



DEFINING TOMORROW'S TECHNOLOGY

PRODUCED BY  CEA

THE 2006 INTERNATIONAL CES® | JANUARY 5-8, 2006 | LAS VEGAS, NEVADA | WWW.CESWEB.ORG

byb BUILD YOUR BRAND

MOBILE TECHNOLOGIES



OPPORTUNITIES START HERE.





"IF YOU WANT TO SEE WHERE IN-VEHICLE ENTERTAINMENT IS HEADING, LOOK NO FURTHER THAN THE DEMONSTRATION MINIVAN THAT VISTEON CORP. USED TO SHOW OFF ITS NEW PARTNERSHIP WITH SONY AT THE CONSUMER ELECTRONICS SHOW IN LAS VEGAS."

—*Detroit Free Press*

LAS VEGAS, JANUARY 5–8, 2006. BOOK YOUR SPACE NOW.

YOU CAN'T AFFORD TO MISS IT.

MOBILE TECHNOLOGIES:

shifting into high gear

From GPS to DVD, new mobile product developments are rocketing to prominence. And the International CES is the best place to chart the trends, make the contacts you need to boost your 2006 sales and develop partnerships.

Among the 26,000 mobile professionals attending the International CES will be:

- + 16,000 mobile computing professionals
- + Buying groups and engineers from all the major automakers
- + Members of the Society of Automotive Engineers (SAE)
- + Aftermarket representatives

Buyers represented at the International CES include:

Al and Ed's Autosound, BMW, Best Buy, Bose, Car Toys, Circuit City, Crutchfield, Daewoo, DaimlerChrysler, Ford Motor Company, GM, Honda, Infiniti, Lexus, Mazda, Mercedes-Benz, Mitsubishi, Nissan, RadioShack, Saturn, Toyota, Volkswagen, Volvo and many more.

It's not just the big, established names that benefit from the glare of the international spotlight. The International CES provides unparalleled opportunities for tomorrow's technology innovators to be seen and heard *today*. It's the one show with the critical mass to put your mobile technology on the world's radar screen—and keep it there.

The International CES is the largest mobile technologies tradeshow in the world. Forty thousand decision makers—one in three attendees—come to see and buy mobile electronics.

SPECIAL EVENTS AND DISPLAYS AT THE 2005 INTERNATIONAL CES

- > TECHZONES, INTRODUCING EMERGING TECHNOLOGIES AND COMPANIES
- > MECP INSTALLER TRAINING
- > CAR TECHNOLOGIES KNOWLEDGE TRACK
- > 2006 SELECT PRODUCTS MECP INSTALLER CHALLENGE
- > PLUG IN AND DRIVE: AUTOMOTIVE ELECTRONICS



New at CES! The Automotive Aftermarket Showcase. Las Vegas Convention Center, North Hall.



MOBILE TECHNOLOGIES:

a show-within-a-show

Mobile technologies are evolving rapidly from their audio hardware roots toward convergence that encompasses audio, video and multimedia, and telematics.

The 2006 International CES groups mobile electronics in prime locations under one roof. Take full advantage of opportunities to meet manufacturers, dealers, retailers, installers, OEM and aftermarket designers.

The International CES is ideal for mobile electronics manufacturers/suppliers of:

- + Wiring
- + Mobile video
- + Appearance products
- + Head units
- + Speakers
- + GPS
- + Security
- + Aftermarket accessories
- + Sub-woofers

Whether it's satellite radio, vehicle navigation, digital terrestrial radio, compressed audio, source components, wireless connectivity or audio processors, the International CES is *the* place to learn more about the latest developments in mobile technologies.

MOBILE TECHNOLOGIES: SHIFTING INTO HIGH GEAR

WE'VE ORGANIZED THE SHOW FLOOR TO PROVIDE AN UNPRECEDENTED OPPORTUNITY FOR ATTENDEES TO SHOP ACROSS CATEGORIES AND TO DIVERSIFY THEIR PRODUCT MIX. THE ICON HERE—AND ON THE SHOW FLOOR IN LAS VEGAS—HELPS IDENTIFY MOBILE TECHNOLOGY-RELATED PRODUCTS.



build your brand

WITH THE POWER OF THE INTERNATIONAL CES

Opportunities for your entire year start here. Interact with customers. Make contact with hard-to-reach prospects. Explore international markets. Initiate, enhance and solidify OEM relationships. Create B2B partnerships with established and up-and-coming players. Scout the competition. Bolster your brand with customized sponsorship and promotional opportunities, speaking engagements, product-specific TechZones and targeted marketing campaigns.

The International CES is the largest annual consumer technology show in the world. **CONSIDER US YOUR PARTNER IN BRAND BUILDING.** We'll help you with success—whether you're Fortune 500 or tomorrow's trendsetter.

THE 2006 INTERNATIONAL CES EXHIBITOR OVERVIEW | JANUARY 5–8, 2006

to lock in exhibit space for 2006, act now.

CALL OUR INTERNATIONAL CES BUSINESS DEVELOPMENT TEAM AT (703) 907-7662 OR E-MAIL EXHIBIT@CESWEB.ORG.



DEFINING TOMORROW'S TECHNOLOGY

PRODUCED BY  CEA

WWW.CESWEB.ORG | INTERNATIONAL CES | JANUARY 5–8, 2006 | 2500 WILSON BOULEVARD | ARLINGTON, VA | 22201-3834 | USA
TEL (703) 907-7662 | FAX (703) 907-7691 | EXHIBIT@CESWEB.ORG