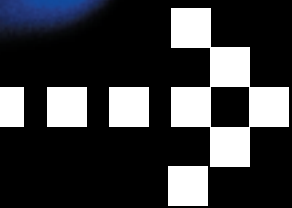


fact:

The International CES[®] attracts more
mobile electronics players than any
other tradeshow in the world.



Multi-disc changers. CD players. Mobile digital entertainment. Digital radio. Satellite radio. Dealers and retailers first turn to the International CES for core products and new technology.

THE ENTIRE MOBILE UNIVERSE—DEALERS, RETAILERS, INSTALLERS, OEM VEHICLE AND AFTERMARKET DESIGNERS—ATTENDS THE INTERNATIONAL CES to plan and purchase mobile electronics for the year ahead. 42,000 mobile electronics and technology professionals—plus thousands of journalists and analysts who drive the mobile market.

Access new and existing channels, all in one place.



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Buying groups and engineers from all major automakers, including [BMW](#), [FORD](#), [GENERAL MOTORS](#), [HONDA](#), [MERCEDES-BENZ](#) AND [TOYOTA](#) walk the aisles at the International CES to assess a host of hot products, embedded mobile technologies and the wireless applications that connect them.

Mobile electronics suppliers, resellers and aftermarket representatives flood the show to maintain their brand dominance and market share, including:

- *Alpine, Audiovox, Clarion, Delphi, iBiquity Digital, Kenwood, Mitek, Motorola, Pioneer, Sirius Satellite Radio, Sony, Visteon and XM Satellite Radio*
- *310 Motoring, Al & Ed's Autosound, Autozone, Best Buy, Car Toys, Circuit City, Ichiban, Pep Boys, Street Glow, Wings West and Xtreme Motoring*
- *A "Who's Who" from the Society of Automotive Engineers*

Exhibitors at the International CES are more than the big and established names that dominate the industry. The International CES is the **proving ground** for **all** mobile electronics players—from startups to market leaders—the one event with the critical mass that puts mobile automotive technology on the world's radar screen—and keeps it there.

the mobile buzz revs up AT THE INTERNATIONAL CES

All eyes are on the exploding car multimedia market, propelled by advances in telematics, video entertainment and navigation. Whether factory-installed or aftermarket, dealers are looking to compare and buy:

- n Telematics services and devices
- n Advanced liquid crystal display technology
- n Digital radio services
- n MP3-enabled devices
- n Expanded security and convenience systems
- n Entertainment products that turn home theater into car theater
- n Value-added accessories
- n Yet-to-be unveiled new mobile technologies

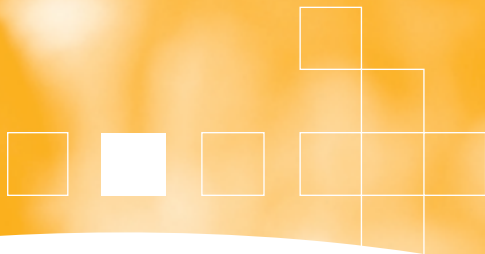
WE GUIDE business your way

The 2004 International CES steers dealers, resellers, OEM vehicle designers and installers directly to you by grouping mobile electronics products and technologies in prime locations under one roof.

- n **THE DIGITAL CAR SHOWROOM** lets customers see and test your mobile technologies before buying. From telematics to entertainment, dealers know a cash cow in the making.
- n **THE TELEMATICS PAVILION** showcases “digital life support” for cars—technology that promises a source of continual income for dealers. Obstacle warning systems, multimedia electrical systems, computer-driven safety and navigational systems and the wireless technologies that connect them all.
- n **THE TECHNOCAR** is a traveling display loaded with the latest mobile technologies, sponsored by the Consumer Electronics Association (CEA).
- n **MOST TECHNOLOGY AND PAVILION** demos the MOST technology standard used by 20 international automakers and more than 50 key component suppliers for networked intelligence.
- n **IDB TECHNOLOGIES AND PAVILION**, a product of the IDB Forum™, allows integration of consumer and automotive electronics. See it at the International CES.



continued on back 



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KEEP UP WITH **your customers**

Brush up your skills and stay on top of technical developments at the same International CES conference sessions your customers attend:

- AudioTrax Conference Session on in-depth mobile electronics research
- CEA's Mobile Electronics Certified Professional Program
- Working sessions by major standards-setting bodies including the Society of Automotive Engineers (SAE) and the Intelligent Transportation Society of America (ITS-A)

jump-start **THE SALES SEASON**

Sit down with **customers**. Make contact with hard-to-reach **prospects**. Explore new international **markets**. Initiate, enhance and solidify OEM **relationships**. Establish B2B **partnerships** with influential and up-and-coming players. Scout out **competitors** to see how their market strategy affects yours. The International CES is your ideal vehicle for **channel management** and development.

SECURE YOUR PLACE WITHIN THE INTERNATIONAL CES mobile electronics arena for the 2004 show and sales season. Select from choice sponsorship and promotional opportunities tailored for your mobile electronics company. Speaking engagements, pavilion space, viral marketing campaigns and more.

Call the International CES Sales at (703) 907-7613 or e-mail Exhibit@CESweb.org today.



THE 2004 INTERNATIONAL CES EXHIBITOR OVERVIEW

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