



WIRELESS

“SHOW-WITHIN-A-SHOW”

Brought to you by the CEA Wireless Communications Division (WCD)



WCD Mission

The mission of the WCD is to promote the value of the wireless industry, and to grow the professionalism and longevity of the indirect channel with the support and advocacy of the entire supply chain.



CEA Wireless Reception, 6-8 p.m., Thursday, January 5

Join us for the CEA Wireless Communications Division annual reception at the 2006 International CES. Network with industry colleagues while enjoying food, drinks and entertainment, compliments of the WCD. Open to all CEA members. LVCC South Hall S227

Pre-show Keynote

6:30 p.m. Wednesday, January 4, Las Vegas Hilton

Bill Gates

Chairman and Chief Software Architect, Microsoft Corp.

Bill Gates returns to kick off the 2006 International CES with his vision of the year ahead in consumer electronics. If the past is anything like the future, expect the unexpected. Gates has used the International CES to showcase new products like the Xbox, Tablet PC and Smartphone. Under Gates' guidance, Microsoft continues its stronghold as the worldwide leader in consumer electronics through the design of groundbreaking technologies that lead to innovation in every aspect of human endeavor.

SuperSession

VoIP or Not to VoIP?

Noon-1 p.m., Thursday, January 5, Sands 2203

New Internet phone services such as Voiceover IP are providing consumers with alternative options. Will this replace the landline? What's the impact of 911 requirements? In this session, hear how VoIP is challenging telecom providers and affecting their future. Learn about the role retailers have in this emerging product category.

Wireless Retail Conference Track

Check out all of the 2006 International CES conference sessions, including these and others designed for wireless communications professionals:

The Future of Wireless for the Independent Retailer

January 7, 8 a.m., LVCC South Hall, S102-103

New member breakfast: 8 a.m.

Panel discussion: 8:30 a.m.

Moderator: Mark Landiak, President, Corporate Dynamics Inc. (CDI)

Panel Participants: Mike Mohr, Celluphone; Tim Whiting, Motorola;

Marni Walden, Verizon Wireless; Joe Porus, Harris Interactive

Lucky 21: 21 Ways to Boost Wireless Profitability in 2006

January 6, 10:30 a.m., LVCC South Hall

The Wireless Certification Program (WCP) from CEA - A program every business owner, store manager and carrier sales VP should know about
January 6, Noon, LVCC South Hall

Getting New Hires up to Speed More Quickly

January 6, 1:30 p.m., LVCC South Hall

Beat Your Best™ 2006:

The World's Greatest Sales Coaching Process Just Got Better!

January 6, 3 p.m., LVCC South Hall

How to Pump Profits from Your Wireless Retail Operation

January 7, 10:30 a.m., LVCC South Hall

Maximizing Your Wireless Retail Marketing Results

January 7, Noon, LVCC South Hall

The Guerilla's Guide to Better Wireless Retail Merchandising

January 7, 1:30 p.m., LVCC South Hall

Wireless Retailer Resources at CES

Are you looking for resources to help you sell wireless products more effectively? Visit Experience CEA in the LVCC Grand Lobby during CES to learn about all the tools CEA has to help retail members grow and become successful. Pick up a free copy of the **Wireless Retailer Tool Kit** CD-Rom containing the following information:

- Selling Wireless Successfully: The Retailer's Survival Guide
- Wireless Certification Program(WCP) Information
- Wireless Product Specialist Study Guide
- Wireless Consumer Research studies
- CALL TO PROTECT® Program Information

MyCES

This year, CES has introduced a new service to help attendees find the people and products they are looking for and better utilize their time at the show. MyCES is the personal assistant that intelligently mines through the CES community and finds the knowledge, people, and products most closely matched to meeting your objectives.

MyCES lets you connect online – before the show – with the people in the event community who hold the answers to your specific questions. Now you have a reason to connect in advance and schedule meetings for the show. MyCES sifts the entire community of CES registrants for you.

MyCES is FREE and activates when you register for the show.

Visit www.CESweb.org to learn more.

Other Wireless Sessions

Getting the Bling Bling: From Ringtones, Ringtunes, Advertainment to Games & Custom Branded Experience

January 4, 9 a.m., LVCC North Hall

Wireless Rules the World

January 4, 10:15 a.m., Sands

Instant Messaging and Mobility

January 4, 3 p.m., Sands

Strategies in Wireless Devices and Services - from Audio & Video to Downloads:

How Innovation Drives Avenues for Subscriber and Revenue Expansion

January 5, Noon, LVCC North Hall

Mobile Music - Business Models -

Downloads, Subscriptions & Ringtones

January 5, 3 p.m., LVCC North Hall

Move Over World, Broadband is Taking Over

January 5, 1:30 p.m., LVCC South Hall

International CES

Wireless TechZones

See the emerging technology that's making wireless a stronghold in every consumer technology niche. Look for 2006 International CES TechZones at Innovations Plus at the Sands and other areas of the CES show floor.

