



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

VIDEO



OPPORTUNITIES START HERE.



"RECORDABLE DVD AND OTHER DIGITAL RECORDING DEVICES OF ALL SHAPES AND SIZES DOMINATED THE EARLY PORTION OF THE INTERNATIONAL CES IN LAS VEGAS, AS THE INDUSTRY FINDS NEWER AND CHEAPER WAYS TO DELIVER HIGH-QUALITY VIDEO TO CONSUMERS, WHEREVER THEY WANT IT."

—Videostore Magazine

LAS VEGAS, JANUARY 5–8, 2006. BOOK YOUR SPACE NOW.
YOU CAN'T AFFORD TO MISS IT.

OF THE MORE THAN 120,000 ATTENDEES AT CES,

27,000 cite video as a primary interest

Who's in the market for video technology?

Retailers, OEMs, government and corporate buyers, embedded technology distributors, cable and satellite television companies and more. They're at CES, and they're all here to find new technology for the 2006 sales year.

BenQ America Corp., Canon, Costco, Datavision Computer Video, Fuji, Good Guys, Kodak, Motorola, Office Depot, Office Max, OmniVision, Pentax, RadioShack, Ritz Camera, Sprint PCS, Sony, Staples, Toshiba, Verizon and many more.

It's not just the established names that benefit from the glare of the international spotlight. The International CES also 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 video technology on the world's screen—and keep it there.

Whether it's HDTV, PVR or recordable DVD technology, personalized video or video over IP, the International CES® is the most important video technology showcase of the year.

SPECIAL EVENTS AND DISPLAYS AT THE 2005 INTERNATIONAL CES



INDUSTRY INSIDER SERIES

Mike Ramsey, TiVO Co-founder, Chairman and CEO

- > TECHZONES, INTRODUCING EMERGING TECHNOLOGIES AND COMPANIES
- > CES DIGITAL MEDIA TRAINING



VIDEO: a show-within-a-show

The video landscape is evolving rapidly, with a constant stream of new technologies, applications and solutions entering the marketplace.

This vortex of activity presents opportunities to expand visibility, partnerships and sales across new vertical markets.

The International CES has created a video technology show-within-a-show to ensure that every exhibitor at the International CES has the opportunity to connect with new markets, new potential partners, buyers, OEMs, press and analysts.

- + 30,000+ attendees are interested in home theater
- + 26,000+ attendees are interested in video
- + 17,400+ attendees are interested in home automation
- + 15,000+ are interested in satellite systems
- + 14,000+ are interested in online/Internet

SOURCE: 2004 International CES Attendee Audit Summary Results

VIDEO: A SHOW-WITHIN-A-SHOW

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 VIDEO-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.



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