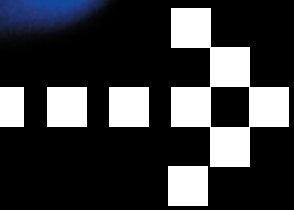


fact:

Market projections put wireless imaging growth
at 93%, document imaging growth at 12%
and growth of digital camera sales at 16%.

We're talking annual rates.



digital imaging will be prime hunting ground
for buyers at the 2004 International CES®

DIGITAL IMAGING IS STILL IN ITS EARLY STAGES. Image-enabled cell phones, PDAs and other wireless devices are projected to grow exponentially. Corporate demands for fast access to data and to secure critical data are driving sales of imaging solutions. HDTV and home networks are creating momentum for TV-based photography that will let viewers display, share and store photos.

Who's in the market for digital imaging and video technology?

JUST ABOUT EVERYONE. Retailers, OEMs, government and corporate buyers, wireless carriers, embedded technology suppliers, content providers—thousands of attendees from the many market sectors found at the International CES.



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Datavision Computer Video, Extron, Fuji, Good Guys, Kodak, Mitsubishi, Motorola, Office Depot, OfficeMax, OmniVision, Panasonic, Radio Shack, Ritz Camera, Sony, Sprint PCS, Staples and Toshiba

You Get the Picture.

of the 100,000 decision makers who attend THE INTERNATIONAL CES:

- n 21,000 want to see Video Hardware
- n 14,000 want to see Video Software
- n 26,000 are seeking applications for Wireless
- n 17,000 look at Personal Electronics and
- n 25,000 are interested in Home Theater options

These numbers don't even include all the buyers looking at computer hardware, software, peripherals and all the office applications that incorporate imaging.

the show WITHIN THE SHOW

The 2004 International CES steers buyers directly to you by grouping digital imaging and video applications, technologies and products in prime locations under one roof.

- n **THE IMAGING TECHNOLOGY PAVILION** is the showcase for everything related to digital data capture. Photography, graphics, entertainment, storage technology, and mission-critical applications ranging from business and security to science.
- n **HOME THEATER SYSTEMS** incorporate the features and entertainment devices that require embedded imaging technologies: intelligent set-top boxes and new generation TVs, PVRs and rewritable DVDs, video reproduction hardware, home editing suites, storage options and more.
- n **HOME NETWORKING** is the distribution system that puts digital images anywhere consumers want them: on PCs, scanners, printers, TVs and security systems—combined, a big market for buyers at the International CES.
- n **PERSONAL ELECTRONICS** abounds at the International CES. Cell phones, pagers, PDAs, digital cameras, camcorders, handheld navigation tools—everything for imaging on the go—the lightning rod for your customers' customers.
- n **EMBEDDED TECHNOLOGIES** are a growth area at the International CES. Frame grabbers, optical filters, image processors and processing accelerators, sensors and chips, and standards for camera-to-computer connectivity to name just a few.

continued on back 

“Thomson had a wonderful CES. Like never before, we’re seeing retailers and buyers interested in how digital technology can transform their sales floor. Everyone here at the show is excited about new technologies and products. We’re seeing a real momentum behind digital. DVD is driving new digital products, home theater, audio systems and more. We’re also seeing a surprising interest in widescreen TV.” — Dave Arland, Thomson Multimedia Inc.



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catapult your technology and brand INTO THE MARKETPLACE

It is no coincidence that the most visible exhibitors at the International CES also are the industry's leading brands. The leading OEMs and embedded technology providers use the International CES to protect market share, strengthen brand equity and make a statement about their leadership, innovation and financial stability.

The International CES is also the **proving ground** for all small video and imaging companies—the one event with the critical mass to put their technology on the world's radar screen—and keep it there.

access to new and existing channels ALL IN ONE PLACE

Sit down with **customers**. Make contact with hard-to-reach **prospects**. Explore new international **markets**. Initiate, enhance and solidify OEM **relationships**. Establish B2B **partnerships** with influential and up-and-coming players. Scout out **competitors** to see how their market strategy affects yours.

THE INTERNATIONAL CES is your ideal vehicle for channel management and development.

Build your brand through custom-tailored sponsorship and promotional opportunities. Speaking engagements, product-specific pavilions, viral marketing campaigns and more. Secure your place in the 2004 show.

Call the International CES Sales at (703) 907-7613 or e-mail Exhibit@CESweb.org today.



THE 2004 INTERNATIONAL CES EXHIBITOR OVERVIEW

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