net

Technology has created advances in the field of sports medicine and pushed the notion of high-tech fitness aid to the forefront. Retired WWE wrestling personality Chris Nowinski talks about how technology is being used to increase safety for athletes of all ages.

Keynote: Chris Nowinski, Retired, WWE wrestling personality

12:20–1:05 p.m.

### It Takes a Village

Creating a sports or fitness product can be a lonely venture. We explore the branding opportunity, partnerships and other cooperative efforts that can increase the likelihood of success.

Panelists: Chris Downie, Founder and CEO, Spark People  
Jay Moore, President and CEO, Looxcie  
Christine Robins, CEO, BodyMedia

1:15–2 p.m.

### Does Sharing Keep you Fitter: Crowdsourcing, Community and Fitness

Video games, gamification, rewards, donations, competition — how is the market motivating you to move? With all the body monitors, pedometers and calorie counters out there, what does it take to set your product apart from the crowd?

Moderator: Aaron Boulding, President, Xperience Entertainment

Panelists: Albert Lee, CEO and Co-Founder, My Fitness Pal  
James Park, CEO, Fitbit  
Rich Schmelzer, CEO, GeoPalz

2–2:55 p.m.

### High-Tech vs. High-Touch

What is the real motivation behind the wearable monitors? While they attempt to be your personal coach, nutritionist, trainer and friend, can devices really modify health and attitudes?

Moderator: Denise Yohn, President and Consulting Partner, Denise Lee Yohn Inc.

Panelists: Jef Holove, CEO, BASIS Science  
Isaiah Kacyvenski, Head of Sports Segment Licensing and Business Development, MC10 Inc.  
Woody Scal, Chief Revenue Officer, Fitbit  
Rick Wenner, Category Manager, Health and Fitness, Scosche Industries  
Timothy Yu, Director, Marketing, Recon Instruments Inc.

# Conference Tracks

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3–3:40 p.m.

### Fitpicks: Which Products Get to Market and Why

Expert brand marketer Denise Lee Yohn interviews Ian Andes, president of 4iiii, about the best tips for bringing your product to market. What's the next big thing in this explosive market, and who's the next big star? What does it take to win in this market?

Moderator: Denise Yohn, President and Consulting Partner, Denise Lee Yohn Inc.

Panelist: Ian Andes, President, 4iiii Innovations

3:45–4:15 p.m.

### Fitness Tech Keynote

Picking the winners — how investments get made in the sports and fitness world.

Keynote: Michael Yang, Managing Director, Comcast Ventures

4:15–4:45 p.m.

### "NEXT?"

Who are the new players on the field? We let 10 of the top newcomers show us their stuff. What will be the next "must-have" gadget?

Presenters: Mark Askenasi, CEO and Founder, Sofit Mobile  
Bruce Borenstein, Principal, North Riverside Partners  
Peter Kuhar, Founder and CTO, Azumio  
Julia Hu, CEO and Founder, LARK  
Richard Tate, Director, Communications and Marketing, HopeLabs  
Ben Wagner, CEO, Life Kraze

# Conference Tracks

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## Games Summit at CES

This year's summit focuses on digital disruption in the market and where growth will be in 2013 and beyond. Our expert speakers reveal insights about hot topics and trends, including Social Casino Gaming, Mobile Apps and New Disruptive Distribution. This is your opportunity to meet the most influential decision makers and talent in the industry, and to attend in-depth presentations on the trends and drivers that make games one of the hottest categories in CE.

### PRICING

|                            |         |
|----------------------------|---------|
| All Access Pass            | \$1,600 |
| Entertainment Matters Pass | \$1,000 |
| Full-Day Program           | \$500   |

Thursday, January 10

LVCC, North Hall, N264

9:15 a.m.

### Games Summit Welcome

Panelists: Jay Baage, Event Director, Games Summit at CES  
Ned Sherman, CEO and Publisher, *Digital Media Wire*

9:15–9:55 a.m.

### 2013 Gaming Trends — Analyst and Expert Presentations

Leading analysts and industry experts kick-off the day's discussions with an overview of the latest research on the current state of gaming and the directions in which the industry is heading.

Presenters: Jesse Divnich, VP, Analysis and Insights, EEDAR  
Wanda Meloni, Founder and Sr. Analyst, M2 Research

Moderator: Ned Sherman, CEO and Publisher, *Digital Media Wire*

Panelist: Shawn DuBravac, Chief Economist and Director of Research, Consumer Electronics Association

10–11 a.m.

### The State of the Games Industry

Industry leaders discuss the current state of the games industry as it continues its transition towards a digital future. What does it take to make a successful game across platforms? What emerging platforms will dominate in the years to come? How do you make money in an increasingly complicated, highly competitive gaming universe?

Moderator: Mike Vorhaus, President, Magid Advisors

Panelists: Bjorn Book-Larsson, CEO, Reloaded Games Inc./GamersFirst  
Teemu Huuhannen, EVP, Business Development and Communications, Sulake Corporation (Parent Company of Habbo)  
Chris Petrovic, GM, Digital Ventures, GameStop  
Nanea Reeves, COO, Machinima  
Joel Resnik, Head of Video Games, Redbox

11:30 a.m.–Noon

### Games Summit Fireside Chat

12:05–1 p.m.

### What Comes After the Last-Generation Game Consoles: New Disruptive Media Distribution Chains

Video games are migrating "into the cloud," but how and when can we expect business models and distribution channels to change? Which devices will drive growth? This panel offers an overview of trends; relevant, real-life case studies; and the unfiltered truth on industry opportunities and challenges in a digital age.

Moderator: Michael Cai, VP, Video Games, Interpret

Panelists: Jason Henderson, iTV Apps Product Manager, Verizon FiOS TV  
Rob Schonfeld, VP, Global Digital and Mobile Sales, Activision Blizzard

2–2:30 p.m.

### Games Summit Fireside Chat: Staying Ahead of the Game

Keynotes: Patti Hart, CEO, International Game Technology  
Darrell Rodriguez, Chief Creative Officer, International Game Technology

# Conference Tracks

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2:35–3:20 p.m.

### Featured Roundtable: Viva Las Vegas, Monetization 3.0 — Opportunities in Online Casinos and Gambling for Games and Media Companies

This session features experts in the fields of monetization, online games and online gambling. What would it mean if the U.S. legalized online casinos currently doing business in Europe and Asia? What is the future of monetizing game content across platforms? How will gambling change the game?

Moderator: Michael Pachter, Managing Director, Equity Research, Wedbush Securities

Panelists: Jeremy Avin, Co-Founder and CEO, Mobile Vegas  
Mitch Garber, CEO, Caesars Interactive Entertainment  
David Goldberg, CEO, Spring Valley Partners  
Brock Pierce, CEO, Playsino

3:25–4:10 p.m.

### The Social Mobile Revolution — Effective Game App Distribution and Promotion

An expert panel discusses key questions facing the industry: What's the importance of gatekeepers, like Apple's app store, Facebook and mobile operators? What are the most important current and emerging platforms for console, mobile and online games? How can games and interactive entertainment incorporate user-generated content, sharing, rewards and referral programs?

Moderator: Gordan Bellamy, Executive Director, IGDA

Panelists: Andrew Daines, Founder and CEO, PrePlay  
Marcus Gners, VP, Business Development, Stardoll  
Michael Ritter, Sr. VP, Business Development, SGN

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## HigherEdTECH

*With a trillion dollar in expenditures and millions invested in new tech ventures, education is a high-stakes industry. Start-ups, publishers, institutions, government, foundations and investors are betting on new digital strategies to affect a turnaround in K-20 education. From mobile devices to MOOCs, personalized instruction to global universities, e-texts to on-demand learning, a new generation of services, tools and institutions is emerging. Meet the leaders, see the innovations and explore opportunities and challenges in higher ed.*

### PRICING

All Access Pass  
Full-Day Program

\$1,600  
\$500

Thursday, January 10 LVCC, North Hall, N256

8-8:05 a.m.

### Opening and Greetings

Presenter: Jinny Goldstein, Executive Producer and Co-Founder, HigherEdTECH, Living in Digital Times

8:05-9 a.m.

### Bagels and Bandwidth

After a year of high-paced change, what digital innovations are emerging in 2013? What do they mean for education? What's missing? Walt Mossberg, the influential technology columnist for *The Wall Street Journal*, kicks off a lively discussion of what is to be or not to be in 2013.

Presenter: Walt Mossberg, Personal Technology Columnist, *The Wall Street Journal*

Moderator: Kenneth Green, Ph.D., Founding Director, The Campus Computing Project

Panelists: John C. Ittelson, Ph.D., Professor Emeritus, California State University  
Steve Kolowich, Technology Reporter, Inside Higher Ed  
Stephen J. Laster, Chief Digital Officer, McGraw-Hill Education

9-9:45 a.m.

### Keynote TBA

9:45-10:30 a.m.

### Taking Education to the Cloud

As educational resources move to cloud-based technology, schools are evolving into aggregators of learning. Will this shift to school-as-a-service empower students to customize their education on demand? What are its promises and potential pitfalls? Are there implications for higher education?

Moderator: John Bailey, Senior Advisor, Whiteboard Advisors and Executive Director, Digital Learning Now!

Panelists: Dwight Jones, Superintendent, Clark County School District  
David Sanchez, VP, Product Development and Partnerships, Education Elements Inc.

10:30-11:15 a.m.

### High-Tech EDU

The digital revolution has invaded the classroom. From content to tools to services, technology is transforming teaching and learning for new generations of students. Preview demos of the latest High-Tech EDU innovations and find out what's coming next.

Moderator: Audrey Watters, Writer, Hack Education

Panelists: Mohit Bhargava, President, LearningMate Solutions Ltd.  
Sean M. Corcoran, GM, Steelcase Education Solutions, Steelcase Inc.  
Scott Hasbrouck, CEO, Ginkgotree Inc.  
Robbie Melton, Ph.D., Associate Vice Chancellor, TBR eMerging Technologies, Tennessee Board of Regents

# Conference Tracks

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11:15 a.m.-12:15 p.m.

### Dewey to Digital: Expectations vs. Experience

What's the status of the "ever-arriving" digital revolution in textbooks? What keeps digital content and books from being transformative forces in education? Cost? Features? Functionality? Reluctant students or faculty? What will it take for digital content to achieve its great expectations?

Moderator: Kenneth C. Green, Ph.D., Founding Director, The Campus Computing Project

Panelists: Cable Green, Director, Global Learning, The Creative Commons  
Matt MacInnis, Founder and CEO, Inkling  
Vineet Madam, Sr. VP, New Ventures, McGraw-Hill Education  
Joann M. Spyker, VP, Sales and Higher Education, Copia Interactive LLC

12:15-1:15 p.m.

### HigherEdTech Luncheon: Rewiring College to Career — Getting a Degree that Works

Moderator: Doug Lederman, Editor and Co-Founder, Inside Higher Ed

Panelists: Chip Paucek, Co-Founder and CEO, 2U (formerly 2tor)  
Peter Smith, Sr. VP, Academic Strategies and Development, Kaplan Higher Education Group

1:15-2 p.m.

### High-Tech Backpack

What are students craving, parents buying and backpacks carrying? Peek inside our High-Tech backpack for demos of the newest devices, mobile Apps and digital services making their way to campuses.

Moderator: John Bailey, Sr. Advisor, Whiteboard Advisors and Executive Director, Digital Learning Now!

Panelists: Anne Dwayne, Chief Business Officer, Chegg  
Heather Hiles, Founder and CEO, Pathbrite

2-3 p.m.

### Making MOOCs Matter: Assessing, Certifying and Credentialing Learning

MOOC madness is here! Millions are enrolled in Massive Open Online Courses (MOOCs) and other digital content delivery models. What does this phenomenon mean for students? What's the value of courses without credit? Is it possible to certify learning on such a mass scale? Can technology do more than deliver content?

Moderator: Doug Lederman, Editor and Co-Founder, Inside Higher Ed

Panelists: James Applegate, Ph.D., VP, Program Development, Lumina Foundation  
Susan Cates, Executive Director, MBA@UNC, Kenan-Flagler Business School  
Andrew Ng, Co-Founder and Co-CEO, Coursera Inc.  
Candace Thille, Director, Open Learning Initiative, Carnegie Mellon University

3-4 p.m.

### The New Math: Is Analytics Adding Up?

Is the promise of utilizing analytics to convert educational data into meaningful indicators of learning and performance finally coming true? Dive into case studies of new platforms, APIs and applications that enable personalized instruction and data-driven results. Find out what happens when analytics moves from the business world into education.

Moderator: Seth Reynolds, Partner, Consulting, The Parthenon Group

Panelists: Jim Ambach, Sr. VP, Product Management, CourseSmart LLC  
Babur Habib, CTO and Co-Founder, Kno Inc.  
Mark Sarver, Ph.D., CEO, eduKan

4-5 p.m.

### Educating the Next Generation of Entrepreneurs

Keynote: Lawrence H. Summers, Ph.D., Charles W. Eliot University Professor of Harvard University, Harvard Kennedy School

Panelists: Candice Carpenter Olson, Co-CEO and Founder, The Fullbridge Program  
Lawrence H. Summers, Ph.D., Charles W. Eliot University Professor of Harvard University, Harvard Kennedy School

# Conference Tracks

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## Home Entertainment

We know that mobile is on fire, but what about the home fires — are they still burning? This exciting new conference track brings some of the brightest minds in home entertainment to dynamic panel discussions and presentations on the wide-ranging advancements occurring across the home space. From sophisticated UI to the 4K Ecosystem, Smart TV content to the future of console games, this track unveils everything you need to know about this massive market.

### PRICING

|                            |         |
|----------------------------|---------|
| All Access Pass            | \$1,600 |
| Entertainment Matters Pass | \$1,000 |
| CE Pass                    | \$700   |
| Individual Session         | \$300   |

Wednesday, January 9 LVCC, North Hall, N261

2-3 p.m.

### HE1 Three Trends That Are Redefining the User Interface

The simple remote control is no longer king as voice, gesture, touch and other user interfaces find their way to a growing number of electronics devices. Product experts and technologists reveal the products and trends that are driving today's UI revolution.

Moderator: Robert Heron, Host of Revision 3 TV and Editor-in-Chief, Heron Fidelity

Panelists: Saurav Kumar, Co-Founder, Predict

Vlad Sejnoha, CTO, Nuance Communications

Chad Thompson, Worldwide Director of Marketing, Logitech

Michel Tombroff, CEO, SoftKinetic

3:30-4:30 p.m.

### HE2 Game Changer: Mobile Devices and Casual Gaming

Consoles seem so 20th century now that gaming is a fixture on smartphones, tablets and smart TV screens. Gaming experts predict what the future may hold for consoles and handheld gaming devices and shed light on new retail and advertising opportunities created by apps and social/casual gaming.

