

10.20.08



Four Seasons Hotel | Las Vegas, Nevada

i-stage

The Springboard to





The Proving Ground for Next-Gen Technologies

To be competitive you have to be aggressive. You not only have to outwit your enemy, but you have to out-perform, out-endure and just plain get-out-the-gate before them.

In the tech world, the i's have it. Imagination, inspiration, and, of course, innovation are all part of the formula for success. These 15 challengers hope to illustrate why they are the most drool-worthy, marketable and impactful products you've never come across. They represent staggering leaps in gaming, social media, mobile retail, security, telecommunications and 3D video development.

Forget the payola conferences. Forget the sideshow events. This is the pitch of a lifetime.

Judges

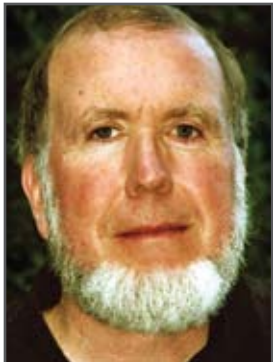


Ryan Block



Ryan Block is meticulous. Not only has the former editor-in-chief of *Engadget* analyzed every square foot of what the International CES has to offer, he has even been known to obsessively chart and dissect his own blogging patterns. Talk about scrutiny. Block and his *Engadget* team have redefined – and some might argue replaced – traditional tech press coverage, cataloguing gadgets from the chic to the bleak. A native of San Francisco, Block knows who among the challengers will be able to throw down in Silicon Valley, and who will be uprooted and sent home.

Kevin Kelly



He is the founding executive editor and maverick behind *Wired* magazine. He has interviewed a gamut of aggressive innovators, entertainers and lifestyle changers from George Lucas to Brian Eno and Martha Stewart. His work has been emblazoned in the *New York Times*, *The Economist*, *Time*, *Harper's*, *GQ* and *Esquire*. His books were required reading on the set of *The Matrix*. And he knows whether you're worth our attention.



Jeff Pulver



Known in *BusinessWeek* as an exalted “tech guru,” Jeff Pulver has made it his business to enable new forms of communication, be it pioneering the voice-over-IP industry to leading the emergence of TV on the net. He knows the impact of next-gen technology first hand, playing advocate for these technologies in front of the Federal Communications Commission and U.S. Congress among others. With well over a decade of experience innovating the new era of Internet communications, Jeff can decipher whether a product has the viability to make a positive impact, and his thought leadership in this arena has left behind some extreme entrepreneurial footsteps to follow.

Molly Wood



Mistress of Ceremonies

She knows if you’ve been bad or good, so be good for Molly’s sake! Otherwise she’ll be fishing Paula Abdul and the other i-stage judges out of their Coca-Colas. Okay, so Paula’s not really a judge, but it’s up to Molly Wood, CNET’s executive editor and now i-stage mistress of ceremonies, to make sure these three wise men find the next tech messiah in the vast desert of Las Vegas. And while we have full faith that her comic delivery and industry knowledge from *The Buzz Report* may actually save the competition, we really selected her for her mastery of backwoods horse wrangling techniques honed in Montana to keep the Silicon Valley fight clubs from causing i-stage to run over into the subsequent pool party.



Amulet Devices

Amulet Remote

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amulet
devices

The Amulet Remote brings your Media Center to life. With a simple voice command or flick of the wrist, enjoy instant access to your home entertainment. No more hard to navigate menus, just say "Watch channel CNN" for the news, "Watch program Heroes" for last night's episode, or "Play artist U2" to hear your favorite band. Change the volume with a twist; find that favorite film scene with a swipe. Take control of your media.

Avaak Inc.

Vue™ Personal Video Network

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Personal Video Network

The Vue™ personal video network is a revolutionary wire-free video system that provides the easiest way for consumers to see their families and homes from virtually anywhere. Amazingly simple to set up and easy to use, Vue uses miniature cameras and new, innovative FrameMesh™ wireless networking technology for remote live viewing. With its combination of real-time video imaging and Web connectivity, Vue changes the way consumers view their lives every day.



boxee

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Boxee is the first “social” media center. Boxee is free, open source software that gives your Mac, Windows or Linux PC a TV-like interface to enjoy your personal videos, music and photos as well as content from websites like Hulu, CNN.com, ABC.com, Last.fm, Flickr and PicasaWeb. Boxee can post things you like to social networks like Facebook or MySpace, and shares information about what you’re watching with friends so they can find it and enjoy it, too.

Fitness InterActive Technology

F-I-T

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F-I-T synthesizes and collaborates with familiar satellite imagery technologies (ie, Google Earth) to create a virtual reality exercise experience. F-I-T will provide route making capabilities, real environment visuals, community formations, commerce opportunities, rewards, and many other individually customized entertainment venues that provide motivating reasons for any person to maintain a continuous and beneficial exercise regimen on stationary fitness equipment (treadmill, bike, elliptical, rowing machine, stair climber). F-I-T also merges outdoor and indoor exercise data and experiences.



GenAudio Inc.

