

## Sunday, January 4

### State of the Consumer Tech Industry and 2015 CES Trends to Watch

2-3 PM Mandalay Bay, Level 2, Breakers Ballroom H

Before the doors open for the most important tech event in the country, learn what everyone will be talking about in the year to come. Attend this presentation by Dr. Shawn DuBravac, CFA, chief economist and senior director of research, CEA, to gain an understanding of the business trends, market forces and consumer dynamics behind the technology on display at the 2015 International CES®.

### State of the Global CE Industry

3-4 PM Mandalay Bay, Level 2, Breakers Ballroom H

Countries with fast-growing economies and large emerging middle classes will lead the way in new CE revenue growth. This session, presented by Steve Koenig, director, industry analysis, CEA, provides a comprehensive look at global CE market trends and opportunities.

### CES Unveiled Las Vegas

4-7 PM Mandalay Bay, Level 3, South Seas Ballroom C



#### Unveiled Las Vegas

CES Unveiled Las Vegas is the official media event of the International CES and will showcase boundary-breaking innovation from more than 90 exhibitors from around the globe.

This annual networking event will also feature the 2015 CES Innovation Awards Honorees. See what will make your headlines before the show officially opens.

## Monday, January 5

### Press Day

8 AM-5:45 PM Mandalay Bay South Convention Center



#### PRESS DAY

and Schedule on [CESweb.org](http://CESweb.org) for more details.

Open exclusively to CES registered media, Press Day features a robust schedule of exhibitor press conferences with major product and company news. Check out the 2015 CES Press Day Map

### Keynote Addresses

6:30 PM The Venetian, Palazzo Ballroom

**Mr. Boo-Keun Yoon**

President and CEO, Consumer Electronics Division,  
Samsung Electronics Co., Ltd.



8:30 PM The Cosmopolitan, Chelsea Theater

**Dr. Dieter Zetsche**

Chairman of the Board of Management,  
Daimler AG and Head of Mercedes-Benz Cars



## TRANSPORTATION

### Mandalay Bay Shuttle Service

Looking for an easy way to get to Mandalay Bay for the press events on Sunday and Monday? Take the complimentary Mandalay Bay shuttles from official CES hotels to Mandalay Bay.

#### Sunday

##### CES Unveiled Service from LVCC/Venetian to Mandalay Bay

<b>Frequency:</b>	Every 20 minutes from 1-7 PM
<b>Boarding Location:</b>	LVCC, Central Hall 2 entrance, curbside Venetian, underground shuttle area

#### Monday

##### Morning Service to Mandalay Bay

<b>Frequency:</b>	Every 30 minutes from 6:30-10 AM
<b>Boarding Locations:</b>	All official CES hotels excluding the Excalibur and Luxor**

\*\*Use the free Mandalay Bay-Luxor-Excalibur tram. Trams run every 3-7 minutes from 7 AM-10:30 PM, daily

##### Mandalay Bay Express

<b>Frequency:</b>	Every 30 minutes from 10 AM-5:30 PM
<b>Boarding Locations:</b>	10 AM-4 PM LVCC, Central Hall 2 entrance, curbside Mandalay Bay Convention Center, Shark Reef entrance
	4-5:30 PM Mandalay Bay Convention Center, Shark Reef entrance LVCC, Central Hall 5, Lobby entrance

##### Venetian Keynote Shuttle Service

<b>Frequency:</b>	Every 30 minutes from 4:30-6 PM
<b>Boarding Locations:</b>	Mandalay Bay Convention Center, Shark Reef entrance
<b>Frequency:</b>	Every 30 minutes from 5:30-7 PM
<b>Boarding Locations:</b>	LVCC, Central Hall 5, Lobby entrance