Moderator: Marc Saltzman, Freelance Writer, *USA Today*

Panelists: Jack Buser, Sr. Director, PlayStation Digital Platforms, Sony Computer Entertainment America

Niranjan Nagar, Head of Games and Apps, Global Vertical Marketing, Facebook

Nanea Reeves, COO, Machinima

Brian Wong, CEO, Kiip

Thursday, January 10

LVCC, North Hall, N261

9:30-10:30 a.m.

### HE3 The Latest and Greatest in Smart TV

Today's smart TV's stream audio and video and provide instant access to a wealth of online content. Apps are migrating to TVs for one-click access to YouTube, Netflix, you name it. Experts discuss Apple's entrance into the market and highlight the latest, most compelling TV features, services, apps and set-top streaming devices.

Moderator: Al Griffin, Technical Editor, *Sound and Vision*

Panelists: Manrique Brenes, Sr. Director, Skype's Consumer Electronics Group, Skype

Henry Derovanessian, Sr. VP, Engineering, DirecTV

Henry Hauser, VP, Display and Entertainment, Panasonic

Kurt Hoppe, Director of Smart TV Innovation & New Business, LG

11 a.m.-Noon

### HE4 Smart TV Content: Three Things You Need to Know to Make a Deal

Quick, easy access to popular content and compelling apps is a key driver in the rapidly expanding market for Internet-capable televisions. Learn about the strategies and tools required for securing a smart-TV content deal that gives business partners and viewers what they want.

Moderator: Glenn Derene, Sr. Editor, *Popular Mechanics*

Panelists: Matthew Durgin, Director, Smart TV, LG Electronics

Jeffrey Liebenson, Founder, Liebenson Law

Merwan Mereby, VP, Content, Panasonic

Ashwin Navin, Co-Founder and CEO, Flingo

12:30-1:30 p.m.

### HE5 Next Gen TV: Building an Ultra HD Ecosystem

Broadcasters, content developers, TV manufacturers and technology mavens explore what it takes to create and sustain a super-high-resolution Ultra HD Ecosystem and motivate consumers to replace their existing HDTVs. Panelists tackle timeline scenarios, retail demonstration strategies, downloading vs. streaming vs. packaged Ultra HD content, and profit opportunities throughout the distribution chain.

Moderator: Rob Sabin, Executive Editor, *Sound and Vision*

Panelists: Chris Cookson, President, Sony Picture Technologies

Jim Sanduski, VP, Strategic Product Marketing, Sharp Electronics Corp.

Ted Schilowitz, Co-Founder, Leader of the Rebellion, RED Digital Cinema/Red Studios

John Taylor, VP, Public Affairs, LG Electronics USA

David Walton, Assistant VP, Marketing and Communications, JVC Professional Products

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## IEEE: International Conference on Consumer Electronics (ICCE)

January 11-14 | Las Vegas Convention Center

Organized by the IEEE Consumer Electronics Society, the 31st ICCE brings you the latest R&D ideas and next-gen CE technologies from around the world. Join us for informative keynotes, state-of-art-technology tutorials and 350+ technical presentations from experts at top companies, research laboratories and universities. Presenters cover everything from home and automotive innovations to digital media rights management and security, plus technical topics, such as 802.11 standard and spectrum usage. There's truly something for everyone at ICCE.

### PRICING

### FRIDAY ONLY

|                          |       |       |
|--------------------------|-------|-------|
| ICCE Conference          | \$315 | \$885 |
| ICCE Member              | \$265 | \$700 |
| ICCE CE Society Member   |       | \$675 |
| ICCE CE Affiliate Member |       | \$675 |
| ICCE Student Member      |       | \$420 |
| ICCE Student Non-Member  |       | \$475 |
| ICCE Life Member         |       | \$390 |
| Extra Lunch Ticket       |       | \$50  |
| Conference Digest        |       | \$75  |

*Not included in All Access Pass*

## IEEE: International Conference on Consumer Electronics (ICCE)

January 11-14 | Las Vegas Convention Center

Organized by the IEEE Consumer Electronics Society, the 31st ICCE brings you the latest R&D ideas and next-gen CE technologies from around the world. Join us for informative keynotes, state-of-art-technology tutorials and 350+ technical presentations from experts at top companies, research laboratories and universities. Presenters cover everything from home and automotive innovations to digital media rights management and security, plus technical topics, such as 802.11 standard and spectrum usage. There's truly something for everyone at ICCE.

### PRICING

### FRIDAY ONLY

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|--------------------------|-------|-------|
| ICCE Conference          | \$315 | \$885 |
| ICCE Member              | \$265 | \$700 |
| ICCE CE Society Member   |       | \$675 |
| ICCE CE Affiliate Member |       | \$675 |
| ICCE Student Member      |       | \$420 |
| ICCE Student Non-Member  |       | \$475 |
| ICCE Life Member         |       | \$390 |
| Extra Lunch Ticket       |       | \$50  |
| Conference Digest        |       | \$75  |

*Not included in All Access Pass*



## In-Vehicle Technology

The good news: the auto industry is out of the ashes and enjoying record sales. The Big Three have turned the corner and turned an impressive profit. Consumers have returned to the showroom for significantly better fuel efficiency — vital in the \$4+ per gallon age — eye-popping design and in-vehicle technology that does everything but drive the car (challenged parallel parkers, take note). The not-so-good news: difficulties remain for the aftermarket. Get the full story here.

### PRICING

|                            |         |
|----------------------------|---------|
| All Access Pass            | \$1,600 |
| Entertainment Matters Pass | \$1,000 |
| CE Pass                    | \$700   |
| Individual Session         | \$300   |

Tuesday, January 8

LVCC, North Hall, N259

11 a.m.–Noon

### IVT1 Are Automakers Running the Aftermarket Off the Road?

Opportunities for suppliers and retailers of aftermarket technology have reached an all-time low as it has become increasingly difficult to integrate audio systems and other electronics systems into OEM dashboards. Automotive and aftermarket executives face off in a spirited debate over the future of the car aftermarket.

Moderator: John Stewart, Editorial Director, Sema News

Panelists: Jim Braun, President and CEO, Dual Electronics  
Thomas Malone, President, VOXX International  
David McNamara, President, Technology Solutions  
Lonnie Miller, VP, Marketing & Industry Analysis,  
R.L. Polk & Co.

Thursday, January 10

LVCC, North Hall, N259

2–3 p.m.

### IVT2 Dashboard Tech: Five Hot Trends Coming Down the Pike

From in-dash apps for Facebook and Google Local Search, to smartphone integration, apps that let you control the car with your phone and voice-controlled dashboards, in-vehicle tech is one of the most dynamic areas in consumer electronics today. A leading expert in car technology dissects the trends that are reshaping car electronics.

Moderator: Alan Taylor, Automotive Host and Producer,  
Motor Trend Radio

Panelists: Phil Abram, Chief Infotainment Officer, General Motors  
Henry Bzeih, Chief Technology Strategist, Kia Motors  
Thilo Koslowski, VP and Automotive Practice Leader, Gartner Inc.  
Keith Lehmann, Sr. VP, Consumer Electronics, Kenwood  
Danny Newman, Founder, Roximity

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## Innovation Policy Summit

FREE

Tech entrepreneurs and policymakers must work together to promote growth and innovation. Our nation's economy and world leadership depend on it. Come hear top innovators, policymakers and regulators discuss hot-button topics that impact and drive innovation, including immigration, spectrum, patents, facial recognition, e-waste and the startup economy. Don't miss the discussion!

Tuesday, January 8 LVCC, North Hall, N254

9:30–10:30 a.m.

### Documentary Premiere: Silicon Prairie: America's New Internet Economy

In response to SOPA and PIPA, Reddit's Internet entrepreneurs launched the "campaign for the Internet" bus tour during the 2012 presidential race. Follow them to cities, towns and farms across America as they explore the economic potential of the Open Internet. After the screening, the filmmakers and entrepreneurs discuss why everyone should care about the Internet Economy.

Moderator: Michael Petricone, Sr. VP, Government and Regulatory Affairs, Consumer Electronics Association (CEA)®

Panelists: Alexis Ohanian, Co-Founder, Reddit

Erik Martin, GM, Reddit

Nadeem Mazen, Director and Producer, Silicon Prairie: America's New Internet Economy

Justin McIntosh, Producer, Silicon Prairie: America's New Internet Economy

11 a.m.–Noon

### Strategic Immigration: Bringing the Best and Brightest to America

Immigrants or their children founded more than 40 percent of the 2010 Fortune 500 companies. Unfortunately, current immigration policy effectively shuts the doors to high-skilled immigrants, forcing them to create jobs outside America. A panel of policymakers and entrepreneurs discusses how to fix our broken innovation system and bring high-skilled workers to the U.S.

Panelists: Fabien Beckers, Co-Founder, Morpheus Medical

Jeremy Robbins, Policy Advisor and Special Council, Office of Mayor Bloomberg

12:30–1:30 p.m.

### Fighting the Patent Trolls

Innovators are battling an epidemic of lawsuits brought by non-practicing entities (i.e., "patent trolls"). These lawsuits cost the economy roughly \$29 billion a year — money that could be spent creating U.S. jobs. Victimized companies and policymakers who are helping the tech industry share how they are fighting back.

Moderator: Martin Ammori, Principal, The Ammori Group

Panelists: The Honorable Peter DeFazio, Representative (D-Ore.), United States House of Representatives  
Patrick Lavelle, President and CEO, VOXX International  
Jay McLellan, President, Home Automation Inc. (HAI)  
Suzanne Michel, Sr. Patent Counsel, Google  
Julie Samuels, Staff Attorney, Electronic Frontier Foundation (EFF)

2–3 p.m.

### Beyond SOPA: Creating a Pro-Innovation, Pro-Artist Copyright Policy

In 2012, millions of Americans contacted their members of Congress to protest restrictive copyright proposals, and intellectual property issues took center stage in Washington and at the presidential debates. Entrepreneurs and policymakers discuss how to protect IP while maintaining a vibrant Internet and creating new opportunities for content creators.

Moderator: Declan McCullagh, Chief Political Correspondent, CNET

Panelists: Wilson Holmes, Co-Director, Fight for the Future  
Mike Masnick, CEO and Founder, TechDirt  
Hank Shocklee, Founder and CEO, Shocklee Entertainment  
Gigi Sohn, President and Co-Founder, Public Knowledge

# Conference Tracks

Session material as of December 17, 2012. Visit [Conference.CESweb.org](http://Conference.CESweb.org) for current program updates.

3:30–4:30 p.m.

### Mobile Impact on Economic Growth and Job Creation

Produced in partnership with the Brookings Institution

The Cisco Visual Networking Index reports a doubling of global mobile data traffic for the fourth straight year and predicts an 18-fold increase by 2016 to a projected 10 billion mobile devices worldwide. The panel looks at the economic benefits and impact of mobile broadband in terms of worker productivity, macroeconomic growth and job creation.

Moderator: Darrell West, VP and Director, Governance Studies

Panelists: Coleman Bazelon, Principal, The Brattle Group  
Michael Beckerman, President and CEO, The Internet Association  
Karen Evans, Partner, KE&T Partner LLC

Wednesday, January 9 LVCC, North Hall, N254

9:30–10:30 a.m.

### Facing the Policy Issues of Facial Recognition Technology

Discussions around a federal privacy law overhaul continue while technological development continues apace. Security and commercial entities are increasing their use of facial recognition technology online and offline. What are the policy implications of widespread deployment of this technology? Can citizens make a legitimate claim of privacy on our most public feature?

Presenter: Maureen Ohlhausen, Commissioner, Federal Trade Commission

Moderator: Tony Romm, Technology Reporter, *Politico*

Panelists: Scott Boylan, VP and General Counsel, MorphoTrustUSA  
Wayne Crews, VP for Policy, Director, Technology Studies, Competitive Enterprise Institute  
Pam Dixon, Executive Director, World Privacy Forum  
Berin Szoka, President, TechFreedom

10:45–11:45 a.m.

### Voluntary Incentive Auctions: The Wireless Future Is Here!

In 2011, Congress authorized the FCC to conduct voluntary incentive auctions of valuable TV broadcast spectrum for wireless broadband providers. To maximize the effectiveness of broadband use, the FCC is crafting detailed auction rules. We share progress to date and discuss the auctions' impact on technology and the U.S.'s leadership in technology and innovation.

Moderator: Bryan Tramont, Managing Partner, Wilkinson Barker Knauer

Panelists: Neil Fried, Chief Counsel, Subcommittee on Communications and Technology, Energy and Commerce Committee

Mark Fratrik, VP and Chief Economist, BIA Kelsey  
William Lake, Chief, Media Bureau, Federal Communications Commission

Charla Rath, VP, Wireless Policy Development, Verizon  
Johanna Shelton, Sr. Policy Counsel, Google

Noon–1 p.m.

### Washington and the Startup Economy: First, Do No Harm

American entrepreneurs face an increasingly competitive global marketplace. It's essential that Washington takes steps to help them succeed: expanding the supply of spectrum, allowing strategic immigration and removing onerous regulations. This panel discusses what Congress needs to do to ensure that the next generation of high-tech, high-skilled jobs are created in America.

Presenter: The Honorable Jerry Moran, Representative (R-Kan.), United States House of Representatives

Moderator: Larry Downes, Internet Industry Analyst and Consultant, Larry Downes Consulting Group

Panelists: Christian Dawson, COO, Servint  
Hajj Flemings, Co-Founder and CEO, Gokit  
Rama Katkar, Co-Founder, Hipiti  
Jake Sigel, Founder and CEO, Livio

# Conference Tracks

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Wednesday, January 9 LVCC, North Hall, N254

2:45–3:45 p.m.

## The FCC's Regulatory Agenda for 2013

Hear what the FCC commissioners have to say about important regulatory and policy issues, including spectrum allocation, accessibility, nationwide device compatibility and other hot topics dominating the conversation in 2013.

Moderator: Cecilia Kang, National Technology Reporter,  
*Washington Post*

Panelist: The Honorable Ajit Pai, Commissioner, Federal  
Communications Commission

4–5 p.m.

## Some Countries Want the UN to Regulate the Internet. So, What's the Problem?

The movement to regulate the Internet through the international treaty process could impact how companies and organizations exist in cyberspace and your individual rights to expression online. Our experts, who recently attended the ITU's World Conference on International Telecommunications, predict what could happen to YOUR Internet and what you can do about it.

Moderator: Ambassador David Gross, Partner, Wiley Rein

Thursday, January 10 LVCC, North Hall, N254

10–11 a.m.