- Bluetooth - Sands Expo and Convention Center
- Connected Home Entertainment - LVCC South Hall 2
- Consumer VoIP - Sands Expo and Convention Center
- Digital Car/Telematics - LVCC North Hall
- EE Times Presents: The Great Minds, Great Ideas Zone - Sands Expo and Convention Center
- IPTV- Sands Expo and Convention Center
- Portable Power - Sands Expo and Convention Center
- SD Card Association - LVCC Central Hall
- TechHome - LVCC South Hall 2
- USB - Sands Expo and Convention Center
- WiMedia Ultrawideband - LVCC Central Hall 1
- ZigBee - Sands Expo and Convention Center



Exhibitor List

*Denotes CEA Members

exhibitor

booths

Don't miss these top Wireless exhibitors at the 2006 International CES. For a complete list of Wireless exhibitors, please see below.

Agere Systems*	Sands/70029, Sands/70031
American Wireless*	South Hall 3/32027
BenQ*	South Hall 3/30759
Bluetooth SIG	Sands/70448P
Broadcomm	South Hall 4/35781
Cellstar*	South Hall 4/35360, South Hall 4/35361
Freescall Semiconductor*	CES Central Plaza/Concierge Ctr., South Hall 3/30718, Sands/70050A, Sands/70448F
Hewlett Packard*	South Hall 3/31111
Intel*	Central Hall/7153, CES Central Plaza/Concierge Ctr., Hilton Suites/H2560
Jabra*	South Hall 3/30868
Leap Wireless	Sands/ 70472
LG Electronics USA Inc.*	Central Hall/8214, Meeting Room/N243
Macromedia*	South Hall 4/35561
Microsoft*	Central Hall/7144, CES Central Plaza/CP6
MobiTV	Sands/71637
Motorola*	Central Hall/8545 (TechZone - Sands/71837 DD)
Nokia	South Hall 3/30323
PalmOne*	South Hall 3/30735
Pantech	Venetian/V2101
Philips Semiconductor	Central Hall/7923, Meeting Room/N232, Meeting Room/N234
Plantronics*	South Hall 3/30313
Qualcomm-MediaFlo	Sands/70056
Research in Motion (Blackberry)	Sands/70468
Samsung*	Meeting Room/N231
Sanyo*	Central Hall/11017
SBC*	South Hall 4/35166, South Hall 4/35371
SonyEricsson*	Central Hall/14200, Meeting Room/N110
Sprint*	Sands/71611 (TechZone - Sands/71837 F)
UT Starcom*	South Hall 3/30306
Verizon*	Sponsor of CES Unveiled
Wi-Fi Alliance	South Hall 4/37031

8 x 8 / Packet 8*	Sands/71837 HH
Advanced Electronics Energy Ltd.	Las Vegas Hilton/59042
Actiontec Electronics Inc.	Hilton Suites/H14121, Hilton Suites/H15121
Adec Tech-System Inc.	Las Vegas Hilton/59054
Aerovoice*	South Hall 3/31574
AIPTEK Int'l Inc.	Sands/70922
Airgo Networks Inc.	Renaissance/RV1
Airwave Technologies Inc.	South Hall 1/21870
Alereon Inc.*	Central Hall/7923, Hilton Suites/HC1550, Meeting Room/S212
Allied Electronics & Telecom Int'l	Sands/70255
Almax Wireless Inc.	South Hall 4/35528
Amedia Networks Inc.*	Sands/70356
Amimon Inc.	Hilton Suites/HC1830
Amoi Electronics Co. Ltd.*	South Hall 3/31453
Antonio Precise Products Manufactory Ltd.	Las Vegas Hilton/52035
AQIK Tech. Corp.	Las Vegas Hilton/56006
ARM	Sands/70034
Artimi Ltd.	Central Hall/7923
Artrang Co. Ltd.	Sands/72158
Askimo	Sands/70757
Atech Technology Co. Ltd.	South Hall 4/35227
Atek Inc.	Sands/71837 H
Atheros Communications*	South Hall 4/35357

