

THE EXPERIENCE.

HERE'S YOUR CHANCE TO MAKE THE 2005 INTERNATIONAL CES EVEN MORE SUCCESSFUL.

Network with peers or your next global business partner at the International Reception.

Relax in the International Commerce Center after a productive day of walking the show floor.

Stay in touch with your office at Internet stations, meet a prospective business partner in one of our private conference rooms, or enjoy complimentary refreshments in the morning and afternoon.

A multi-lingual staff is available to assist with registration, communicate with exhibitors and peers or help you navigate the show floor.

Go to www.CESweb.org/international for more information.



REGISTRATION IS NOW OPEN.



For more than 130,000 potential partners, competitors and market makers from 110 countries, these are the four most important days of the year. They highlight the increased opportunities in the technology world like no other event. Be here to make the connections that will make your year. Miss it and get left behind. With over 2,400 exhibitors, the International CES is the world's largest annual technology trade event. But it's also something more: **your chance to experience new growth.**



2005 **International CES**[®]

www.CESweb.org

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2005 INTERNATIONAL CES

GROW YOUR BUSINESS.

SHOW DATES AND TIMES

Thursday, January 6, 2005	10:00 a.m.* – 6:00 p.m.
Friday, January 7, 2005	9:00 a.m. – 6:00 p.m.
Saturday, January 8, 2005	9:00 a.m. – 6:00 p.m.
Sunday, January 9, 2005	9:00 a.m. – 4:00 p.m.

Las Vegas Convention Center | Las Vegas Hilton | Alexis Park

**South Hall will open at 9:00 a.m. on Thursday, January 6, 2005.*



2005 International CES®

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DEFINING TOMORROW'S TECHNOLOGY

PRODUCED BY  CEA

2500 Wilson Blvd., Arlington, VA 22201 USA

THE HOTTEST TECHNOLOGIES UNDER THE SUN.



2005 **International** CES®

January 6-9 | Las Vegas, Nevada | www.CESweb.org

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THE MARKET.

YOUR COMPETITIVE ADVANTAGE

No other show exposes you to so many CE product categories at once. International CES is the competitive advantage your business needs – highlighting the newest technologies from every corner of the world together with the potential partners and customers to help your business grow.

AUDIO

Stars of this \$6 billion industry feature digital technologies, portable media players, headsets, MP3 portables, DVD-based multi-channel music players, all-in-one stereo systems and more.

DIGITAL IMAGING

Digital imaging has become the dominant force in the photo category. Join the biggest names in the category and get the scoop on the latest news and trends.

EMERGING TECHNOLOGY

Wearable computers, robotics and astonishing advances in personal security and transportation highlight this year's offerings.

GAMING

Take advantage of this unique opportunity to see new portable PC and wireless gaming, online and console/home entertainment with super hi-resolution graphics, surround-sound, DVD-movie functions and more.

HOME NETWORKING

Every new advancement for the connected home is featured here, including home security, appliances and entertainment computing, digital entertainment technologies, securities, HVAC and appliances.

HOME THEATER

DVD, PVR, DTV, even the VCR made its first appearance here. What will it be this year?

MOBILE ELECTRONICS

From GPS to IDB to DVD, new mobile product developments are rocketing to prominence.

WIRELESS COMMUNICATIONS

WiFi, 3G and mobile computing are introducing new cross-category possibilities every day. You'll find the future of wireless here.



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January 6–9, 2005
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THE LEADERS.

LEADERS IN TECHNOLOGY – KEYNOTE SPEAKERS

Only CES can bring together such a wide assortment of big names, fresh ideas and new developments. Mark these featured speakers on your calendar to get the most out of your CES experience.

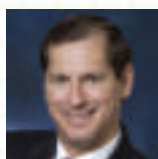
PRE-SHOW KEYNOTE



Bill Gates

*Chairman and Chief
Software Architect,
Microsoft Corporation*

STATE OF THE INDUSTRY ADDRESS



Gary Shapiro

*President & CEO
Consumer Electronics
Association*

OPENING KEYNOTE



Craig Barrett

*CEO
Intel Corporation*

THE FUTURE.