## E-waste Policy in the U.S.

In April 2011 the Consumer Electronics Association and leading CE companies announced the eCycling Leadership Initiative and Billion Pound Challenge, which set ambitious goals and expectations for recycling consumer electronics. What effect has the initiative had on the broader e-waste policy discussion? Can it be the model for a national, industry-driven e-waste policy?

Panelists: Cindy Erie, President, E-World Recyclers  
Garth Hickle, Product Stewardship Team Leader,  
Minnesota Pollution Control Agency  
Mike Moss, Director, Environmental Affairs, Samsung  
The Honorable Stephen Urquhart, Senator,  
Utah State Senate  
Mike Watson, Director of Compliance, Dell  
Scott Weislow, Director, Recycling and Waste  
Minimization, Best Buy

11:30 a.m.–12:30 p.m.

## Energy Efficiency: Is Industry Leading the Way to Energy Savings in Electronics?

When states attempt to mandate their way to increased energy efficiency, innovation and consumer choice often suffer. Are there alternatives friendlier to innovation, competition and consumers? Learn how the electronics industry has taken the lead on saving energy (and money) for consumers and businesses and what to expect in 2013.

Panelists: Steve Dulac, Director, Engineering, DIRECTV  
Jon Fairhurst, Energy, Ecology and Television  
Standards, Sharp Labs of America

1–2 p.m.

## Driving the Debate on Safe Driving

Public attention continues to focus on the relationship between safe driving and driver distractions. What efforts are underway to address the issue of distracted driving? How successful are they? What is the federal government's appropriate role?

Presenter: David Strickland, Administrator, National Highway  
Traffic Safety Administration

Panelists: Link Hoewing, VP, Internet and Technology, Verizon  
Isaac Litman, CEO, Mobileye Inc.  
Brent Olson, VP, Public Policy, AT&T  
John Ulczycki, Group VP, Research, Communications &  
Advocacy, National Safety Council

2:30–3:30 p.m.

## Taking Flight: New Approaches to the Use of Consumer Electronics on Airplanes

Produced in partnership with APEX  
The Federal Aviation Administration formed a government-industry group to study airline policies for the safe use of mobile devices in flight. Do these policies inhibit innovation and passenger convenience? Are U.S. passengers and airlines at a competitive disadvantage? Airline, technology and regulatory professionals discuss the policy, technical and operational issues at stake.

Moderator: Jonathan Norris, Executive Director,  
APEX Media Platform

Panelist: Pal Bjordal, President and CEO, AeroMobile  
Patrick Brannelly, VP, Product, Publishing, Digital and  
Events, Emirates Airline  
Kate Hanni, Founder, FlyersRights.org  
Paul Misener, VP, Global Public Policy, Amazon.com

# Conference Tracks

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FREE

## Just the Facts: Research, Reports and Revelations



These popular sessions reveal the unvarnished truth about trends, high flyers, has-beens and what's next. The just-ended holiday season is the coming year's buying bellwether, and we have the stats on who won and lost the competition for consumer dollars. Other presentations touch on every part of the industry, from fitness to Android, content to gaming and much, much more. Arm yourself with the facts and figures for a solid start to the new year.

Tuesday, January 8

LVCC, North Hall, N261

9:30–10:30 a.m.

## Here a Photo, There a Photo

Consumers are capturing more images on more devices than ever before. What are they doing with all of these images? Learn how consumers share and print photos and how satisfied they are with the process. Discover potential areas of opportunity for improving existing capabilities and building new ones.

Presenter: Rhonda Daniel, Manager, Market Research, Consumer  
Electronics Association (CEA)®

11 a.m.–Noon

## International Digital Gaming: Threats and Opportunities

Gaming is undergoing a massive sea change. Digital platforms are threatening the traditional retail business, but also opening countless opportunities. In this presentation we explore trends in global digital gaming, and understand who's playing and paying on what platforms, including console, PC and mobile.

Presenter: Grant M. Johnson, President, Interpret LLC



12:30–1:30 p.m.

## Holiday 2012: A Mobile Movement or Ending on a Flat Note?

CEA's Shawn DuBravac and NPD's Stephen Baker review the 2012 holiday season and preview 2013. Product launches in some core tech categories were expected to drive revenue: Were they strong enough to end 2012 on a positive note or just enough to lift the holiday season out of negative territory?

Presenters: Stephen Baker, VP, Industry Analysis, The NPD Group  
Shawn DuBravac, Chief Economist, Director,  
Research, Consumer Electronics Association (CEA)®



Thursday, January 10

LVCC, North Hall, N253

12:30–1:30 p.m.

## Let's Get Physical: Getting Connected with Emerging Fitness Technologies

What motivates consumers to purchase emerging fitness technology products? How are they using and sharing information regarding their fitness goals? This presentation focuses on which features consumers want most in their fitness products and how device connectivity can help them lead healthier and more productive lives.

Presenter: Kevin Tillmann, Sr. Research Analyst, Consumer  
Electronics Association (CEA)®

2–3 p.m.

## All about Android

Android is the dominant smartphone platform in the U.S. Nielsen's Scott Brady shares the latest insights from the company's metered data and in-depth surveys. This is the place to learn everything you need to know about Android consumers in the U.S.



Presenter: Scott Brady, Sr. VP, Digital Analytics, Nielsen

3:30–4:30 p.m.

## TV Everywhere: Who's Making What Content Available Where?

Pay TV operators are taking their competition beyond the living room set-top box by offering "TV Everywhere": on computers, tablets, smartphones and games consoles. Don't miss this by-company assessment of TVE initiatives and forecast of their likely impact on the future of consumer electronics and media.



Presenter: Tom Adams, Sr. Principal Analyst, US Media,  
IHS Screen Digest

# Conference Tracks

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## Kids@Play and MommyTech

FREE

Today's kids have grown up in a digital world. Babies cut their first teeth on tablets. Toddlers bang on mobile phones before they can walk. By the time they reach high school, these kids will likely dabble in video production, explore virtual worlds and own a drawer-full of prized personal consumer electronics. From storybooks to Facebook it's how they learn, communicate and entertain themselves. Explore how being digital today creates a smarter world tomorrow. Moms are technology's biggest adopters and most vocal users. MommyTech focuses on the innovations, intelligence and tools of the trade needed to reach this coveted \$90 billion market. It's about establishing trust, building relationships and creating stylish, functional products. From house cleaning to wearable fashions, mobile smarts to keeping the family safe and engaged, Mom is the household's CEO. Empowering them with technology helps them juggle priorities, stay connected and savor their multiple roles.

Wednesday, January 9 LVCC, North Hall, N256

9-9:45 a.m.

### Nolan Bushnell: The Father of Digital Kids

Nolan Bushnell could be called the father of high-tech kids. From the Atari to Chuck E. Cheese to spotting Steve Jobs' brilliance before anyone else, Nolan shares his eye for what's up and a sneak peek at his latest projects, and why learning needs to be engaging.

Keynote: Nolan Bushnell, Electrical Engineering Entrepreneur, Brainrush

9:45-10:30 a.m.

### The Transformation of Play: How 15 Years of "Smart Toys" Have Changed Children's Play

You had toys. They have toys they can program, control and link to incredible online worlds. Connectivity, mobility and digitization merge objects, imagination and virtual environments in astonishing ways. Hear exciting research that heralds the next generation of imaginative play and a discussion of innovative products that fit this new play paradigm.

Moderator: Warren Buckleitner, Ph.D., Editor, *Children's Technology Review*

Panelists: Devin Fidler, Research Director, Institute for the Future

Björn Jeffery, CEO, Toca Boca

Mike McNally, Brand Relations Director, Lego

Abe Reichental, President and CEO, 3D Systems

10:35-11:10 a.m.

### Kids' Tablets and Second Screen Report

Kids are using mobile screens as an extension of themselves: to learn, to play, to entertain and be entertained. And they're doing it in conjunction with lots of other activities. Meet the hottest new tablets, console equipment and 3D printers that are rewriting the rules of how kids interact with the world.

Moderator: Tom Dusenberry, CEO, Dusenberry Entertainment

Panelists: Aymeric Le Cottier, CEO, Lexibook

Eric Levin, EVP, Technosource

Dr. Dan Yang, CEO, Rullingett Corp.

11:15-11:40 a.m.

### Cutting-Edge Apps, Books, and Worlds for Kids

From the resurrection of old CD favorites to new, augmented reality apps, from traditional bound books to those that defy definition, from immersive new worlds with currency, physical objects and a life of their own, we look at kids' media in 2013.

Moderator: Dr. J. Alison Bryant, President, PlayScience

Panelists: Daren Carstens, Carstens Studio

Jody Levos, Manager, Learning Team Leapfrog

Mickey Mantle, CEO, Wanderful Story Books

Nancy McIntyre, CEO, Fingerprint Digital

Dani Nadel, Chief Digital Marketing Officer, Scholastic Inc.

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11:45 a.m.-12:10 p.m.

### Next Up in Virtual Worlds

Online worlds, where kids play, communicate and explore together, have become richer. As adults we distinguish online and offline play, but let's see how these worlds are evolving into new experiences for kids.

Moderator: Scott Traylor, Chief Kid and Founder, 360Kid

Panelists: Dr. James Bower, CEO, Numedeon Inc.

Caitlyn Gatrell, Host, KidsTech.tv

Fred Howard, VP, Marketing, KingsIsle Entertainment

Zan O'Leary, COO, Geopalz LLC

12:15-1 p.m.

### EdTech: The Lines between School and Home Are Blurring

While consumer products for kids continue to push the envelope, some of the most exciting progress has occurred in education with entrepreneurial companies entering the schools to provide individual learning anytime, anywhere. We debut five can't-miss products.

Moderator: Mandeep Dhillon, Co-Founder, Togetherville

Panelists: Jody Levos, Manager, Learning Team Leapfrog

David Merrill, President and Co-Founder, Sifteo

Lee Solonche, Educational Media Services, Vegas PBS

1-1:30 p.m.

### David Pogue: Should Kids Be Allowed to Find Science Interesting?

David Pogue, non-scientist, was plucked out of obscurity to host four NOVA miniseries on PBS. The mission: to illustrate cutting-edge scientific developments as clearly and as entertainingly as possible. In this lavishly photographed, highly hilarious talk, Pogue shares the experience of a lifetime and opines on the state of science, television and humor in America.

Presenter: Richard North, President and CEO, Wow! Stuff

Keynote: David Pogue, Technology Columnist,

*The New York Times*

1:30-2:25 p.m.

### Don't Call Them Mommies

Some of the most successful parenting bloggers share business secrets for creating content that attracts marketers and press.

Moderator: Lori Schwartz, Tech Catalyst, World of Schwartz

Panelists: Kimberly Clayton Blaine, The GoTo Mom

Liz Gumbinner, Editor-in-Chief, Cool Mom Picks

Rebecca Levy, Writer, Social Media Strategist, Kidzvuz

Greg Smith, CEO and Managing Partner, iRgonomic

Danielle Wiley, Principal, Sway Group LLC

2:30-2:55 p.m.

### Sex in Digital Times

Women's erotica has caused e-book sales to skyrocket. Women buy tech toys for personal pleasure with the same nonchalance that men buy *Playboy*. How has technology changed women's sex lives?

3-3:55 p.m.

### Five Trends Moms Can't Afford to Miss

The modern mom is going to get used to a lot of new time-savers this year. We look at cloud-based family services, mobile phone safety, the phone-as-wallet, wearable fashion and gadgets galore.

Moderator: Beth Blecherman, Tech Journalist, Founder of TechMamas.com

Panelists: Brad Davis, EVP, Sales, Photobucket

Greg Duffy, CEO, Dropcam

Joanne Lang, Founder and CEO, AboutOne

4-5 p.m.

### Women in CE

A lively group of Type-A women from all segments of the tech community looks at the glass ceiling, the juggling act and how to bring a woman's touch to the manly world of tech.

Moderator: Carol Campbell, Publisher, NAPCO

Panelists: Sandra Benedetto, Media Director, Field Engineering, THX Ltd.

Marta Hall, President, Velodyne

Amy Millman, President, Springboard Enterprises

Andrea Smith, Digital Lifestyle Editor, Mashable

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## Lifestyle Technologies

*Every aspect of consumers' lives is touched — some might say "ruled" — by tech. This comprehensive new track provides an inside look at breakthrough products, services and trends that will resonate with consumers in 2013. From digital health to tablets and apps to energy conservation, experts show you what's next across the spectrum of innovation.*

### PRICING

|                            |         |
|----------------------------|---------|
| All Access Pass            | \$1,600 |
| Entertainment Matters Pass | \$1,000 |
| CE Pass                    | \$700   |
| Individual Session         | \$300   |

Tuesday, January 8

LVCC, North Hall, N261

2-3 p.m.

### LT1 Digital Health: Retailing's Next Frontier?

Digital technology is transforming medicine in astounding ways: an app that converts the iPhone into a cardiac event recorder, smart shirts that monitor heart activity and connected prescription bottle caps that text when it's time for a refill. See leading-edge products and hear experts assess retail opportunities in nonprescription health and fitness monitoring.

Moderator: Clayton Morris, Host, *Fox and Friends Weekend*

Panelists: Jason Collins, VP, Emerging Technology and Innovation, Alcatel-Lucent  
Judy Wade, President and CEO, AliveCor  
David Wang, Co-Founder and CEO, Striiv  
Richard Watson, Co-Founder and Partner, Essential

3:30-4:30 p.m.

### LT2 Creating a Mass Market for Digital Health Electronics

Still in the embryonic stage digital health technology represents an exciting and far-reaching opportunity for the consumer electronics industry. Learn about the steps the industry must take to build a viable mass market for digital devices that promote personal health and fitness.

Moderator: Brian Dolan, Editor and Co-Founder, *Mobile Health News*

Panelists: Chris Bergstrom, Chief Strategy and Commercial Officer, WellDoc  
Steve Cashman, Founder and CEO, HealthSpot Inc.  
Eleanor Chye, Executive Director, Mobile Healthcare, AT&T  
Don Jones, VP, Global Strategy and Market Development, Qualcomm Life

Wednesday, January 9 LVCC, North Hall, N259

9-10:30 a.m.

### LT3 Where Tech Meets Fashion

Apple has built an empire around products that exude simplicity and style. Drawing on examples from the latest crop of fashionable electronics, design experts and social anthropologists explain why the look and feel of a product is so important today and what product developers must do to embrace this trend.

Moderator: Jennifer Jolly, Host, *Tech's Appeal*

Panelists: Robert Brunner, Partner, Ammunition Group  
Dan Maravilla, Co-Founder, HEX  
M. Ehtisham Rabbani, Sr. VP, Customer Experience and CMA, Logitech  
Doug Solomon, IDEO Fellow

11 a.m.-Noon

### LT4 Will Tablets Rule the World?

The tablet's runaway popularity has become the symbol of a "post-PC era" defined by the shift from desktop computing to mobile computing. Industry experts examine how tablets and smartphones are transforming traditional PC form factors and consumer buying patterns, and highlight potential opportunities in the emerging "Phablet" and Ultrabook categories.

