

DEFINING THE RETAIL STORE OF THE FUTURE



2003 INTERNATIONAL CES®

Las Vegas, Nevada USA | January 9 - 12, 2003 | www.CESweb.org



ULTIMATE

SUPERSTORE

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ZONED FOR HIGH BUZZ

LOCATED JUST INSIDE THE SOUTH HALL main doors in 3,500 square feet of coveted exhibit space, this new concept in wireless retailing is sure to be the talk of the 2003 International CES.

DISCOVER the next generation of wireless innovations.

TOUR: Experience wireless from the customers' point of view, and score points that translate to sales.

Zone 1 How to Buy Wireless

VIGNETTES: Real life settings and scenarios demonstrate how consumers can rely on wireless to keep in touch and in control of their lives.

Zone 2 The 3G Lifestyle Zone 3 The Secure Lifestyle

Zone 4 The Accessorized Lifestyle
Zone 5 The Informed Lifestyle

in. The best way to sell wireless phones, PDAs and accessories is to group them in displays that show how they complement each other.

Zone 6 Wireless Phones
Zone 7 Smart Phones
Zone 8 Gaming & MP3

Zone 9 Handheld Wireless Data Devices & Accessories

Zone 10 Family Radio

Zone 11 Enhanced Services

Zone 12 Advanced Content Services

Zone 13 Accessories





Check out CEA's first web-based retail training, CEA Wireless Certification Program, at kiosks next to the store and the free session, Saturday, January 11, 2003, LVCC S215-216.