AstoundStereo™

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GenAudio Inc. is headquartered in Englewood, CO. With more than 16 years of R&D, GenAudio has developed AstoundStereo™, the next dimension in the evolution of audio. AstoundStereo™ is a 4D software based sound solution that integrates seamlessly with consumer electronics and software applications, as well as provides professional audio production solutions through a minimum of two speakers or headphones. AstoundStereo™ is not just a great new product, it will become the new standard for audio.

Instinctiv

Instinctiv Shuffle

Justin Smithline
Chief Executive Officer

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Music collections are getting larger and harder to manage. Instinctiv Shuffle uses proprietary machine learning to enable users to access the music they want, when they want it. Based only upon song skipping behavior, Instinctiv can rapidly figure out what musical mood the consumer is in and play music that fits with that mood. We've shown a 20 fold improvement in user experience in terms of how often people skip. Skip less and enjoy more with Instinctiv Shuffle.



IPEVO

Kaleido Digital Photo Frame

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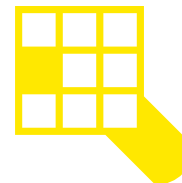
IPEVO believes that as consumers evolve with the Internet, everyday technologies should as well. The IPEVO Kaleido enhances the digital photo frame to the status of a creative portal, offering consumers centralized access to photos and streaming Web content. Displaying and sharing what's important to you is now one easy process. Via WiFi, users can create and display photo channels on the rotating, image-optimized 7-inch LCD screen. Simply put, the Kaleido is your creativity, amplified.

JFDI Engineering Ltd.

GridSearch

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GridSearch

GridSearch is a technology for navigating effectively through video files, whether stored locally or streamed from a server. The faster the conventional forwarding speed the more difficult it is to spot what you want to find, and the worse the overshoot when you find it. Available as a software plug-in for Microsoft's Media Center and video player for Microsoft Windows users, licensing GridSearch to CE device manufacturers and VOD suppliers is the main business model.



Light Glove

LtWv

Sponsored by Monster Cable

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LtWv is a new computer interface device that is worn on your wrist like a watch. LEDs are used to scan your hand area to read finger motions while wrist sensors read basic gestures. Since the device is wearable, it is available anytime. Uses include: computer mouse, "air-piano", smart home interface or innovative gaming controller. LtWv speaks the international language of gestures making it a product for the global marketplace.

Next2Friends

Live and Social

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Next2Friends helps people get more out of life, using the technology we all carry round in our pockets. Blending popular social networking services with a suite of real-time mobile applications, Next2Friends bridges the gap between the Internet, mobile technology and real-life in real-time. Members use their phones to stream, share photos and videos in real-time, get advice and opinions from people who count, full travel directions and exclusive on mall offers all in real-time on their phones.



Occipital

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Occipital radically changes the way you interact with your photos. You can pivot through objects that appear in multiple photos. You can traverse panoramas. You can even fly through a scene in 3D, as if you were still there. Occipital's visual search can revive your memory by detecting which landmarks you've visited. In sum, Occipital enables vivid recollection with automatic organization and groundbreaking visualization.

Pongr

Jamie Thompson
Co-Founder and CEO

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Pongr will demo the iPhone application of its price comparison service that supports image based product search, text and UPC search. The Pongr vision recognition system ties into location awareness of local stores, best prices online, a Pongr Facebook application, and an online site that keeps track of purchases and queries.



Promotion & Display Technology

Novo Minoru 3D Webcam

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Meet Minoru ("reality" in Japanese), the world's first 3D webcam. Connect Minoru to your PC and he will come alive, his eyes will light up and he will be looking at you in 3D. Your friends and family can now see you in 3D over your favorite messaging program like MSN, Skype, and Yahoo. You can also take 3D photos or even shoot 3D videos and upload to YouTube. Minoru = Reality!

Taggle

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taggle enables consumers within a retail store to bid on items in the store, receive immediate confirmation, pay for their purchase at retail checkout, and take the item home the same day. For retailers, taggle represents an innovative elastic pricing system which adds a powerful new dimension to their merchandising model.

YouBundle.com

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YouBundle empowers users to share and explore their passions by “bundling” together sites and rich media from across the Web at large. Instead of having to filter through machine generated search results, YouBundle enables surfers to search and find bundles of user-made and community rated information on their topic of interest. YouBundle is a social powered meta-search and creation engine for any subject imaginable. Have you bundled today?



Announce Yourself

In three years, we'll line up days in advance for your product just to reserve it. You will be the headliner. You're a tech geek, an entrepreneur and you're already thinking beyond Web 2.0. Sound familiar?

You only debut your product once, so make the most of it.

i-stage invites all purveyors of the new and the cool — cool devices, cool services, cool applications — to show us your stuff. Whether you're the early stage start-up or an established industry giant, this is the opportunity to take your new release to the next level. It's more targeted than a press tour, cheaper than a proprietary event, and, oh yeah, completely free to enter.

Illustrate the revolution.

i-stage returns October 19, 2009 in Phoenix, AZ.

For more info on industry developments, the hottest tech events and latest research trends you've seen here today, visit www.CE.org.





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