Moderator: Nathan Olivarez-Giles, Staff Writer, *Wired*

Panelists: Avi Greengart, Research Director, Current Analysis  
Peter Hortensius, President, Product Group, Lenovo  
Stephane Maes, VP, Product, Barnes & Noble  
Navin Shenoy, VP and GM, Mobile Client Platforms, PC Client Group, Intel Corp.

12:30-1:30 p.m.

### LT5 Connected Lifestyle Hit Parade: Winning Products and Apps

A washing machine that texts you when the laundry is done. A self-programming thermostat that can be monitored and controlled from a smartphone. An app for streaming videos from a phone to a TV. Developers of products that embody the connected lifestyle show their wares and talk about what makes them successful.

Moderator: Kevin Tofel, Staff Writer, *GigaOm*

Panelists: Erik Charlton, VP, Sales and Marketing, Nest Labs  
Peter Marx, VP, Business Development, Kevin Petersen, Sr. VP, Digital Life, AT&T Mobility  
Nate Williams, Sr. Director, Head of Worldwide Product Marketing, Converged Experiences Group, Motorola Mobility Inc.

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Thursday, January 10 LVCC, North Hall, N259

12:30-1:30 p.m.

### LT6 Smart Appliances: Opportunities in Energy Conservation

Smart-grid communities are on the rise. Up to 75 percent of U.S. homes could have smart meters by 2016. Utility representatives, appliance makers and analysts provide a market update, present case studies that show how smart technology is reducing peak energy consumption and lowering bills, and share strategies for engaging the public.

Moderator: Troy Wolverton, Technology Industry Reporter, *San Jose Mercury News*

Panelists: Mike Beyerle, Marketing Manager, Innovation at GE Appliances and Lighting, GE  
Anil Gadre, EVP, Products, Silver Spring Networks  
Wayne Morrison, Director, Smart Energy Solutions, Reliant Energy  
Mark Sharp, Group Manager, Panasonic  
Jack Thomasson, Producer, HGTV Dream Home

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## MacTech Insight: Your Expert Peek Inside the Apple Market

*Everyone wants the inside track on Apple and its products. The people behind MacTech magazine have been working with Apple technologies since 1984. These experts, who "live Apple" every day, predict what Apple will be up to next. They show how you and your organization can make the most of technologies from the world's most innovative company, in both the personal and enterprise spaces.*

### PRICING

|                  |         |
|------------------|---------|
| All Access Pass  | \$1,600 |
| Full-Day Program | \$500   |

Thursday, January 10 LVCC, North Hall, N260

9-9:30 a.m.

### MacTech Insight Keynote

Apple is in a class by itself for innovation and the end-to-end user experience. Hear what those in the know think about where Apple is going, its next great innovations, and rumors about what's happening in 2013.

Keynote: Neil Ticktin, Editor-in-Chief, *MacTech Magazine*

9:30-10:10 a.m.

### MacTech Insight: The Cloud, Apple Style

Apple's iCloud is a nontraditional cloud approach. While technically a cloud, it's structured differently, and serves different purposes from most cloud solutions. What is it, how does it work, and how can you take advantage of it?

Presenters: Andy Espo, Owner, Call Andy! Macintosh Consulting

Rich Warren, iOS Developer, Tech Writer, Trainer and Consultant, Freelance Mad Science Labs

10:20-10:50 a.m.

### MacTech Insight: Storage

Apple's Thunderbolt is revolutionizing desktop interfaces, and Apple's use of SSD is groundbreaking. At the same time iOS has limitations on storage options; the Mac uses both industry standard and specific technologies for storage. Learn about the possibilities and how to make the most of Apple storage technologies.

Presenter: Gabriel Soto, IT Director, Celebration Church

11-11:40 a.m.

### MacTech Insight: Windows on a Mac

The Mac is the only computer that can run all the major operating systems — but it can be a daunting task. What are your options for running Windows on a Mac? Learn the tricks for the best experience and how to protect yourself from trouble.

Presenter: Steve Favarger, Consultant, Favarger Consulting

Moderator: Peter Linde, CEO, The Linde Group

11:50 a.m.-12:30 p.m.

### MacTech Insight: Engaging People with Technology

Content is being created and consumed at an alarming rate. Through the magic of engagement and interactivity you can enhance sales, educate, entertain, and more. What technologies are available? Learn the essentials for creating a content strategy.

Presenter: Nathan Toups, rojoroboto LLC

Moderator: Jeffrey Korn, Founder and CEO, Talkler Labs LLC

2-2:50 p.m.

### MacTech Insight: Home Automation

You've long heard about Apple's TV product and universal remote projects. Get the inside scoop on Apple's consumer play. What technologies can you interface with? Learn the opportunities with Apple at the core of a home automation solution.

Presenter: Adam Schechter, Director, Engineering, Precision Audio Visual

3-3:50 p.m.

### MacTech Insight: Taking App Concepts to Reality

Got an app idea but no developer? How do you bring your concept to reality? MacTech shares insights to help you evaluate how realistic your idea is, lay out a plan and proceed to success.

Presenter: Jeffrey Korn, Founder and CEO, Talkler Labs LLC

# Conference Tracks

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4-4:50 p.m.

### MacTech Insight: Managing Mobile Devices

Whether you run a small-to-medium-sized business or large organization there are a variety of considerations around managing the proliferation of mobile devices. Learn what to be concerned about, what options you have and how to put an MDM solution in place.

Presenters: Craig Cohen, President and CEO, HCS Technology Group

Peter Linde, CEO, The Linde Group

Cheryl Schneider, Sr. Systems Engineer, The Mac Works

Moderator: Ben Greiner, President, Forget Computers

5-5:50 p.m.

### MacTech Insight: Backing Up, Protecting Your Data

You've got all these amazing pictures, movies, projects, and more, stored on flash drives, hard drives and in the cloud. What's the best way to back them up? What are your options? Learn the critical issues you should consider to protect your data, memories, desktop and mobile devices.

Presenters: Christopher Holmes, CTO, The Orchard

Grant Dahlke, Brand Manager, Newer Technology

## ALL ACCESS PASS

PRICING: \$1,600

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**Includes:** 3D's 20/20 Vision, Broadband Unlimited, Business Insights, Cable Conference at CES, CEA Research Summit at International CES, CEPro Forum at CES, Connect2Car, CONNECTIONS™ Summit, Content and Disruptive Technologies, Content in the Cloud, Developer University at CES, Digital Health Summit, Digital Hollywood, Emerging Technology, Fitness Tech, Games Summit at CES, HigherEdTECH, Home Entertainment, In-Vehicle Technology, Innovation Policy Summit, Just the Facts: Research, Reports and Revelations, Kids@Play and MommyTech, Lifestyle Technologies, MacTech Insight: Your Expert Peek Inside the Apple Market, MEMS and the Consumer Connection, PMA@CES Conference Sessions, Silvers Summit, Smart Homes & Digital Consumers: Sponsored by J.D. Power and Associates, Smartphones and Tablets Conference, The International Academy of Web Television Presents: The Digital Entertainment Transformation, Tweet House Presents: Innovations in Social Business, Variety's Entertainment Summit: Film & Technology, Variety's Entertainment Summit: TV & Technology, Wireless Communications, SuperSessions and Keynote Addresses.



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MEMS INDUSTRY GROUP®

## MEMS and the Consumer Connection

MEMS, tiny micro-electromechanical systems that function as miniature machines, are showing up in all facets of our daily lives. While much attention has been paid to applications like the iPhone, there are many more consumer applications fueling this \$10 billion — and rapidly growing — MEMS market. From accelerometers and gyros that “interpret” motion, to magnetic compasses, microphones and digital displays, MEMS are dramatically improving the user experience and creating a new world of opportunities in consumer electronics.

### PRICING

All Access Pass  
Half-Day Program

\$1,600  
\$350

Tuesday, January 8

LVCC, North Hall, N264

9-9:15 a.m.

### MEMS Introduction

MEMS devices are significantly enhancing the user experience in a variety of consumer electronics applications, which is helping to drive the predicted double-digit growth of the MEMS market. Our speakers identify and discuss some of these exciting MEMS-based applications.

Moderator: Karen Lightman, Managing Director,  
MEMS Industry Group

9:15-10 a.m.

### The MEMS Generation Keynote: Why Miniature “Machines” Are Changing the User Experience with Everything

MEMS innovations are moving the auto industry toward cars that drive themselves, produce zero emissions and meet the connectivity needs of today's consumer. Now MEMS manufacturers are meeting consumer demand for functional products that promote an interconnected lifestyle. MEMS help daily technologies communicate with each other and, most important, with users.

Keynote: Klaus Meder, President, Bosch Automotive Electronics

10-10:40 a.m.

### How to Never Get Lost in a Mall or a Museum: Indoor Navigation and the Smartphone

MEMS accelerometers, gyros, magnetometers and pressure sensors are becoming standard in smartphones. These super-intelligent, 10-axis mobile devices give consumers step-by-step directions to the smoothie bar in a shopping mall, including what level it's on. This panel discusses the goals for indoor navigation from the POV of carriers and content providers.

Panelists: Dan Brown, CEO, Sensor Platforms

Seyed Paransun, VP and GM, Sensor and Actuator Solutions Division, Freescale Semiconductor

Benedetto Vigna, Corporate VP and GM, Analog, MEMS and Sensors Group, Industrial and Multisegment Sector, STMicroelectronics

10:40-11:20 a.m.

### A Whole New Look for Digital Displays

MEMS-based technologies are the “secret ingredient” in natural-looking color displays for a range of electronic applications. Rooted in rear-projection televisions and home theater systems, MEMS are leading a renaissance in projection systems through the ultra-tiny pico projector. Visionaries from various display companies explore this and other innovations in display technology.

Panelists: Evgeni Gousev, Sr. Director, Research and Development, Qualcomm MEMS Technologies

Elan Roth, Marketing and Business Development Director, Analog MEMS and Sensors Group Mobile Projection Business, STMicroelectronics

Dale Zimmerman, VP, Research and Development, Microvision

# Conference Tracks

Session material as of December 17, 2012. Visit [Conference.CESweb.org](http://Conference.CESweb.org) for current program updates.

11:20 a.m.-Noon

### MEMS, Signal Quality, Smart Sound and the Mobile Handset

Another day, another dropped call, another broken phone! MEMS are helping mobile handset manufacturers rectify some of the technical problems that drive consumers crazy and create more physically robust phones. Learn how new RF MEMS “tunable antennas,” oscillators and microphones are boosting signal integrity and sound quality.

Panelists: Kieran Harney, Product Line Manager, Analog Devices

Jeff Hilbert, President and Founder, WiSpry Inc.

Davin Yuknis, VP, Sales and Marketing, Akustica

# Conference Tracks

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## PMA@CES Conference Sessions

Digital imaging comes into sharp focus at the LVH, the destination for all things photo at CES. Two tracks cover retail strategy and technology trends, giving you a crystal clear picture of opportunities in photo and the future of digital imaging. The educational sessions are the perfect complement to the exhibits at the 2013 PMA@CES and 2013 International CES.

### PRICING

|                    |         |
|--------------------|---------|
| All Access Pass    | \$1,600 |
| Multi-Day Program  | \$600   |
| Individual Session | \$300   |

Tuesday, January 8 LVH, Shimmer

8:30–10 a.m.

### Official Business Keynote: Young Guns of the Photo Industry, Take 2 FREE

At last year's PMA@CES, a panel of the best and brightest up-and-comers revealed how they used the latest digital technology, social media and new business practices to bring our industry to new heights. This year we ask them what worked, what didn't and how the landscape has changed.

Moderator: Antonio Neves, Founder, THINQACTION Inc.

Panelists: Mat Inkley, Owner, The Imaging Depot  
Ryan Millman, CEO, Nations Photo Lab

Tuesday, January 8 LVH, Room 9

1–2 p.m.

### PMA2 Trends and Technology: Top Imaging Technology Trends to Watch for in 2013

Every year new innovations in digital imaging come to the photography market: better sensors, optics, tools for processing, editing and enhancing, sharing, printing, and more. What had the greatest impact in 2012? What do you need to look out for in 2013? And what can most benefit your business?

Presenter: Paul Worthington, Analyst, *The 6sight Report*

Tuesday, January 8 LVH, Room 8

1–2 p.m.

### PMA3 Retail Strategy: The Changing Retail Landscape Creates New Opportunities in Imaging

We share secrets for success that help retailers to grow profitably and engage fully with customers. Discover the issues contributing to market change, with examples of how technologies and retail offerings deliver strong sustainable business solutions for retailers, online, "click and collect" and in-store. Learn how technology can facilitate sustainable future development.

Moderator: Bill McCurry, Chairman, McCurry Associates

Panelists: Liz Cutting, Executive Director, NPD  
John Swainston, Managing Director, Maxwell International Australia

Tuesday, January 8 LVH, Room 9

2:15–3:15 p.m.

### PMA4 Trends and Technology: Changes in Consumer Buying Habits

Top analysts of the imaging industry identify and discuss macro trends in consumer behavior in capture and output. Our super panel of visionaries illuminates the greatest opportunities today and going forward in the next one to two years.

Moderator: Jennifer Kruger, Director, Communications, PMA International

Presenters: Christopher Chute, Research Manager, IDC  
Liz Cutting, Executive Director, NPD  
Marion Knoche, Global Director, GfK  
Ed Lee, Group Director, InfoTrends

Tuesday, January 8

LVH, Room 8

2:15–3:15 p.m.

### PMA5 Retail Strategy: Going Social and the Best Practices for Improving Your Retail Strategy with Social Media

People increasingly turn to Facebook, Pinterest and Twitter when making purchasing decisions. This presentation offers best practices and tips for incorporating social media initiatives into your retail strategy, with a focus on how to generate engagement, reach new customers, boost sales and measure results.

Presenters: Jeff Cable, Director, Marketing, Lexar Media  
Janine Warner, Author and Creator, DigitalFamily.com

Wednesday, January 9

LVH, Shimmer

8:30–10 a.m.

### PMA6 Official Business Keynote: Photo Industry Visionary Panel FREE

A panel of top executives and imaging industry leaders share their vision of where the industry is headed. They present their views on the near- and long-term changes that will shape the industry in the coming year and beyond.

Moderator: Antonio Neves, Founder, THINQACTION Inc.

Panelists: Mike Kahn, Director, Alpha Camera Systems, Sony  
Reed Sullivan, Sr. VP, Samsung Electronics America

Wednesday, January 9

LVH, Room 9

1–2 p.m.

