

The digital imaging industry's essential venue to showcase, train and sell digital:  
**Flash Forward: Bringing Digital Imaging Into Focus.**



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**Flash Forward** is the ideal venue for digital imaging manufacturers and service providers retailers and customers who want to:

- Showcase products and services to more than 29,000 digital imaging attendees who use the International CES to forecast, plan and purchase.
- Gain access to 4,300 journalists who want to tell their company's story to an international audience.
- Meet 1,500 financial market analysts.
- Educate specialty retailers with the keys to selling digital imaging products.
- Be part of the destination where the most comprehensive, cutting-edge digital imaging universe is displayed, organized, explained and branded.
- Shape the digital imaging buying process and foster critical relationships with distribution partners.
- Generate leads and bolster sales with one turnkey program.
- Align their brand with the powerful International CES market position.

The International CES delivers ideal opportunities to garner market share and delivers a streamlined selling process for your retailers' customers.

#### Get the Picture

You need to exhibit at **Flash Forward**, if you manufacture, sell or work with:

- |                      |                         |                      |
|----------------------|-------------------------|----------------------|
| — Accessories        | — Flash Memory          | — Printers           |
| — Broadband Services | — In-store Photo Kiosks | — Software           |
| — Digital Cameras    | — Inks and Papers       | — Storage and memory |
| — Digital Video      | — Monitors              | — And more           |
| — Duplication        | — Personal Computers    |                      |

Contact International CES Sales at (703) 907-7613 or [Exhibit@CESweb.org](mailto:Exhibit@CESweb.org)  
 to plan your **Flash Forward** experience at the **2005 International CES**.

THE 2005 INTERNATIONAL CES® | JANUARY 6-9, 2005 | [WWW.CESWEB.ORG](http://WWW.CESWEB.ORG)

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byb BUILD YOUR BRAND



# Get Focused

at the International CES

Get in the picture, at the hottest spot for digital imaging! **Flash Forward: Bringing Digital Imaging Into Focus** at the International CES will put you in front of more than 29,000 digital imaging retailers, distributors and buyers.

Get the exposure you deserve. Participate in **Flash Forward: Bringing Digital Imaging Into Focus**—an exclusive digital imaging retail model, brought to you by the Consumer Electronics Association (CEA).

Offer critical, real solutions to the developing digital imaging experience. Gain front-line exposure to retailers, as you demo tomorrow's new products and most versatile applications.



JANUARY 6-9, 2005

# Flash Forward: Bringing Digital Imaging Into Focus 2004 Highlights

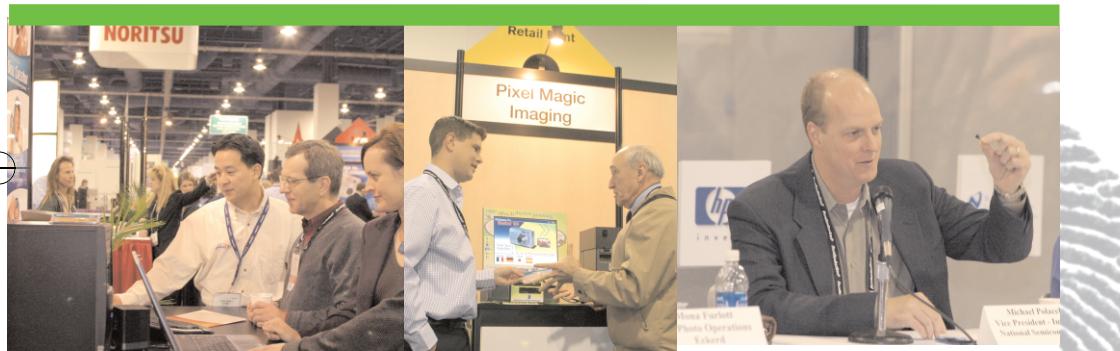


Check out the **Flash Forward: Bringing Digital Imaging Focus** event from the 2004 International CES, sponsored by CEA and InfoTrends Research Group.

The 2004 International CES attracted:

- 129,000+ Industry Professionals
- 29,000+ Digital Imaging Retailers, Distributors and Buyers
- 18,000 Visitors from 110 Countries

## Power in Numbers.



# FLASH FORWARD: at the 2005 International CES



## SHOW RETAILERS HOW TO USE CONSUMER INPUT TO IDENTIFY IDEAL DIGITAL SOLUTIONS.

Sponsor one of the Flash Forward Zones, and feature your product as the most innovative digital solutions and merchandizing models available.

### 2005 International CES Flash Forward Zones

- |                              |                                 |
|------------------------------|---------------------------------|
| — Accessories                | — Online Photo Services         |
| — At-Home Photo Printing     | — The PC                        |
| — Digital Cameras            | — Power and Batteries           |
| — Digital Camcorders         | — Print Media and Consumables   |
| — Embedded Technologies      | — Retail Digital Photofinishing |
| — Image and Video Software   | — Storage Media                 |
| — Imaging in the Living Room | — Wireless Imaging              |

### FLASH FORWARD SOLUTIONS CENTER

Deliver a targeted message to pavilion visitors on a featured stage: presentations, demonstrations and audience Q&A.

### EXCLUSIVE PRESS EVENT

Put your product in the spotlight at an exclusive press and media event, attracting more than 1,500 top-tier media representatives interested in the most promising new digital imaging innovations. Relay key product and service messages. Land quality, face-to-face networking with press.

### MEET THESE RETAILERS AT THE INTERNATIONAL CES

- |                |                |                      |
|----------------|----------------|----------------------|
| — Albertson's  | — Good Guys    | — Office Depot       |
| — Best Buy     | — Kinko's      | — Ritz / Wolf Camera |
| — Black Photo  | — K Mart       | — Safeway            |
| — Circuit City | — Kroger       | — Staples            |
| — CompUSA      | — Long's Drug  | — Target             |
| — Costco       | — Meijer's     | — Walgreens          |
| — CVS          | — Micro Center | — Wal Mart           |
| — Eckerd's     | — Moto Photo   | — Winn-Dixie         |
| — Fry's        | — OfficeMax    | — Ultimate           |

