



DEFINING TOMORROW'S TECHNOLOGY

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THE 2006 INTERNATIONAL CES® | JANUARY 5-8, 2006 | LAS VEGAS, NEVADA | WWW.CESWEB.ORG

byb BUILD YOUR BRAND

WIRELESS



OPPORTUNITIES START HERE.





"HUNDREDS OF WIRELESS COMPANIES SHOWED OFF THEIR WARES AT THE WELL-ATTENDED CONVENTION, AND THE INDUSTRY'S TOP THREE HANDSET MAKERS UNVEILED A RANGE OF NEW DEVICES."

—RCR Wireless News

LAS VEGAS, JANUARY 5–8, 2006. BOOK YOUR SPACE NOW.

YOU CAN'T AFFORD TO MISS IT.

WIRELESS: a show-within-a-show

Wireless technology has reached the size of a show within a show at the International CES. The wireless presence at CES becomes more prevalent each year, as demand for and sales of wireless technology find their way into more product categories and applications.

Buyers represented at the International CES include:

Best Buy, Cingular, Circuit City, FedEx, IBM, Ingram Micro, KMart, NTT DoCoMo, RadioShack, Ritz Camera, Sprint, T-Mobile, Target, Verizon and Wal-Mart to name a few.

Buyers see wireless applications, devices and technologies as the force behind CE sales. Bluetooth, WiFi, PDAs, SPOT and 3G phones drive demand for communications, home theater, networking, cellular, ultrawideband (UWB), wireless personal area networks (WPAN), Voice over IP and mesh networks. The result: a market in perpetual motion.

Wireless technology permeates every product category and market at the International CES, with thousands of buyers, journalists and market analysts searching for more.

SPECIAL EVENTS AND DISPLAYS AT THE 2005 INTERNATIONAL CES



KEYNOTES

Craig Barrett
CEO, Intel Corporation



Rich Templeton
President and CEO
Texas Instruments



Carly Fiorina
Chairman and CEO, HP



Ed Zander
Chairman and CEO
Motorola, Inc.



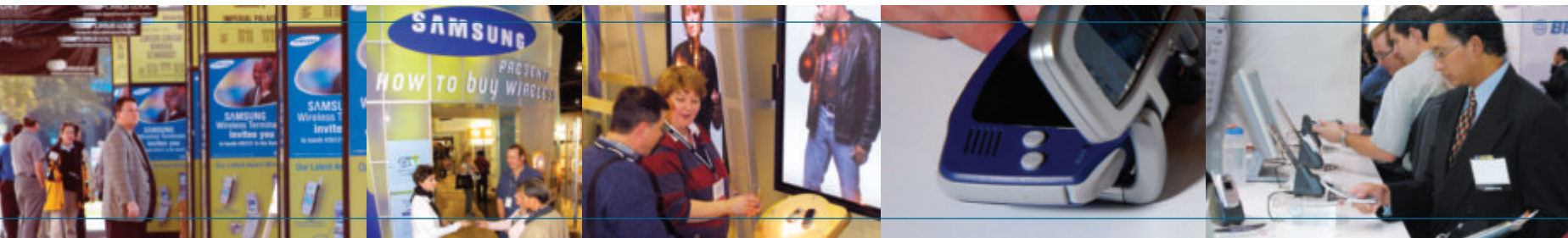
Bill Gates
Chairman and Chief Software Architect, Microsoft Corporation

Digital Hollywood
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- > TECHZONES, INTRODUCING EMERGING TECHNOLOGIES AND COMPANIES
- > WIRELESS EVENTS AND CONFERENCES
- > MOBILE ENTERTAINMENT TRAINING TRACK
- > ENABLING TECHNOLOGY FORUMS



achieving critical mass

The 2006 International CES will steer retailers, distributors, VARs and buyers directly to you by grouping wireless technologies and products in prime locations under one roof.

+ 28,000+ attendees are interested in wireless communications

SOURCE: 2004 International CES Attendee Audit Summary Results

The International CES is ideal for:

MANUFACTURERS OF:

- + PDAs
- + Handheld computers
- + Wireless notebooks
- + Tablet PCs
- + Wearable computing devices
- + Handheld devices
- + Pen-based computing
- > Infrared and wireless distribution systems

PROVIDERS OF:

- + Wireless or mobile solutions software
- + Network storage management
- + Healthcare applications
- + Turnkey applications
- + Wireless protocols
- + Security
- + And more

TRAINING OPPORTUNITIES:

- + Wireless SuperSession
- + Wireless Retail Training and Certification
- + Wireless Knowledge Track
- + Wireless Retail Knowledge Track
- + Car Technologies Knowledge Track

WIRELESS: DRIVING DEMAND

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 WIRELESS-RELATED PRODUCTS.



The International CES 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 wireless technology on the world's radar screen—and keep it there.

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.

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