### PMA7 Trends and Technology: New Opportunities in Creative Photo Products and Personalized Photo Gifts

Our panel of experts shows you how to diversify your sales to include exciting high-definition photo products. From gallery wraps to high-margin personalized photo gifts, there are hundreds of opportunities and products to expand your markets and generate new revenue streams with digital photo products.

Moderator: Jerry Grossman, President, PMDA

Panelists: Steve Giordano, President, Lucidiom  
Garry Green, President, Liberty Synergistics Inc.

# Conference Tracks

Session material as of December 17, 2012. Visit [Conference.CESweb.org](http://Conference.CESweb.org) for current program updates.

Wednesday, January 9

LVH, Room 8

1–2 p.m.

### PMA8 Retail Strategy: Success Stories and Tips for Your Business

In tough economic times retailers must improve their outreach, offerings, service and salesmanship to stay in business and stay profitable. Leading photography store owners and managers share their secrets for success and provide hints and tips you can use now to improve your own retail operations.

Presenter: Paul Worthington, Analyst, *The 6sight Report*

2:15–3:15 p.m.

### PMA10 Retail Strategy: Retailer Hot Picks

One of the most interactive and useful sessions for photo retailers is back by popular demand. We assigned a cadre of reporters to scour the show floor to find the cutest, quirkiest, and coolest photo-related products that could help you differentiate your product offerings at very good margins. Our reporters do all the work so all you have to do is sign up for this session to get the inside scoop!

Presenter: Brian Mundy, President, Octane Creative Media

# Conference Tracks

Session material as of December 17, 2012. Visit [Conference.CESweb.org](http://Conference.CESweb.org) for current program updates.

Wednesday, January 9

LVH, Room 9

2:15–3:15 p.m.

## PMA9 Trends and Technology: Photography in the Cloud: Best Practices, Challenges and What's Next

As more people put their trust in digital imaging, storage has become a critical issue for the average consumer. Where prints would have simply perished in a house fire, digital imaging implies a higher promise of "permanent" storage. This session explores how various companies are tackling security for digital images.

Panelists: Alan Bullock, Associate Director, InfoTrends

Yuval Koren, CEO and Co-Founder, Eye-Fi and Circ  
Tim Moynihan, Sr. Editor, *IDG Consumer and SMB*

Thursday, January 10

LVH, Room 9

8:30–9:30 a.m.

## PMA11 Trends and Technology: Mobile Photo App Users — Will They Ever Order Photo Products?

Do mobile photographers ever order photo products from their smartphones or tablets? If so, what are their characteristics, and what methods are used to create and order print products? We present the latest research findings and recommendations for output providers. Learn how to capitalize on the large number of photos taken with mobile devices.

Presenter: Hans Hartmann, Researcher, Author, *Suite48 Analytics*

10:45–11:45 a.m.

## PMA12 Retail Strategy: A Consumer Driven Approach to Retail

With the change from analog to digital technology, consumers have more options available to them. This session presents an analysis of camera usage and what consumers are doing with those images in the U.S. and Europe.

Presenters: Jay Hitchens, Project Manager, *ECCE-Terram*  
Frank Simon, Editor, *ECCE-Terram*

## ALL ACCESS PASS

PRICING: \$1,600

### This value-packed pass has you covered!

**Includes:** 3D's 20/20 Vision, Broadband Unlimited, Business Insights, Cable Conference at CES, CEA Research Summit at International CES, CEPro Forum at CES, Connect2Car, CONNECTIONS™ Summit, Content and Disruptive Technologies, Content in the Cloud, Developer University at CES, Digital Health Summit, Digital Hollywood, Emerging Technology, Fitness Tech, Games Summit at CES, HigherEdTECH, Home Entertainment, In-Vehicle Technology, Innovation Policy Summit, Just the Facts: Research, Reports and Revelations, Kids@Play and MommyTech, Lifestyle Technologies, MacTech Insight: Your Expert Peek Inside the Apple Market, MEMS and the Consumer Connection, PMA@CES Conference Sessions, Silvers Summit, Smart Homes & Digital Consumers: Sponsored by J.D. Power and Associates, Smartphones and Tablets Conference, The International Academy of Web Television Presents: The Digital Entertainment Transformation, Tweet House Presents: Innovations in Social Business, *Variety's* Entertainment Summit: Film & Technology, *Variety's* Entertainment Summit: TV & Technology, Wireless Communications, SuperSessions and Keynote Addresses.

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# Conference Tracks

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## Silvers Summit

People age 50+ comprise nearly 45 percent of the total U.S. population and control 70 percent of the country's wealth. It's time to understand just how this large and powerful demographic uses technology in daily life and what it wants in the future. The Silvers Summit explores new thinking, new products and services, and how the role of technology is being redefined. After all, this is the generation that invented the Internet!

### PRICING

All Access Pass  
Full-Day Program

\$1,600  
\$500

Tuesday, January 8

LVCC, North Hall, N256

8:45–9:25 a.m.

## Keynote: Vinton Cerf: How the Internet and Users Have Grown Up Together

The boomer generation built the Internet, and it's among the most miraculous human-made inventions ever developed. Vinton Cerf, Google's Chief Internet Evangelist and widely recognized as one of the fathers of the Internet, looks at how the Internet changed us and how we continue to change the Internet.

Presenters: Mary Cain, MPH, Managing Director, HT3

Jill Gilbert, Producer, Digital Health and Silvers Summit

Jeff Makowka, Sr. Strategic Advisor, Thought Leadership, AARP

Keynote: Vinton Cerf, Chief Evangelist, Google

9:25–10:10 a.m.

## Rethinking How We Interact With Technology Using Voice, Touch and Gestures

Groundbreaking technologies that allow us to use voice, touch and even the blink of an eye are making intimidating devices accessible and easy to master. Get an insider's look into technology that may know what we want simply by hearing our voice or reading our minds.

Moderator: Gary Kaye, Chief Content Officer, In The Boombox

Panelists: Daniel Hubbell, Sr. Marketing Communications Manager, Microsoft Accessibility

Kwindla Hultman Kramer, CEO, Oblong Industries

Carl Korobkin, VP, OEM Solutions, Tobii

Peter Mahoney, CMO, Nuance; GM, Dragon

# Conference Tracks

Session material as of December 17, 2012. Visit [Conference.CESweb.org](http://Conference.CESweb.org) for current program updates.

Tuesday, January 8 LVCC, North Hall, N256

11:40-12:25 p.m.

## Are Our Homes Smart Enough to Care for Us?

With most people choosing to age in place, the important question to answer is, "Are we equipped to do this safely and comfortably?" Join leaders in smart-home technology as they discuss the growth of this booming market that's keeping you in touch, monitoring your vitals and sensing your every move.

Moderator: Eric Taub, Writer, *The New York Times*

Panelists: Jerome Arnaud, President and CEO, Doro

Brian Bischoff, CEO, HealthSense

Diane Marino, VP, Ipsos Vantis

Matt Ramage, Sr. VP, Product Marketing, VTech

12:25-1:15 p.m.

## Lunch and Special Session: Market Forces at Play

How are leading companies achieving success selling to this booming demographic? This informative discussion reveals how they are reaching and influencing consumers; the important role government is playing in creating new business; and what you can do to drive your company's big win in the market.

Panelists: Robert Jarren, Sr. Director, Government Affairs, Qualcomm

Tom Paul, Chief Consumer Officer, United HealthCare

Ned Russell, Managing Director, Saatchi & Saatchi Wellness

## ALL ACCESS PASS

PRICING: \$1,600

### This value-packed pass has you covered!

**Includes:** 3D's 20/20 Vision, Broadband Unlimited, Business Insights, Cable Conference at CES, CEA Research Summit at International CES, CEPro Forum at CES, Connect2Car, CONNECTIONS™ Summit, Content and Disruptive Technologies, Content in the Cloud, Developer University at CES, Digital Health Summit, Digital Hollywood, Emerging Technology, Fitness Tech, Games Summit at CES, HigherEdTECH, Home Entertainment, In-Vehicle Technology, Innovation Policy Summit, Just the Facts: Research, Reports and Revelations, Kids@Play and MommyTech, Lifestyle Technologies, MacTech Insight: Your Expert Peek Inside the Apple Market, MEMS and the Consumer Connection, PMA@CES Conference Sessions, Silvers Summit, Smart Homes & Digital Consumers: Sponsored by J.D. Power and Associates, Smartphones and Tablets Conference, The International Academy of Web Television Presents: The Digital Entertainment Transformation, Tweet House Presents: Innovations in Social Business, Variety's Entertainment Summit: Film & Technology, Variety's Entertainment Summit: TV & Technology, Wireless Communications, SuperSessions and Keynote Addresses.



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Tuesday, January 8 LVCC, North Hall, N256

1:20-1:50 p.m.

**Tech for the Soul #behappy**

Grab a ringside seat for this can't-miss session when two industry giants discuss one-on-one the technology that can help us manage stress, support us in our spirituality and increase our overall health. Caregivers, parents and grandparents alike are handling excessive amounts of stress, but technology is here to help!

Moderator: Arianna Huffington, President and Editor-in-Chief, Huffington Post Media Group

Presenter: Deepak Chopra, Co-Author, *Super Brain*; Founder of The Chopra Foundation and Chopra Center; YouTube/ChopraWell, Deepak Chopra LLC

1:55-2:25 p.m.

## Unexpected Connections: How Online Gaming is Bringing People Together

Rather than pull families apart, gaming has drawn them together. The surprising adoption of intergenerational gaming between boomers/seniors and their families transcends age, and the data prove it. Get insights from those who have learned how to engage this population with play, and consider whether a sense of playfulness might be key for all businesses serving this sector.

Moderator: Mary Furlong, Producer, *What's Next*

Panelists: Fred Howard, VP, Marketing, KingsIsle Entertainment  
Bob Stephen, VP, Home and Family, AARP

2:25-2:55 p.m.

## How Lives are Profoundly Altered by Assistive Technology

When Stephen Hawking, the world's pre-eminent physicist who also has Lou Gehrig's disease, needed new ways to access technology to work, Justin Rattner, Intel's CTO, stepped in to see what was possible. Hear the incredible story behind this terrific tale of innovation, bravery and exploration.

Moderator: Gary Kaye, Chief Content Officer, In The Boombox

Panelist: Justin Rattner, CTO, Intel

3-3:30 p.m.

## Solving the Driving Conundrum

In the next 20 years the number of senior drivers in the U.S. is predicted to triple. Since these drivers have a higher crash rate per mile, safety is of utmost concern. Technology developers and automobile companies are stepping up to serve this generation with self-driving cars, telematics and other assistive technologies.

Moderator: Jody Holtzman, Sr. VP, Thought Leadership, AARP

Panelist: Nick Pudar, VP, Planning and Business Development, OnStar

3:30-4 p.m.

## New Blood — Why Senior Care and Healthcare Need an Innovation Transfusion

Join two leading forces altering the face of technology for boomers and seniors, as they candidly discuss the need for innovators in senior care and healthcare. Technologists are bringing their arsenal of silicon and software to help reinvent a graying industry. Find out how you can be a catalyst for change.

Moderator: Rick Valencia, VP and GM, Qualcomm Life

Panelist: Halle Tecco, Founder and CEO, Rock Health

3:45-4:25 p.m.

## Wellocracy — Bringing Connected Tech to the "Help Us Stay Fit" Generation

Join Dr. Joseph Kvedar, founder and director of the Center for Connected Health and co-author of *Wellocracy*, as he engages in an in-depth and revealing conversation with some of the leading companies delivering technology to the health- and fitness-conscious 50+ club.

Moderator: Dr. Joseph Kvedar, Founder and Director, Center for Connected Health

Panelist: Jeff Shoemate, VP, Innovation & Business Development, United Healthcare, Medicare & Retirement

4:45-5 p.m.

## Closing and Call-to-Action: Committing to Our Futures: CEA is Here to Help!

A huge industry and its most influential association are leading the way to link seniors and people with disabilities to technologies that make a difference in their lives. Learn about the CEA Foundation's inspiring mission, initial investments and how your company can work with them.

# Conference Tracks

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## Smart Homes & Digital Consumers: Sponsored by J.D. Power and Associates

FREE

1–4 p.m. | January 9 | LVCC, North Hall, N253

As part of J.D. Power and Associates' Digital Lifestyle Initiative, the company will host a one-day event dedicated to digital innovation, smart homes and evolving consumer technologies. J.D. Power and Associates will also release key findings from their "Digital Lifestyle Study." Bringing together leaders from energy, telecommunications, technology and electric vehicle sectors, sessions will cover emerging trends in home automation, consumer preferences, technology advancements, and how digital home environments, communications and consumer lifestyles are developing.



## Smartphones and Tablets Conference

Smartphones and tablets represent the future of content, commerce, education and communication. They are the undisputed next generation of computing and gaming. From app stores to social media, these platforms are forever changing the lifestyle landscape of the global consumer. These sessions address the newest technologies and explore how smartphones and tablets are revolutionizing the consumption and monetization of content.

### PRICING

|                            |         |
|----------------------------|---------|
| All Access Pass            | \$1,600 |
| Entertainment Matters Pass | \$1,000 |
| Multi-Day Program          | \$600   |
| Individual Session         | \$300   |

Monday, January 7 LVCC, North Hall, N260

10–11 a.m.

### STC1 The Smartphone-Tablet Economy: Apps, Devices, Commerce and the Consumer Obsession

The smartphone-tablet platform is the most transformative and revolutionary advancement in CE since the introduction of the PC 30 years ago. The tablet and smartphone are indispensable to consumers' daily lives. We discuss the features and network capabilities of, and content innovation and consumer expectations for, the smartphone-tablet platform.

Moderator: Craig Wigginton, US Telecommunications Sector Leader, Deloitte LLP

Panelists: Chia Chen, Sr. VP, Mobile Practice Lead, Digitas Matt Dorfman, Head of Mobile Solutions, Google Vineet Madan, Sr. VP, New Ventures and Strategic Services, McGraw-Hill Education Sandip Mandera, Head of Engineering, Digital Stores/Commerce, Intel Nash Parker, Director, Emerging Technology and Innovation, Alcatel-Lucent John Shapiro, Sr. Product Manager, Adobe

11:30 a.m.–12:30 p.m.

### STC2 Merging Content with New Technologies: Content Reinvention with the Next Generation of Tablets, E-readers and Mobile Devices

The content industry can reach countless consumers across multiple platforms in new and scalable formats using innovative monetization strategies and programs. The new generation of tablets, smartphones and e-readers is fostering an ever-expanding universe of content creation, consumption and, ultimately, a revolutionary business model for content creators.