TOMORROW'S TECHNOLOGY



CES TechZones are the place where innovation in technology is the priority. Here, we highlight the most promising, innovative and successful technologies across all markets. For a complete listing of all the TechZones, please visit <http://www.cesweb.org/techzones>.

CONNECTED HOME ENTERTAINMENT

Check out multi-room networked entertainment, including audio, structured wiring, whole-house video and wireless products. Get ready to build it out and crank it up.

FLASH FORWARD: BRINGING DIGITAL IMAGING INTO FOCUS

CES EXCLUSIVE! Focus on every aspect of the rapidly evolving digital imaging industry. We'll walk through zones that showcase innovative applications and retail models.



TECHHOME

High-tech dream homes have become a reality, thanks to affordable home entertainment systems with earth-rattling sound. See who's making "Smart-Homes" happen.



ULTRAWIDEBAND

Ultrawideband (UWB) already offers the convenience of a mobile lifestyle. See what UWB is doing now to offer wireless connectivity to the digital home and office!



INNOVATIONS PLUS

NEW! A must see! At Innovations Plus, check out some of the hottest new technologies and products – and the award-winning Innovations Honorees – to meet the market.



Innovations Plus Exhibits Include:

Booth Numbers 70,000 – 71,999

Exhibitor Registration

Innovations Showcase

Best of Innovations

New to Market

Flash Forward: Bringing Digital

Imaging Into Focus

Outdoor Exhibits

TechZones: Assistive Technologies

DSL Forum | MP3

Personal Broadband

Portable Power | USB

Ultrawideband

ADVANCE INTERNATIONAL REGISTRATION

Register now to avoid on-site lines!

For faster processing: Register online at www.CESweb.org

2005 International CES | January 6-9, 2005 | Las Vegas, Nevada
Las Vegas Convention Center | Las Vegas Hilton | Alexis Park

THREE EASY WAYS TO REGISTER

One registrant per form.

1. ONLINE | at www.CESweb.org
Register online and get an automatic
e-mail confirmation within minutes!

2. BY FAX | +(301) 694-5124

3. BY MAIL |
2005 International CES
c/o ExpoExchange
PO Box 590
Frederick, MD 21705-0590 USA

Register by December 3, 2004. For any registrations
received after this date badges will be mailed,
however, due to holiday mail delays, delivery cannot
be guaranteed prior to the show.

Advance registration closes Thursday, December 30, 2004.

PRIORITY CODE: INTF

[] Mr. [] Mrs. [] Ms. [] Miss

First Name										Last Name														
Business Title																								
Company																								
Address 1																								
Address 2																								
City										State/Province					Zip/Postal Code					Country				
Phone										Fax														

E-Mail (required for automatic e-mail confirmation)

Corporate Website/URL

Request for information about receiving *Consumer Electronics Vision* magazine

[] YES, I am interested in receiving a subscription to Consumer Electronics Vision magazine.

Signature

Date

Signature will be used for verification purposes should you express interest in *Consumer Electronics Vision* magazine.

PLEASE ANSWER ALL QUESTIONS. INCOMPLETE FORMS WILL NOT BE PROCESSED.

PLEASE NOTE: Press/Analysts should use the
Press/Analyst form; please visit www.CESweb.org
for more information.

1. What categories identify your company's involvement/interest in the Consumer Electronics Industry? We represent, plan to represent, or have an interest in the following product areas:

