

BUYER QUICK GUIDE for the 2009 International CES®

WHERE WILL YOU LEARN ABOUT THIS YEAR'S HOT PRODUCTS, TRENDS AND TECHNOLOGIES? THE ANSWER COMES IN THE EXTENSIVE LIST OF SUPERSESSIONS, PARTNER PROGRAMS, KNOWLEDGE TRACKS AND TRAINING AND CERTIFICATION CLASSES WE'RE OFFERING THIS YEAR SPECIALLY FOR BUYERS, RETAILERS AND PROFESSIONAL INSTALLERS.

SUPERSESSIONS



Next Big Thing SuperSession: CNET Reveals the Next Big Thing in CE
3-4 p.m. Thursday, January 8
LVCC North Hall, N255-257



Last Gadget Standing
10:30-11:30 a.m. Saturday, January 10
LVCC North Hall, N255-257

What Will They Think of Next? Consumer Technology in 2025
10:30-11:30 a.m. Thursday, January 8
LVCC North Hall, N255-257

International Success Stories from the Retail World
Noon-1 p.m. Friday, January 9
LVCC North Hall, N255-257

PARTNER PROGRAMS

You'll find several partner programs with a specific interest to those directly involved in the creation, sale and installation of CE products, such as:



CES KNOWLEDGE TRACKS

Individual sessions are grouped together under a common theme to deliver in-depth, ground-level views of key topics uniquely relevant to buyers, specialty retailers, or professional installers such as:

Home Entertainment and Lifestyle Technologies

- Alphabet Soup: Sorting out the acronyms
- Wireless Home AV: Cutting all the cords
- How Will We See 3D TV?
- The Digital TV Transition: Are We Ready?
- Accessorize Your Bottom Line: Profit Producers
- Connected Digital Living: Promised Land, or Overpromised?

Issues and Attitudes

- Finding Money in a Bad Economy
- Home Automation for the Mass Market
- DTV – Bringing Down the Curtain on Analog
- Design and Gender: Thinking about Sex

Wireless Retail

- Now Featuring: Your Ticket To Increasing Profit Margins Through Non Traditional Accessories Sales
- The Wireless Retail Landscape in 5 Years: What It Will Take To Compete
- Best in Class Wireless Retailer: A Look at How to Create the Dream Wireless Retail Experience for Your Customer

TRAINING AND CERTIFICATION

If training and certification is your goal, CES is the only tradeshow where training and exams are available for retailers, installers and integrators in several technology disciplines such as the:



CEA-CompTIA Digital Home Technology Integrator+ (DHTI+) Certification

9-10 a.m. Thursday, January 8
LVCC, South Hall S115-116



THX Certified Professional Training

9 a.m.-5 p.m. Sunday, January 11
LVCC, South Hall S115-116

EXHIBITORS

While all 2,700 exhibitors will be displaying the latest products and technologies important to your bottom line, two venues of particular importance to the specialty retailer and custom installation professional are the high-performance audio and home theater exhibits in the LVCC, South Hall and The Venetian Tower Suites and Meeting Rooms. Here's a sampling of what you can expect:

- AAMP of America/Stinger
- Audio Design Associates
- Control4
- DTS
- Navison Audio
- Paradigm Electronics Inc.
- Sherwood America
- Sony
- THX Ltd

ADDITIONAL ON-SITE RESOURCES



MyCES Personal Planner

Search for products and exhibitors. Build your Event Plan. Print a customized map. Visit any MyCES kiosk located throughout the show.



CES Mobile – Navigation at Your Fingertips

Search the exhibitor directory, view exhibitor listings, search for conference sessions and more. Text CESMobile to 41411 to download the application.