Moderator: Terry S. Bienstock, CEO, Mobilactive Media LLC

Panelists: Meredith Levien, Chief Revenue Officer, *Forbes* Alex Limberis, VP, Business Development, Next Issue Media Lincoln Millstein, EVP, Deputy Group Head, Hearst Newspapers Caroline Orange, Head of New Distribution Development, News International Liz Schimel, EVP and Chief Digital Officer, Meredith National Media Group, Meredith Corp. Perry Solomon, VP, Digital Business Development, Time Inc.

## ENTERTAINMENT MATTERS PASS

PRICING: \$1,000



### The spectrum of entertainment in one program!

**Includes:** 3D's 20/20 Vision, Business Insights, Cable Conference at CES, CEA Research Summit at International CES, Connect2Car, Content and Disruptive Technologies, Content in the Cloud, Developer University at CES, Digital Hollywood, Emerging Technology, Fitness Tech, Games Summit at CES, Home Entertainment, In-Vehicle Technology, Innovation Policy Summit, Just the Facts: Research, Reports and Revelations, Kids@Play and MommyTech, Lifestyle Technologies, Smart Homes & Digital Consumers: Sponsored by J.D. Power and Associates, Smartphones and Tablets Conference, The International Academy of Web Television Presents: The Digital Entertainment Transformation, Tweet House Presents: Innovations in Social Business, *Variety's* Entertainment Summit: Film & Technology, *Variety's* Entertainment Summit: TV & Technology, Wireless Communications, SuperSessions and Keynote Addresses.

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Monday, January 7 LVCC, North Hall, N260

1-2 p.m.

## STC3 The Apps: The Smartphone and Tablet — Entertainment, News, Music, Games, Location-Based Communication and Community

Apps are proving to be the most transformative mobile and computing experiences to date. They are user communities and petri dishes for understanding the needs, likes and personalities of modern consumers. Not just an experiential innovation, apps represent a monetization platform with endless possibilities.

Moderator: Ted Cohen, Managing Partner, TAG Strategic

Panelists: Zach Brand, VP, Digital Media, NPR

Pam Horan, President, Online Publishers Association

Joshua Ramirez, Sr. Director of Product, AOL

Greg Stuart, Global CEO, Mobile Marketing Association

Rich Sutton, Chief Revenue Officer, The Mail Online

Baba Uppal, Director, Digital Media, Endemol USA

Paul Wehrley, GM, TV.com, CBS Interactive

2:30-3:30 p.m.

## STC4 Marketing Hollywood Content: Using Twitter, Facebook, Smartphone and Tablets to Build Audience, Buzz, and Understand the Metrics and Measurement of Success

Social media is everywhere. Reaching out, interacting and forging communication with a global universe of people is the challenge facing all entertainment companies. The industry is in a continual state of social media outreach and its effectiveness is constantly being measured. Experts at the convergence of entertainment and social media weigh in.

Moderator: Mike Vorhaus, President, Magid Advisors,  
Frank N. Magid Associates Inc.

Panelists: Ariel Elazar, VP, Digital, Dick Clark  
Productions Inc. (DCP)

Eric Kuhn, Head of Social Media, United Talent Agency

Andy Marks, GM, MATTER Inc.

John McHale, Creative Director, SapientNitro

Rick Sorkin, VP, Talent and Strategy, WhoSay

Angela Wei, Chief Digital Officer, Arnold NYC

4-5 p.m.

## STC5 Social Television: The Merger of Content, Social Interaction and the Video Platforms

TV and social media have officially hooked up. Shows share viewers' tweets, celebrities encourage real-time interaction and the online big guns — Facebook and Twitter — are intertwined with TV as never before. TV as a social-media community is exploding. See what's next.

Moderator: Mark Ghuneim, CEO, Trendrr

Panelists: Kemal Altintas, Sr. Manager, Smart TV, Partnerships & Business Development, LG Electronics

Rebecca Baldwin, VP and GM, Zap2it.com

Saul Berman, Partner and VP, Global Service Area Leader, Strategy and Transformation, IBM Global Business Services

Jeff Eddings, Sr. Director, Emerging Technology, Turner Broadcasting

Roger Keating, Sr. VP, Hearst Television Inc.

Gayle Weiswasser, VP, Engagement, New Media

Tuesday, January 8

LVCC, North Hall, N260

10:30-11:30 a.m.

## STC6 iPad-Tablet-Smartphone Advertising: The Premium Advertising Platform

The tablet is giving advertisers a premium mobile partner, with extensive reach to and interactivity with consumers. Tablets complement and reach up into the TV platform and down into the smartphone. Tablet advertising has made smartphone advertising more valuable. In so many ways, tablets are changing mobile advertising forever.

Moderator: Jonathan Weitz, Partner, IBB Consulting

Panelists: David Berkowitz, VP, Emerging Media, 360i

Grace Dolan, Head of Mobile Solutions, North America, Google

Alastair Green, Executive Creative Director, Team One

Harry Kargman, Founder and CEO, Kargo

Alexandre Mars, Head of Mobile, Publicis Groupe, CEO, Phonevalley

Mandar Shinde, Director, Mobile Monetization, AOL

Noon-1 p.m.

## STC7 Broadcasting without Borders: Players in the New Guard of Broadcasting, Branding and Content Networks

TV shows have been replaced by video content. We consume it on video platforms — TV, PC, smartphones, tablets — and "it" includes family postcards, YouTube webcasts, broadcast programming and feature films. Broadcasting truly has no boundaries, and the relationship of brands and advertisers to the new video reality is in a transformational state.

Moderator: Shawn Gold, CMO, Mahalo

Panelists: Brandon Berger, Chief Digital Officer, Ogilvy and Mather Worldwide

Damon Berger, CEO, What's Trending

Steve Bradbury, Chief Revenue Officer, Zazoom

Jim Eadie, Sr. VP, Digital Business Development, Viacom Media Networks

Michael Kernan, CEO, NuMedia Studios

Daniel Tibbets, Sr. VP, Digital Media, Bunim/Murray Productions

# Conference Tracks

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1:30-2:30 p.m.

## STC8 Smartphones and Tablets: Communicator, Entertainer, Commerce Engine — Social Experiential Networks and Devices

As mobile devices, access and interactivity give consumers a full broadband/always-on experience, mobile technology is transforming into a full lifestyle expression and symbol of consumer identity — like jeans, sunglasses and coffeemakers. Apps, devices and networks combine to empower lifestyles that encompass communication, entertainment and commerce.

Moderator: Lucy Hood, Executive Director, Institute for Communications, Technology Management, USC Marshall School of Business

Panelists: Cameron Friedlander, VP, Director of Creative Technology, DesignKitchen, a WPP Group

Ian Greenblatt, Director, Content Strategy and Business Development, Motorola Mobility

Peter Phillips, Sr. VP and GM, Digital Media Group, Marvel Worldwide

Francisco Varela, Global Director, Platform Partnerships, YouTube

Mark Young, VP, Mobile Strategy and Business Development, NBC Universal Entertainment and Digital Networks

3-4 p.m.

## STC9 Leveraging Content and Celebrity for Cross-Platform Success: Brands, Bands and Entertainers Collaborate

You see it on TV all day and all over the Net. Brands, entertainment, talent, new media startups and big marketers are teaming up for cross-platform success. Hear from top executives and experts in entertainment, consumer branding and licensing, and digital strategy about leveraging pop culture and content to connect with consumers.

Moderator: Ken Hertz, Principal, memBrain

Panelists: Heidi Browning, Sr. VP, Strategic Solutions, Pandora

Matt Ringel, Managing Partner, New Era Media and Marketing, Red Light Management

Ian Schafer, CEO, Deep Focus

Sharon Wienbar, Managing Director, Scale Venture Partners

# Conference Tracks

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## Storage Visions® 2013

January 6–7 | Riviera Hotel Convention Center, Las Vegas

*"Petabytes are the New Terabytes"* is the theme of the 2013 Storage Visions Conference. Digital media size and bandwidth requirements are exploding with the use of higher-resolution and stereoscopic content. Ubiquitous networks and constant content creation and collaboration change the role of local vs. online storage and drive changes in storage technology and devices. SV 2013 explores the changing use of local and remote storage systems, magnetic tape, HDDs, optical discs and flash memory.

Please visit [StorageVisions.com](http://StorageVisions.com) for session and registration information.

### PRICING

|  |       |
|--|-------|
| Conference Registration                  | \$795 |
| Conference Registration & ESA Membership | \$895 |
| Conference Registration — Sunday Only    | \$595 |
| Conference Registration — Monday Only    | \$595 |
| Conference Registration — ESA Members    | \$690 |
| ESA Membership Only                      | \$250 |
| Exhibits Only — 2 days                   | \$50  |
| Exhibits Only — 1 day                    | \$50  |

### Sunday, January 6

7:30–8 a.m.

Storage Visions Continental Breakfast

8–8:15 a.m.

Introduction: Tom Coughlin, Coughlin Associates

8:15–9:45 a.m.

A1: Somewhere a Space for Us: Looking for Storage for High Resolution Content Capture and Production

10–10:30 a.m.

Storage Visions Keynote: Yoshiaki Shishikui, NHK

10:30 am–Noon

B1: Safe at Last: Protecting, Storing and Recovering Personal and Commercial Content

Noon–1:30 p.m.

Storage Visions Lunch and Exhibits

1:30–2 p.m.

Storage Visions Keynote: Pete Hazen, Intel

# Conference Tracks

Session material as of December 17, 2012. Visit [Conference.CESweb.org](http://Conference.CESweb.org) for current program updates.

Monday, January 7

7:30–8 a.m.

Storage Visions Continental Breakfast

8–9:30 a.m.

A2: Smartphones, Tablets and Ultrabooks: What Will They Use for Storage?

9:30–10 a.m.

Storage Visions Keynote: Kevin Conley, SanDisk

10:15–11:45 a.m.

B2: Data, Where Art Thou? Long-Term Content Protection and Archiving

11:45 a.m.–12:45 p.m.

Storage Visions Lunch and Exhibits

12:45–1:15 p.m.

Storage Visions Keynote: Alex Grossman, Active Storage Plus a Special Guest

1:15–2:45 p.m.

C2: My Life in the Clouds: Opportunities and Challenges for Consumer and Enterprise Cloud Storage

2:45–4:15 p.m.

D2: Same as It Ever Was? What's Ahead for Content Storage?

4:30–6 p.m.

E2: It's Up to You: Making, Saving, Sharing and Protecting Family and Business Content

# Conference Tracks

Session material as of December 17, 2012. Visit [Conference.CESweb.org](http://Conference.CESweb.org) for current program updates.



## The International Academy of Web Television Presents: The Digital Entertainment Transformation

*Web television is transforming the way entertainment is created and consumed. These sessions reveal the mechanics and mysteries of making a Web series a success, how to monetize it and how brands can benefit. Influential leaders in Web content creation, distribution, brand integration, audience development and the new online networks will share insights about best practices and business models that work. Learn from the innovators who are shaping the future of digital entertainment.*

### PRICING

|                            |         |
|----------------------------|---------|
| All Access Pass            | \$1,600 |
| Entertainment Matters Pass | \$1,000 |
| Full-Day Program           | \$500   |

Wednesday, January 9 LVCC, North Hall, N264

10–10:40 a.m.

### IAWTV Keynote Conversation: Cross-Platform Storytelling with Tim Kring

Tim Kring, creator/executive producer of Fox TV's *TOUCH* and NBC's *Heroes*, set the bar for multiplatform interactive storytelling with *Heroes*, and created the ground-breaking, award-winning multiplatform experience, *Conspiracy for Good*. Brian Seth Hurst, CEO of Opportunity Management Co., will lead Tim through an exploration of the realities and future of cross-platform storytelling.

Moderator: Brian Seth Hurst, CEO, The Opportunity Management Company Inc.

Keynote: Tim Kring, CEO/COO, TKImperative

10:50–11:30 a.m.

### Digital Content Distribution and Monetization: What Is Your Business Model?

The Web video ecosystem of content creators, studios, distributors and advertisers is maturing into a robust environment where business models can be created and forecasted. Whether targeting a mass or a niche audience, you'll learn strategies for monetization and for effectively engaging viewers in today's crowded content market.

Moderator: Joan Fitzgerald, VP, Television and Cross-Media Solutions, comScore Inc.

Panelists: Lydia Antonini, Executive Producer, *H+ The Digital Series* and *Halo 4: Forward Unto Dawn* Web Series  
Kelly Day, CEO, Blip  
Roland Hamilton, Managing Director, Dailymotion US  
Ran Harnevo, Sr. VP, Video, AOL  
Larry Tanz, CEO, Vuguru

11:40 a.m.–Noon

### Content Exposé Case Study: From Development to Launch

Learn from a master: In this session, a notable content creator leads you on the step-by-step journey from conception to completion of a successful Web series.

Presenter: Tony Valenzuela, Director, BlackBox TV

# Conference Tracks

Session material as of December 17, 2012. Visit [Conference.CESweb.org](http://Conference.CESweb.org) for current program updates.

12:40–12:50 p.m.

### International Academy of Web Television (IAWTV) and the IAWTV Awards Winners

The International Academy of Web Television's Board Chairman Paul Kontonis, Executive Director Shari Covens, and IAWTV Awards Committee Chairwoman Amber J. Lawson reveal the winners of the IAWTV Awards. Learn about the IAWTV, award-winning Web series and the creators behind them.

Presenters: Shari Covens, Executive Director, International Academy of Web Television  
Paul Kontonis, Chairman, International Academy of Web Television  
Amber J. Lawson, Awards Committee Chair, International Academy of Web Television

12:50–1:30 p.m.

### Web Video and Social: The Chicken and the Egg

You've created your Web series and want to shout it from the social media mountain tops! First you must learn the unwritten rules of content and social with regards to distribution and promotion. This panel focuses on the strategic approaches social media leaders use to engage potential audiences.

Moderator: Richard Spalding, CEO, The 7th Chamber Inc.

Panelists: Jay Bushman, Transmedia Producer, *The Lizzie Bennet Diaries*  
Heath Corson, Co-Creator and Executive Producer, *Aim High* Digital Series  
April Grande, Executive Producer and Host, *Indie Intertube*  
Margaret Laney, CMO, AwesomenessTV  
Benny Luo, Co-Founder and CEO, *NewMediaRockstars.com*  
Amanda Shockley, CTO and Host, *Indie Intertube*

1:40–2:20 p.m.

### Audience Building: Niche vs. Scale

Network TV targets a mass audience and Web TV succeeds with content that resonates with a targeted, highly engaged audience. How do you turn niche programming into broad success? Hear from those who have succeeded with both niche and scale audiences. Take away best practices for building the best audience for your show.