- ☐ 010000 Audio
- ☐ 120000 Audio, High Performance
- ☐ 260000 Biometrics
- ☐ 160000 Blank Media
- ☐ 330000 Broadband
- ☐ 040000 Computer Hardware and Software
- ☐ 280000 Digital Imaging/Video Editing
- ☐ 050000 Electronic Gaming
- ☐ 300000 Embedded Technology
- ☐ 290000 Film/Video Production (Professional Grade)
- ☐ 200000 Home Appliances
- ☐ 230000 Home Data Networking
- ☐ 310000 Home Healthcare Products
- ☐ 030000 Home Theater
- ☐ 130000 Integrated Home Systems
- ☐ 090000 Mobile Office
- ☐ 100000 Mobile/Vehicle Electronics
- ☐ 270000 Nanotechnology
- ☐ 250000 Online Commerce Products and Services
- ☐ 060000 Online/Internet
- ☐ 170000 Personal Electronics
- ☐ 320000 Personal Safety and Security Products
- ☐ 180000 Photographic Equipment
- ☐ 210000 Publications
- ☐ 150000 Retail Resource
- ☐ 140000 Satellite Systems
- ☐ 080000 Small Office/Home Office
- ☐ 070000 Telephones
- ☐ 220000 Trade Associations
- ☐ 020000 Video
- ☐ 350000 Voice Over IP (VOIP) Hardware and Software
- ☐ 340000 WiFi
- ☐ 110000 Wireless Communications
- ☐ 999999 Other Consumer Electronics

2. What is your company's primary role in the Consumer Electronic Industry? Your response will appear on your badge. Check ONE of the following from either the "Buyer Group" or "Industry Affiliate" category:

BUYER GROUP

- ☐ 101 Retail (Store Front)
- ☐ 1001 Department Store
- ☐ 1002 Electronics Superstore/Mass Merchandiser Warehouse
- ☐ 1003 Local Specialty/Regional Specialty
- ☐ 104 Premium/Catalog
- ☐ 150 Retailer/Online
- ☐ 1006 Other _____
- ☐ 102 Institutional
- ☐ 103 Corporate (Non-Retail)
- ☐ 110 VAR/Dealer
- ☐ 111 Service Professional (Non-Retail)
- ☐ 112 Distribution
- ☐ 113 Installation
- ☐ 157 Government (Buyer)

INDUSTRY AFFILIATE

- ☐ 119 Engineering
- ☐ 115 Manufacturer's Rep.
- ☐ 116 Manufacturing (Non-Exhibitor)
- ☐ 114 Software Development/Publishing
- ☐ 151 Content Development
- ☐ 121 Carrier/Provider
- ☐ 122 Broadcasting Industry
- ☐ 152 Film Industry
- ☐ 143 Venture Capitalist
- ☐ 144 Business Development
- ☐ 117 Consulting
- ☐ 153 Government (Non-Buyer)
- ☐ 158 Business Services
- ☐ 159 Trade Association
- ☐ 140 Financial Analysis
- ☐ 141 Market Analysis
- ☐ 142 Market Research
- ☐ 160 Financial Services
- ☐ 161 Distribution (Non-Buyer)
- ☐ 123 Spouse
- ☐ 135 Other _____

3. Please check ONE number to indicate how many stores your company has:

- ☐ 501 1-2 ☐ 502 3-5 ☐ 503 6-10
- ☐ 504 Over 10 ☐ 599 Not Applicable

4. Does your company have an online sales site?

- ☐ 444 Yes ☐ 445 No

5. Please check your best estimate of your company's gross annual sales of consumer electronics products:

- ☐ 304 Under \$1 Million ☐ 305 \$1-\$5 Million
- ☐ 306 \$5-\$10 Million ☐ 308 \$10-\$50 Million
- ☐ 309 \$50-\$250 Million ☐ 310 \$250-\$500 Million
- ☐ 311 Over \$500 Million ☐ 399 Not Applicable

6. Please check the ONE category that best represents the total number of employees for your company (not just your location):

- ☐ 691 0-50 ☐ 692 51-150
- ☐ 693 151-250 ☐ 694 251-500
- ☐ 695 501+

7. Please check ONE of the following terms that best describes your job title:

- ☐ 226 Business Development
- ☐ 202 Buyer, Corporate
- ☐ 203 Buyer, National
- ☐ 204 Buyer, Regional
- ☐ 234 CFO
- ☐ 237 Controller/Finance
- ☐ 235 CIO/CTO
- ☐ 236 COO
- ☐ 218 Consultant
- ☐ 215 Content Developer
- ☐ 238 Creative/Designer
- ☐ 239 Customer Relationship Manager
- ☐ 230 Director
- ☐ 213 Distributor
- ☐ 224 Educator
- ☐ 214 Engineer/Research and Development
- ☐ 231 General Manager
- ☐ 225 Government Professional
- ☐ 240 Information Technology
- ☐ 222 Importer/Exporter
- ☐ 211 Installer
- ☐ 221 Manufacturer (non-exhibiting)

