



# Unveiled

The Official Press Event of the International CES

## TWO EXCELLENT MEDIA COVERAGE OPPORTUNITIES

### **Unveiled @ NY**

November 13, 2007  
Metropolitan Pavilion | New York, NY

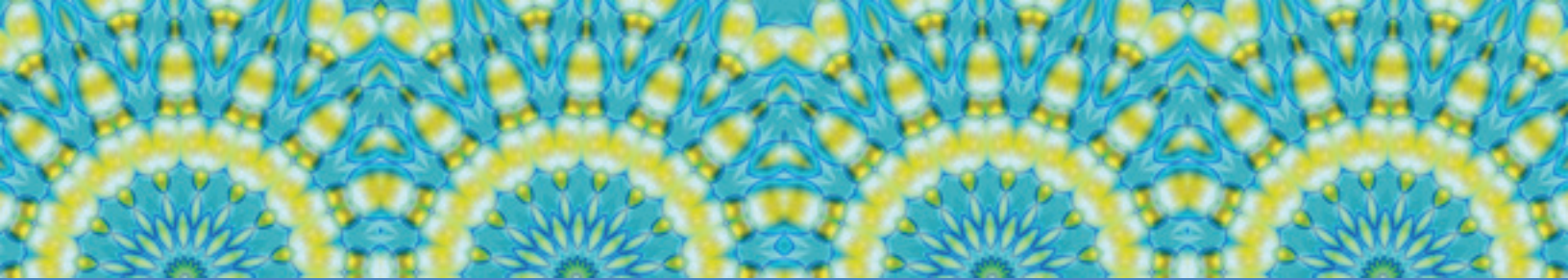
### **CES Unveiled**

The Official Press Event of the International CES®  
January 5, 2008  
Sands Expo and Convention Center/  
The Venetian | Las Vegas, NV

Capture the spotlight at one or both of the 2008 CES Unveiled events. Unveiled @ NY offers an invaluable opportunity to get your name and product out just in time for holiday sales and Unveiled Las Vegas gives you the undivided attention of the media at CES two days before the show begins.

[www.CESweb.org/PressEvents](http://www.CESweb.org/PressEvents)





"CES Unveiled was a great success as far as Into Tomorrow was concerned! There was such an excellent variety of exhibitors in attendance that we were able to record enough interviews for a full hour and a half of our national show from CES that week. It is an extremely worthwhile event — for journalists and especially CES exhibitors!"

- **Dave Graveline, Host, Into Tomorrow with Dave Graveline**



Be the first to debut the year's hottest products—before CES officially begins. Media flock to CES Unveiled press events for their exclusive product demonstrations and networking opportunities.

A simple **tabletop set-up** makes it easy for your team to network with the top industry and consumer media, build relationships and generate coverage while enjoying upscale cocktails and hors d'oeuvres.

#### **The Best PR Value in the Industry**

- Exposure to influential, credentialed media and analysts
- Extensive pre-event promotion of all Unveiled exhibitors and sponsors to CES' worldwide media list via e-mail, news wires, print materials, direct individual pitching and web promotion
- Contact lists of pre-registered and confirmed media/analysts
- 150-word product description and photo in the Unveiled program guide within *Consumer Electronics Vision* magazine, which is distributed at press events and to 23,000 industry readers and thousands more on-site at the International CES
- Your product displayed among Innovations 2008 Honorees' products; a must-see for press and analysts.



**[www.CESweb.org/PressEvents](http://www.CESweb.org/PressEvents)**

# Unveiled @ NY

*Featured at the Pre-CES New York Press Preview*

**November 13, 2007**  
**Metropolitan Pavilion**  
**New York, NY**

Unveiled @ NY is held at the Pre-CES New York Press Preview. This is your opportunity to get your brand in front of the press in time for the holiday selling season and to jumpstart your CES success. Join us for a chance to network with the top media during the crucial weeks leading up to the holidays and the 2008 International CES.

**Pre-CES New York Press Preview Event Includes:**

- CEA Market Trends Press Conference, presenting exclusive consumer market research and industry statistics (Media and analysts only)
- International CES Press Conference, presenting highlights of the upcoming CES and announcing the International CES Innovations 2008 Design and Engineering Awards Honorees (Media and analysts only)
- Unveiled @ NY and International CES Reception, featuring exhibitor tabletop displays (Open to media, analysts, top CE buyers and CES exhibitors)
- Attended by 300 media and analysts

"With CES' New York Press Event, Jabra was able to meet with a great number of the top CE and business journalists, boosting our holiday sales buzz and pre-CES outreach efforts."

**- Heidi Adams,**  
**Director of Marketing,**  
**Jabra**

"CES Unveiled gave Kodak the opportunity to reach hundreds of the world's most influential journalists prior to the show, directly fueling media coverage, booth traffic, and the all-important show floor buzz."