Moderator: Adam Singolda, Founder and CEO, Taboola

Panelists: Beatriz Acevedo, President, Mitu Network  
Barry Blumberg, President, Smosh and EVP, Alloy Digital  
Sarah Penna, Co-Founder and Head of Talent, Big Frame  
Mitch Rotter, Prosperties & Creative Labs, Break Media

2:30–3:10 p.m.

### Brands: This Is How You Work with Content Creators

Web video brand integration is one of the most powerful and engaging forms of Internet advertising. As a marketer, how can you best leverage the creative genius and know-how of a Web video creator or network? This panel explores best practices and do's and don'ts of working with content creators.

Moderator: Doug Scott, President, OgilvyEntertainment

Panelists: David Freeman, Coverage Group, Digital Content Packaging, Creative Artists Agency (CAA)  
Billie Goldman, Partner Marketing Manager, Intel Corporation  
Jeff Grossman, VP of Content and Product Strategy, CBS Interactive  
Mike Henry, CEO, Outrigger Media  
Tom Hume, Director, Marketing Communications, Information Systems Inc. — Digital Products Division  
James Veraldi, Sr. VP, Director, Business Development and Sales, Fullscreen

# Conference Tracks

Session material as of December 17, 2012. Visit [Conference.CESweb.org](http://Conference.CESweb.org) for current program updates.

Wednesday, January 9 LVCC, North Hall, N264

3:20–3:40 p.m.

## Content Exposé Case Study: From Development to Launch

Learn from a master: In this session, a notable content creator leads you on the step-by-step journey from conception to completion of a successful Web series.

Keynote: Megan Cunningham, CEO, Magnet Media Films

3:50–4:30 p.m.

## YouTube and the New Online Networks

New online networks are building expansive media businesses and challenging cable. Built upon YouTube and leveraging the power of engaging content and the increasing flow of advertising dollars, these networks are the future of media. Learn best practices you can implement as an online network or when working with online networks.

Moderator: Jim Louderback, CEO, Revision3 — A Discovery Communications Company

Panelists: Aaron DeBevoise, EVP, Network Programming, Machinima Inc.

Benny Fine, Creator and Founder, Fine Brother Productions

Amy Finnerty, Sr. VP, Talent, Maker Studios

Laura Lee, Head of Entertainment East Partnerships, YouTube

Amanda Taylor, Founder and CEO, DanceOn

4:40–5 p.m.

## Closing Rant

An acclaimed content creator/producer shares perspectives on what happens when technology and content goes terribly right.

Presenter: Josh Feldman, Writer/Producer, *Electric City*, and Executive Producer, *Halo 4: Forward Unto Dawn*, Feldman Films



# Conference Tracks

Session material as of December 17, 2012. Visit [Conference.CESweb.org](http://Conference.CESweb.org) for current program updates.

## THX Certified Home Theater Professional Level 1

Audio and video professionals can learn how to help any client with any budget achieve the best possible home theater experience. This one-day hands-on training course shows you how to create a premium THX home theater experience. We cover equipment selection, optimal room setup, proper calibration and acoustics.

For information about other business-building THX Certified Professional classes, including Home Theater 2 and Video Calibration 1 and 2, please visit [THX.com/training](http://THX.com/training).

### PRICING

#### THX Certified Home Theater Professional Level 1

Not included in All Access Pass

\$550

Friday, January 11

LVH, North Hall, N254

9 a.m.–5 p.m.

## THX Certified Home Theater Professional Level 1

Gain the knowledge and skills you need to become a THX Certified Home Theater Professional 1 in this hands-on workshop. Learn how to design home theaters for any space, to implement the latest 2D and 3D offerings, to choose the right electronics and other important principles that apply to all systems.

Instructor: John Dahl, Sr. Fellow and Director, Education, THX Ltd.

# Conference Tracks

Session material as of December 17, 2012. Visit [Conference.CESweb.org](http://Conference.CESweb.org) for current program updates.



## Tweet House Presents: Innovations in Social Business

*It's no secret that social techniques and technologies are in constant flux — and those who have a handle on the most useful emergent methods have an edge. In these sessions some of the best minds in the social space discuss what they think will be relevant in 2013, and how brands, retailers and organizations can best capitalize on these shifts in the social landscape.*

### PRICING

|                            |         |
|----------------------------|---------|
| All Access Pass            | \$1,600 |
| Entertainment Matters Pass | \$1,000 |
| Half-Day Program           | \$350   |

Thursday, January 10

LVCC, North Hall, N262

9-9:30 a.m.

### The Age of Context: How the Convergence of Social, Mobile and Big Data Are Defining the Future

Authors Robert Scoble and Shel Israel discuss their latest book, *The Age of Context*, which analyzes how the convergence of five forces — social, mobile, sensors, big data and mapping — affect community building and management.

9:30-10 a.m.

### Beyond "Influencers": New Approaches for Cultivating Advocates and Evangelists

Word of mouth is the most powerful vehicle for marketplace success (or failure!), and shepherding the conversation is as much art as science. We examine the latest in "influencer" identification, prioritization and outreach, along with the human side to interaction.

10:10-10:40 a.m.

### Innovations in Social Data and Analysis

New APIs, data repositories, toolsets and services appear daily, making it easier to build better predictive models and perform audience analyses. This session covers the new, lesser-known, and most useful resources available to drive actionable insights and conversion.

10:40-11:10 a.m.

### Social Media Management Systems: What's the Latest?

Whether you use an enterprise service like CoTweet or HootSuite, or have "rolled your own" system for managing multiple accounts/profiles in a workgroup, this session shows you what enhancements and features can provide the most incremental value over the next 12 months.

11:20-11:50 a.m.

### Follow the Money: Investing in Social Technologies

A great way to know what's on the horizon is to tap into the expert VC's, angels and accelerators who are funding the future. Our panel of investors talks about the social and mobile companies they're backing and why these new ventures are relevant to you.

11:50 a.m.-12:20 p.m.

### Growing Your Audience: Likes, Follows and Beyond

Although follower counts, re-tweets and likes are easily measured and provide tangible numbers, they're not a perfect appraisal because current methods for creating them are flawed. This session explores the latest techniques for driving quality — as well as quantity — of audience.



## Variety's Entertainment Summit: Film & Technology

*The film industry hopes to seize upon the opportunities presented by strengthening technologies, such as advanced creative techniques and improved distribution reach. Yet in some respects it's more challenging to stay ahead of digitally savvy audiences who are spread across multiplying platforms and entertainment options. Pioneers in the film business share how they are taking best advantage of this technology revolution for long-term growth and success.*

### PRICING

|                            |         |
|----------------------------|---------|
| All Access Pass            | \$1,600 |
| Entertainment Matters Pass | \$1,000 |
| Half-Day Program           | \$350   |

Wednesday, January 9 LVCC, North Hall, N262

9-9:45 a.m.

### Studio Technology Roundtable: The Leaders

Studio Chief Technology Officers debate the evolution and challenges of delivering content to audiences split among more screens than ever before. What operational advancements do they see, what obstacles remain? This is your opportunity to hear viewpoints from some of the best minds in the industry!

Moderator: Guy Finley, Executive Director, Media & Entertainment Services Alliance (MESA)

Panelists: Darcy Antonellis, President and CTO, Warner Bros. Technical Operations, Warner Bros. Entertainment  
Hanno Basse, CTO, 20th Century Fox  
Chris Cookson, President, Sony Pictures Technologies  
Andy Hendrickson, CTO, Walt Disney Animation Studios  
Lincoln Wallen, CTO, DreamWorks Animation

9:45-10:30 a.m.

### Film and Technology Keynote Q&A

Keynote: Anthony Bay, VP, Worldwide Video, Amazon.com

10:30-10:45 a.m.

### Film and Technology Networking Break

# Conference Tracks

Session material as of December 17, 2012. Visit [Conference.CESweb.org](http://Conference.CESweb.org) for current program updates.

## Creative Technology Trendsetters

Audiences crave the eye-popping imagery built into such studio tentpoles as *Brave*, *The Avengers* and *Prometheus*. Pioneers of film production and special effects analyze how they're advancing their cutting-edge creativity into the future. How will special effects pros continue to surprise and attract fans with creative technology in filmmaking?

Panelists: Scilla Andreen, CEO and Co-Founder, IndieFlix

Scott Glosserman, CEO, Gathr

Nick Gonda, Co-Founder, Tugg, Producer, *The Tree of Life*, *To the Wonder*

Hank Green, VP, Studio Partnerships, AMC Theatres

Matthew Lillard, Actor and Director

11:30 a.m.-12:15 p.m.

## Conquering the Film Distribution Maze

Studio distribution chiefs and their technology service partners make sense of all the available options in delivering films to audiences. What's the best solution to maximize revenue potential? Are there business models that audiences and studios can rally behind? How are technology services improving their content offerings to customers?

Moderator: Deborah Bothun, U.S. Advisory Leader, Entertainment, Media and Communications, PwC

Panelists: David Bishop, Worldwide President, Sony Pictures Home Entertainment

Mike Dunn, Worldwide President, Twentieth Century Fox Home Entertainment

Thomas Gewecke, President, Warner Bros. Digital Distribution

Shawn Strickland, CEO, Redbox Instant by Verizon

# Conference Tracks

Session material as of December 17, 2012. Visit [Conference.CESweb.org](http://Conference.CESweb.org) for current program updates.



## Variety's Entertainment Summit: TV & Technology

Content creators and distributors have more choices than ever for building and delivering entertainment. The distinctions between traditional TV products and digital programming are narrowing as quality rises across the board. As the worlds of digital and traditional merge, what strategies and pioneering ideas are growing the pie for the entertainment industry? TV and digital media leaders share how they are shaking up their industries to better attract audiences today and in the future.

### PRICING

|                            |         |
|----------------------------|---------|
| All Access Pass            | \$1,600 |
| Entertainment Matters Pass | \$1,000 |
| Half-Day Program           | \$350   |

Thursday, January 10 LVCC, North Hall, N262

1:30–2:15 p.m.

### TV and Technology Keynote Q&A

Keynote: Morgan Spurlock, Writer, Director, Producer

2:15–3 p.m.

### The Digital Content Big Leagues

There's more opportunity than ever for innovative programming, as digital channels are eager to enhance their offerings. Top creators and leaders on the new platforms, including YouTube, Netflix, Hulu, and more, talk about what's next in programming.

Panelists: Jeff Berman, GM, NFL Digital Media

Keyvan Peymani, Head of Digital Strategy, ICM Partners

Kinsey Wilson, Chief Content Officer, NPR

Mark Young, VP, Mobile Strategy and Business Development, NBCUniversal

Vivi Zigler, President, Digital Media at Shine America

3–3:15 p.m.

### TV and Technology Networking Break

3:15–4 p.m.

### The Future of Television

TV networks and channels are leveraging social TV apps to improve viewer and advertiser engagement. The industry also is striving to improve content accessibility over new platforms. Pioneers at networks, TV carriers, brands and technology companies share how they stay ahead of audience trends to ensure future growth.

Moderator: Andrew Wallenstein, TV Editor, *Variety*

Panelists: Albert Cheng, EVP and Chief Product Officer, Digital Media, Disney ABC Television Group  
Joan Gillman, EVP and President, Time Warner Cable Media  
Ross Honey, GM, Entertainment and Advertising, Xbox Live  
Mike Hopkins, President, Distribution, Fox Networks Group  
Tonia O'Connor, President, Distribution, Sales and Marketing, Univision Communications

4–4:45 p.m.

### Masters of Creative Storytelling

Social media allows TV creatives to build personal relationships with fans. Gaming apps are a new entertainment category with pioneering interactivity. How is technology opening doors for the creative process? Top TV, gaming and app creatives share stories of how they best utilize digital media to connect their content with fans.

Moderator: Gordon Paddison, CEO, Stradella Road

Panelists: Mike Farah, President, Production, FunnyorDie.com  
Gale Anne Hurd, Executive Producer, Walking Dead  
Kay Madati, Head of Media and Entertainment, Facebook  
Erik Martin, GM, Reddit  
Colum Slevin, VP and Head of Studio Relations, Lucasfilm

# Conference Tracks

Session material as of December 17, 2012. Visit [Conference.CESweb.org](http://Conference.CESweb.org) for current program updates.



## Wireless Communications

Ten billion. That's how many mobile phones — just phones — will be live by 2016. Add tablets, e-readers, Ultrabooks, and start adding zeroes. Wireless rules. It dominates our personal and enterprise lives. It captures, entertains, works, plays and communicates. The war is on for share of wallet (and mobile wallet) in this highly competitive space. Keep up with the speed of innovation, and find out what you need to lead in our ever-expanding wireless world.

### PRICING

|                            |         |
|----------------------------|---------|
| All Access Pass            | \$1,600 |
| Entertainment Matters Pass | \$1,000 |
| CE Pass                    | \$700   |
| Individual Session         | \$300   |

Wednesday, January 9 LVCC, North Hall, N261

9:30–10:30 a.m.

### WC1 Six Wireless Technologies You'll Want to Know

Experts explain the premise behind six of the most promising and fascinating wireless technologies, including Hotspot 2.0 and the 802.11u standard, which aim to reshape mobile networks; vehicle-to-vehicle (V2V) communications, which could play a key role in preventing deadly accidents; and the blazing-fast gigabit Wireless LAN (802.11ac/ad) and LTE Advanced standards.

Moderator: Sue Marek, Editor-in-Chief, Wireless Group, FierceMarkets Wireless Groups

Panelists: Michael Hurlston, Sr. VP and GM, Wireless Connectivity Combos, Broadcom  
Mark McDiarmid, VP, Radio Network Engineering and Development, T-Mobile  
Fanny Milnarski, Founder, Octoscope  
Dan Rabinovitsj, Sr. VP and GM, Networking Business Unit, Qualcomm Atheros

11 a.m.–Noon

### WC2 The Battle of Mobile Wallet: Which Platform Will Prevail?

Will 2013 be the year of mobile payment and, if so, which platform will carriers, merchants and consumers embrace? Financial services experts, credit card companies and other key players in this space debate the pros and cons of competing technologies and schemes from Google, Isis, PayPal, Visa, Square, and others.

Moderator: James Wester, Editor, MobilePaymentsToday.com

Panelists: Peter Hazlehurst, Global Head of Payments, Google  
Chris Hylen, VP and GM, Intuit Payment Solution  
Edward McLaughlin, Chief Emerging Payments Officer, MasterCard Worldwide  
Jim Stapleton, Chief Revenue Officer, Isis

12:30–1:30 p.m.

### WC3 Hotspot 2.0: How Passpoint Will Change Wireless Communications

Hotspot 2.0 holds the promise of seamless handoffs between cellular and Wi-Fi networks, enabling mobile users to roam among public hotspots. Is the technology living up to its promise? This session presents a market update, explains the business model and predicts when HS 2.0 will go nationwide.