- ☐ 232 Manufacturer's Rep.
- ☐ 227 Market Research
- ☐ 205 Merchandising Manager
- ☐ 220 Public Relations
- ☐ 201 President/CEO/Owner
- ☐ 207 Sales/Marketing Manager
- ☐ 208 Sales Person
- ☐ 212 Service Technician
- ☐ 206 Store Manager
- ☐ 233 Vice President
- ☐ 229 Other _____

8. Please check the ONE category that best describes your influence in your company's buying decisions or the buying decisions of a company you represent:

- ☐ 401 Final Decision Maker
- ☐ 402 Significant Influence
- ☐ 403 Initial Recommendations
- ☐ 404 Research New Products
- ☐ 499 Not Applicable

9. How many days do you plan to attend the show?

- ☐ 791 5, I plan to be in Las Vegas at least one day
earlier/later than the official show days.
- ☐ 792 4, I plan to attend all 4 days of the show
- ☐ 793 3, I plan to attend 3 days
- ☐ 794 2, I plan to attend 2 days
- ☐ 795 1, I plan to attend 1 day

10. Are you a first-time CES attendee?

- ☐ 391 Yes ☐ 392 No

11. What is your business objective for attending CES:

- ☐ 801 Directly Purchasing Products for Future Delivery
- ☐ 802 Represent Firm as Foreign Agent
- ☐ 803 Represent Firm as Distributor
- ☐ 804 Licensing Agreement
- ☐ 805 Joint Venture

12. Are you attending CES alone or as part of a group?

- ☐ 488 alone ☐ 489 group

13. If traveling with a group, please provide contact information of your group leader.

Name _____
Company _____
E-mail _____

[] Yes, I require a visa letter of invitation.

Legal Name (as it appears on your passport, if different than above):

Gender: [] Male [] Female

The International CES is open to anyone engaged in the manufacture, distribution, service, wholesale, retail, online, commercial-use, or promotion of consumer technology products. Absolutely no one under the age of 16 is permitted on the show floor including infants or children in strollers. For safety reasons, luggage is also not allowed on the show floor.

The International CES will allow cameras on the show floor. However, media are required to obtain passes/stickers for their camera equipment. Exhibitors and attendees may take pictures within the show for purposes of company or annual reports, company media pieces, marketing materials, etc. Under no circumstance will anyone be permitted to take pictures of an exhibitor's product without permission of the exhibitor. Many products on display at CES are innovative, one-of-a-kind or prototype items. Exhibitors have the right to report to security any instance of inappropriate photographing of company products or displays. For more information or if you require ADA services, please call +(301) 631-3983.

MAKE PLANS.

MAKE YOUR TRAVEL PLANS TODAY

Every major player in consumer electronics will be here, and the opportunities are endless. That's why people from 110 countries come to this event. Now is the time to start making your travel plans for the 2005 International CES. Act now to get the best accommodations, discounts and biggest benefits.

WANT TO TRAVEL WITH A GROUP?

The 2005 International CES proudly participates in the International Buyer Program, sponsored by the Commercial Services of the U.S. Department of Commerce. Contact your nearest embassy or consulate for more information.

Visit www.CESweb.org/international for a list of delegation leaders and tour group organizers who can help with all your travel needs.



NEED A VISA TO ENTER THE U.S.?

It is critical that you start the visa application process right away. New screening processes are in place at all U.S. Embassies and Consulates that could lengthen your visa approval process. Register online at www.CESweb.org and request a letter of invitation. Then contact your local embassy or consulate and make an interview appointment.

Go to www.CESweb.org/international/travel for more details and important travel and visa information.