**- Mike McDougall,**  
**Eastman Kodak Company,**  
**Digital & Film Imaging**  
**Systems**

## CES Unveiled:

*The Official Press Event of the International CES*

**January 5, 2008**  
**Sands Expo and Convention Center/The Venetian**  
**Las Vegas, NV**

CES Unveiled in Las Vegas offers you a chance to grab the media's attention before the world's largest consumer technology tradeshow even begins. Media look to CES Unveiled exhibitors to reveal what the thrilling new products will be at the 2008 International CES.

**CES Unveiled Las Vegas Includes:**

- International CES Press Rooms (Open to media and analysts so they can start planning their CES stories)
- CEA's State of the Industry Press Conference, presenting exclusive market research and highlighting top trends to experience during the International CES
- Exhibitor table-top displays and reception (Open to media, analysts and CES Unveiled exhibitors only)
- Attended by 800 media and analysts

**[www.CESweb.org/PressEvents](http://www.CESweb.org/PressEvents)**



## Top Media Names at the 2007 CES Unveiled Events Included:

<i>3DNews (Russia)</i>	<i>Fast Company</i>	MSN	<i>The Orange County Register</i>
ABC Network News	<i>Financial Times</i>	National Public Radio	<i>The Sydney Morning Herald (Australia)</i>
<i>Arab News (Saudi Arabia)</i>	Forbes.com	<i>Newsweek</i>	<i>The Telegraph (United Kingdom)</i>
BBC	<i>Fortune</i>	Nikkei Business Publications (Japan)	<i>The Washington Post</i>
Bloomberg Radio	FOX News	<i>O Estado de Sao Paulo (Brazil)</i>	<i>Time Magazine</i>
Canadian Broadcasting Corp.	G4 TechTV	<i>Popular Science</i>	<i>USA Today</i>
CBS News	<i>Globe and Mail (Canada)</i>	Reuters	<i>Wall Street Journal</i>
<i>China Electronics News</i>	GQ	<i>San Francisco Chronicle</i>	<i>Weekly ASCII (Japan)</i>
CNet	<i>House Beautiful</i>	<i>San Jose Mercury News</i>	<i>Weekly BCN (Japan)</i>
CNN	<i>Into Tomorrow with Dave Graveline</i>	<i>Science and Technology Daily (China)</i>	<i>Weekly Chosun (Korea)</i>
<i>Consumer Reports</i>	<i>Investor's Business Daily</i>	<i>Seventeen Magazine</i>	WGN with The Technology Tailor
<i>Dempa Daily (Japan)</i>	<i>Life Week (China)</i>	Stuff.tv	Yahoo! Tech
<i>Economic Daily (China)</i>	<i>L'Economiste (Tunisia)</i>	The Associated Press	ZDNet
<i>EE Times</i>	<i>Lucky Girl</i>	<i>The Boston Globe</i>	
<i>El Universal Daily (Mexico)</i>	Martha Stewart Living Omnimedia	<i>The Denver Post</i>	
ESPN	Maxim.com	<i>The New York Times</i>	

## Exhibitor Participants at the 2007 CES Unveiled Events Included:

AMD	Freescale Semiconductor	Niveus Media	Sling Media Inc.
American Honda Motor Co.	Hannsprea California Inc.	Norcent	Speechgear Inc.
ASUS	Harman Kardon	Optoma Technology	Staccato Communications
Atlantic Inc.	HD Radio/iBiquity Digital	Oregon Scientific	Super Micro Computers
Audiovox Corp.	HDMI	Panasonic	TDVision Systems
Axion	Hillcrest Labs	Parrot Inc.	The MicroOptical Corp.
Casio Inc.	Hitachi Global Storage Technologies	Philips Consumer Electronics	Thomson Consumer Electronics
Celestron	Hotseat Chassis	North America	Torian Wireless Ltd.
Cerwin-Vega	iControl Networks	PulseLink	Vantage Point
Cobra Electronics	Interactive Toy Concepts	Qualcomm-MediaFLO	VeriSign
Com One	Jabra	Samsung	Vonage Marketing Inc.
Cyberlink Corp.	LG	SanDisk Corp.	Voxred International LLC
Digit Wireless	Linksys	Scosche Industries	Wi-Ex Inc.
Eclipse	Logitech	Seamless Internet	WiMedia Alliance
Ergotron	Lucidom Inc.	Shure Incorporated	WorldGate Communications
Eton Corp.	Micronas USA	Silex Technology America	WowWee
Exceptional Innovation	Netgear	Skype	Zoran Corp.

### Event Sponsors:



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## Get Ready to Steal the Show! Sign Up Today!

Contact: [CESunveiled@CE.org](mailto:CESunveiled@CE.org) and  
visit [www.CESweb.org/PressEvents](http://www.CESweb.org/PressEvents)  
for more information.