Moderator: Stewart Wolpin, Freelance Writer, Industry Analyst

Panelists: Paul Congdon, HP Fellow in the Networking and Communications Lab, HP Labs  
Edgar Figueroa, CEO, Wi-Fi Alliance  
Niels Jonker, CTO, Boingo  
Shrikant Shenwai, CEO, Wireless Broadband Alliance

# Conference Tracks

Session material as of December 17, 2012. Visit [Conference.CESweb.org](http://Conference.CESweb.org) for current program updates.

Thursday, January 10 LVCC, North Hall, N261

2-3 p.m.

## WC4 Tips to Winning the Mobile Advertising Game

Mobile advertising is still in its infancy, accounting for just 1 percent of all advertising revenue. With over 5.3 billion mobile phone subscribers globally, it's rapidly becoming a must-have for many brands trying to capture eyeballs. Experts discuss this burgeoning business and what it takes to create a successful mobile campaign.

Moderator: Michael Learmonth, Reporter, *Advertising Age*

Panelists: Brian Boland, Director, Product Marketing, Facebook

Martin Herbst, GM, International Classifieds for 9 markets, eBay Classifieds Group, eBay

Brendon Kraham, Global Mobile Sales and Product Strategy, Google

Krishna Subramanian, CMO, Velti

3:30-4:30 p.m.

## WC5 Smartphone Trends: Current and Future

In 2012, quad core processors, large high-definition screens, waterproofing, NFC and LTE were the key trends on the radar. Industry experts examine what impact these features and technologies had in the marketplace and look ahead to what's coming in 2013.

Moderator: Lance Ulanoff, Editor-in-Chief, Mashable

Panelists: Ed Elkin, Director, Advanced Communications Solution, Alcatel-Lucent

Jeff Howard, VP, Mobility Device Portfolio, AT&T Mobility

Andrew Morrison, VP, Handset Product Management, T-Mobile

Mike Woodward, President, HTC North America



## ALL ACCESS PASS

PRICING: \$1,600

**This value-packed pass has you covered!**

**Includes:** 3D's 20/20 Vision, Broadband Unlimited, Business Insights, Cable Conference at CES, CEA Research Summit at International CES, CEPro Forum at CES, Connect2Car, CONNECTIONS™ Summit, Content and Disruptive Technologies, Content in the Cloud, Developer University at CES, Digital Health Summit, Digital Hollywood, Emerging Technology, Fitness Tech, Games Summit at CES, HigherEdTECH, Home Entertainment, In-Vehicle Technology, Innovation Policy Summit, Just the Facts: Research, Reports and Revelations, Kids@Play and MommyTech, Lifestyle Technologies, MacTech Insight: Your Expert Peek Inside the Apple Market, MEMS and the Consumer Connection, PMA@CES Conference Sessions, Silvers Summit, Smart Homes & Digital Consumers: Sponsored by J.D. Power and Associates, Smartphones and Tablets Conference, The International Academy of Web Television Presents: The Digital Entertainment Transformation, Tweet House Presents: Innovations in Social Business, Variety's Entertainment Summit: Film & Technology, Variety's Entertainment Summit: TV & Technology, Wireless Communications, SuperSessions and Keynote Addresses.



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## SuperSessions

And last, but never least, SuperSessions, our potpourri of fascinating personalities, provocative perspectives, out-of-the-box takes and prescient predictions. The best of what just happened, what's about to happen and what could happen if the stars align — it's all here, it's all free and it's sure to fill fast. Where else can you hear the respected FCC chairman opine, then move to the wildly entertaining CNET next big thing? Only here. Find your seat.

# SuperSessions

Session material as of December 17, 2012. Visit [Conference.CESweb.org](http://Conference.CESweb.org) for current program updates.

Tuesday, January 8 LVCC, North Hall, N255-257

9:30–10:30 a.m.

## The Digital Health Revolution: Body, Mind and Soul

"I sing the body electric" takes on new meaning in our digital world, where devices let us monitor everything from stress levels to genetic sequences. Arianna Huffington moderates four digital health leaders as they discuss the latest innovations, their life-changing potential, and what the digital revolution means for body and soul.

Moderator: Arianna Huffington, Editor-in-Chief, *Huffington Post*, and Creator, GPS for the Soul

Panelists: Deepak Chopra, Co-Author, *Super Brain*; Founder of The Chopra Foundation and Chopra Center; YouTube/ChopraWell, Deepak Chopra LLC

David Daly, Head of Oncology, Life Technologies

Andrew M. Thompson, Co-Founder and CEO, Proteus Digital Health Inc.

Reed V. Tuckson, Exec. VP and Chief of Medical Affairs, United Health Group

Sonny Vu, CEO and Founder, Misfit Wearables

11 a.m.–Noon

## Disruptive Technologies Impacting the Future of Games and Video

Delivering the full console and PC gaming and video experience to mobile devices and thin clients via the cloud is on the horizon.

Explore the various disruptive technologies that will change gaming and video delivery and reshape the marketplace for products and services around games, images and on-demand video.



Moderator: Tim Bajarin, President, Creative Strategies Inc.

Panelists: James Clappin, President, Corning Glass Division

David Perry, CEO, GaiKai a Sony Company

Rosen Sharma, CEO, BlueStacks

Casper Thykier, Managing Director, Zappar

12:30–1:30 p.m.

## TV Connect at CES

Content Delivery Networks are evolving to deal with the demands of increased streaming over networks. This panel discussion calculates the impact of gaming and video content on network demand. Key industry thought leaders assess the future roles of content delivery and whether federation models can be implemented successfully.



Presenter: Gavin Whitechurch, Director, IP&TV World Forum, Informa Telecoms & Media

Moderator: Collin Dixon, Sr Partner, Advisory, TDG

Panelists: Brian Joe, Manager, Content Strategy, Verizon

David Jones, EVP, Marketing, Shazam

Robyn Peterson, CTO, Mashable

Barry Tishgart, VP, Internet Services, Comcast

3–4 p.m.

## CNET's Next Big Thing: The Post-Mobile Future: Mapping the Next Frontier of Consumer Electronics



While consumer electronics seem focused on smartphones and tablets, the reality is that consumers' persistent, always-on connections and social sharing are driving us toward a completely new set of devices and services. Molly Wood and Brian Cooley explore what the future — and its gadgets — will look like.

# SuperSessions

Session material as of December 17, 2012. Visit [Conference.CESweb.org](http://Conference.CESweb.org) for current program updates.

Wednesday, January 9 LVCC, North Hall, N255-257

10:30–11:30 a.m.

## Mega Trends and Mobile First World

The world's leading tech companies discuss the most important trends in consumer Internet and a mobile-first world. How will mobile, social, cloud, content and devices converge for new services? Rajeev Chand leads Who will offer sustainable business models? Rajeev Chand leads an interactive debate on the future of consumer services.



Moderator: Rajeev Chand, Managing Director and Head of Research, Rutberg & Company

Panelists: Anand Chandrasekher, Sr. VP and CMO, Qualcomm

Hal Lawton, Sr. VP and President of Online, The Home Depot

Glenn Lurie, President, Emerging Enterprises and Partnerships, AT&T

Kevin Packingham, Chief Product Officer, Samsung

Vaughan Smith, VP, Mobile and Corporate Development, Facebook

Noon–1 p.m.

## The New Network Effect Changes Everything



How will the relationship among people, machines and infrastructure change in this increasingly networked world? Ericsson's President and CEO Hans Vestberg, Rethink Robotic's Rodney Brooks, and Ford Motor Co.'s Chief Technical Officer Paul Mascarenas join Techonomy's David Kirkpatrick for demonstrations and discussion of how their disparate worlds are converging.

Moderator: David Kirkpatrick, Founder and CEO, Techonomy

Panelists: Rodney Brooks, Founder, Chairman and CTO, Rethink Robotic

Paul Mascarenas, CTO, Ford Motor Co.

Hans Vestberg, President and CEO, Ericsson

Wednesday, January 9

The LVH Theater

3–5 p.m.

## The Brand Matters SuperSession: How Are Your Consumers REALLY Engaging with Digital Media?

MediaLink and The Intelligence Group convene a panel of young people to discuss their media consumption habits and, in the process, reveal the forces that make them increasingly elusive to marketers. Immediately after, senior management from major digital media, marketing, and/or emerging media platform companies respond to what they just heard.



# Keynote Addresses

Session material as of December 17, 2012. Visit [Conference.CESweb.org](http://Conference.CESweb.org) for current program updates.



## Keynote Addresses

Qualcomm, Samsung, Panasonic and Verizon are all renowned brands, and all continue to make breakthroughs in technology that impact consumers' lives every day. Join these visionary CEOs as they discuss where their companies, products and market verticals are headed. They'll showcase the technologies and devices that will be in consumers' hands in 2013. Don't miss it!

### The Venetian, Palazzo Ballroom

#### PRESHOW KEYNOTE ADDRESS

6:30 p.m. Monday, January 7



#### Dr. Paul E. Jacobs, Chairman of the Board and CEO, Qualcomm

Dr. Jacobs' keynote will feature Qualcomm's new Born Mobile campaign that addresses mobile technology's role in the connected mobile world. Dr. Jacobs heads a global company with transformative technologies connecting people not only to each other, but to the future. Qualcomm has mobile computing in its DNA, and we look forward to hearing Dr. Jacobs' vision of the future for both the generation born with a tablet in hand, and the rest of us who are becoming more mobile each day. This keynote demonstrates the crucial role that mobile technologies have at the International CES and increasingly throughout the world.

#### STATE OF THE CE INDUSTRY AND OPENING KEYNOTE ADDRESSES

8:30 a.m. Tuesday, January 8



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

Gary Shapiro is president and CEO of the Consumer Electronics Association (CEA)®, the U.S. trade association representing over 2,000 consumer electronics companies and owning and producing the continent's largest annual tradeshow, the International CES®. Shapiro led the industry in its successful transition to HDTV. He co-founded and chaired the HDTV Model Station and served as a leader of the Advanced Television Test Center (ATTC). He is a charter inductee to the Academy of Digital Television Pioneers, and he received its highest award as the industry leader most influential in advancing HDTV. In 2011, he authored CEA's bestselling book *The Comeback: How Innovation Will Restore the American Dream* (Beaufort). Through this book, as a weekly Forbes.com columnist and a regular contributor to the *Huffington Post*, *Daily Caller* and other publications, Shapiro has helped direct policymakers on the importance of innovation in the U.S. economy.



#### Kazuhiro Tsuga, President, Panasonic Corp.

Panasonic is one of the largest and most dynamic consumer electronics companies in the world. As the incoming president of Panasonic, Tsuga will share his vision for the future of Panasonic and its leadership in green innovation. Prior to taking on this leadership role for Panasonic, Mr. Tsuga was president of AVC Networks Company, the internal arm responsible for Panasonic's audiovisual and information technology equipment business. Concurrently, he served as senior managing director and was a member of the board. From 2008 to 2011, Mr. Tsuga served as president of Panasonic's Automotive Systems Company and was also the managing executive officer of the corporation. During this time, he revived Panasonic's automotive electronics business and laid the foundation for its expansion, taking it in new directions, including devices and systems for more eco-responsible vehicles.

# Keynote Addresses

Session material as of December 17, 2012. Visit [Conference.CESweb.org](http://Conference.CESweb.org) for current program updates.

## The Venetian, Palazzo Ballroom

### CES KEYNOTE ADDRESS

4:30 p.m. Tuesday, January 8



#### Lowell McAdam, Chairman and CEO, Verizon

With more than 730 wireless exhibitors expected at the 2013 CES, mobile connected devices are driving the industry as consumers seek mobility to stay connected anywhere, anytime. As a world leader in providing innovation in communications, mobility and entertainment, Verizon's success comes from the key role it plays in the lives of consumers. Lowell McAdam comes to the CES keynote stage to share his vision for the future of expanded access to technology, thus, empowering consumers around the world. McAdam succeeded Ivan Seidenberg as CEO on August 1, 2011, and as chairman on January 1, 2012. He currently oversees the operations of Verizon Communications, including all business units and staff functions.

### CES KEYNOTE ADDRESS

9 a.m. Wednesday, January 9



#### Dr. Stephen Woo, President, Device Solutions Business, Samsung Electronics

Dr. Woo will present his insight on the role of components in enabling consumer product innovations. As it continues to innovate across a range of product categories, Samsung has solidified its position as one of the top technology companies in the world. Samsung always captures global attention when it launches its dynamic products at the International CES. We look forward to hearing Dr. Stephen Woo share Samsung's vision from across Samsung Device Solutions, the world leader in advanced semiconductor and display solutions for the IT industry.

# Keynote Addresses

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## LHV, LHV Theater

### NEXT GENERATION OF INNOVATORS KEYNOTE

11 a.m. Tuesday, January 8

As the consumer technology industry continues to reinvent itself with stunning speed in a mobile world, who will be at the forefront of the next wave of big ideas and must-have products? In this panel you will meet several Founder CEOs who just might have created the "next big thing." Join moderator Jeff Jordan, entrepreneur and tech exec, now partner at Silicon Valley's hottest VC firm, as he explores the trials and potential rewards ahead for some of tech's hottest young innovators.

#### Moderator:



**Jeff Jordan**  
Partner  
Andreessen Horowitz

#### Panelists:



**David Lieb**  
CEO and Co-Founder  
Bump Technologies



**Cyrus Massoumi**  
CEO and Co-Founder  
ZocDoc



**Eric Vishria**  
CEO and Co-Founder  
RockMelt Inc.



**will.i.am**  
Founder and  
Chairman  
i.am-plus LLC



### BRAND MATTERS KEYNOTE: MARKETING IN THE CLOUD

11 a.m. Wednesday, January 9

Moderated by Michael Kassan of MediaLink, Marketing in the Cloud focuses on the new frontier of marketing. Kicking off with a fireside chat between Kassan and Marc Benioff, Chairman and CEO of Salesforce.com, Kassan and Benioff will then be joined by top marketers including American Express' Josh Silverman, AT&T's Michael Bowling, Coca Cola's Joe Tripodi, Unilever's Keith Weed and Samsung's Brian Wallace for a thought-provoking discussion.

#### Moderator:



**Michael Kassan**  
Chairman and CEO  
MediaLink

#### Panelists:



**Marc Benioff**  
Chairman and CEO  
salesforce.com



**Michael Bowling**  
CMO, Business Solutions  
AT&T



**Josh Silverman**  
President, U.S. Consumer  
American Express



**Joseph Tripodi**  
EVP, Chief Marketing  
and Commercial Officer  
The Coca-Cola Co.



**Brian Wallace**  
VP, Strategic Marketing  
Samsung Telecommunications  
America



**Keith Weed**  
Chief Marketing and  
Communications Officer  
Unilever



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