exhibitor

booths

ATI Technologies Inc.*	South Hall 3/30779
Audecom	Sands/71068
Aztech Systems (HK) Ltd.	Las Vegas Hilton/51035
Aztech Systems Ltd.	Sands/71231
BCA Int'l Corp.*	South Hall 4/35120
BeCell Innovations Corp.	Las Vegas Hilton/54046
Commoca	Sands/72034
ENF Technology Solutions Inc.	Sands/71837 FF
ESI Cases & Accessories*	South Hall 4/35609
Exchange My Mail Inc.	Sands/70562
Expocell Group Inc.	South Hall 3/32066
Express Products Inc.*	South Hall 3/31138
Fanon Courier*	North Hall/2400
Fanstel Corp.*	Central Hall/7826
Fashion Electronics*	South Hall 4/35625
Favor Electronics Corp. Ltd.	Las Vegas Hilton/52019
Fesco Distributors Inc.	Central Hall/15038
FingerGear	Sands/70050N
Firebird Sounds Inc.	Alexis Park/AP2251
First Cable Line Inc.	South Hall 3/32078
Focus Enhancements*	Central Hall/8341
foneGEAR LLC*	South Hall 4/35632
Fujikon Industrial Co. Ltd.	Las Vegas Hilton/55034
FuShan Enterprises/Yommo Electronics	South Hall 1/21566
G.G. Telecom (2002) Inc.	South Hall 4/36602
Gamla Enterprises*	Central Hall/15708
General Jack Ent. Ltd.	Las Vegas Hilton/55060
Genesis Tech. Co. Ltd.	Las Vegas Hilton/59083
Genius Tek Corp.	Las Vegas Hilton/54050
George Tang Industrial Corp.	Las Vegas Hilton/57054
Gilsson Technologies GPS Products*	North Hall/6810
Giyitech Co. Ltd.	South Hall 3/32064
Global American Technologies*	Sands/72216
Global Connect Elec. Ltd.	Las Vegas Hilton/59082
Globalsat Technology Corp.	South Hall 4/37008
GN National Electric Inc.	South Hall 3/32053
GNJ Manufacturing	Sands/70667
Golden Emperor Int'l Ltd.	Las Vegas Hilton/53049
Good Mind Ind. Co. Ltd.	Sands/70773
Good Way Technology Co. Ltd.	Las Vegas Hilton/57057
Great Wall Electronic Ltd.	Las Vegas Hilton/60041
Green House Co. Ltd.	Sands/70564
Haier America	Meeting Room/C203, Meeting Room/C205, Meeting Room/C206
Handstands/American Covers Inc.	Central Hall/8541
HOLUX Technology Inc.	Las Vegas Hilton/54057
Homer Technology Inc.	Sands/70523
Honeywell	Sands/IP117
Hong Kong Batteries Mfy Ltd.	Las Vegas Hilton/59041
HSU Shines Int'l Corp.	Las Vegas Hilton/52054
Huey Chiao Int'l Co. Ltd.	Las Vegas Hilton/55046
Hwa Yao Tech. Co. Ltd.	Las Vegas Hilton/58057
iCella Inc. dba EZ Communications	South Hall 4/35532
Imaginative Design Operation Co. Ltd.	South Hall 3/31360
In Call Co.	Sands/71054
Inclosia Solutions*	Sands/70056
InComm*	South Hall 3/31423
Indesign LLC*	South Hall 3/30171
Infineon Technologies	Sands/71822
Infohand Co. Ltd.	Las Vegas Hilton/52072
Information Management Networks	Sands/71235
Infra-Com Technologies Inc.*	Hilton Suites/HC1510

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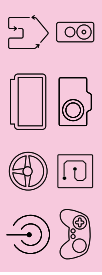
Exhibitor List

*Denotes CEA Members

exhibitor	booths	exhibitor	booths
Innovation Technology Co. Ltd.	Las Vegas Hilton/59043	Smarthome Inc.	South Hall 2/26424
Innovative Office Products	Sands/70567	Solidtek USA	South Hall 3/31668
Innovative Plastech*	South Hall 4/35122	Sound2Go	Sands/71629
Innovi Technologies Ltd.*	South Hall 3/31868	Spark Technology Corp.	Sands/IP133
InterBuy Cellular Corp.*	South Hall 4/35434	Spectec Computer Co. Ltd.	Las Vegas Hilton/56046, Sands/71968
IOGEAR	South Hall 3/31823	Spidcom Technologies	Sands/70563
iQmetrix*	South Hall 4/35840	Spotwave Wireless Inc.*	Sands/71615
JABRA Corp.*	South Hall 3/30868	Sprite Electronics Inc.	Las Vegas Hilton/52077
Johnson Controls Inc.*	North Hall/2809	SRS Labs Inc.	Meeting Room/N215, Meeting Room/N218
Just Wireless/Best Case & Accessories*	Central Hall/15244	ST & T Corp.	Las Vegas Hilton/60050
Leader Wireless	South Hall 4/36271	Stars Navigation Technologies Ltd.	Sands/70932
Marvell*	South Hall 4/36207	Starsonic Corp.	Las Vegas Hilton/54021
Micro Linear Corp.*	South Hall 4/36178	Strawberry Corp.*	South Hall 4/35854
Mizco	South Hall 3/31278	Sungale Group Inc.*	South Hall 1/20344
Movon Corp.	Las Vegas Hilton/53066	Sunplus Technology Co. Ltd.	Sands/71371, Venetian/V15
MR HANDSFREE	Sands/IP118	Superior Communications*	South Hall 3/30342
Multi-Link Inc.	Sands/71837 EE	SVAT Electronics*	South Hall 1/21868
N.E.M Electronics Corp.*	South Hall 4/35635	Synaptics	Sands/70262
National Electronics Inc.	Central Hall/15214, South Hall 4/36609	SYSONCHIP Inc.	Las Vegas Hilton/59081
Navman USA	South Hall 4/35628	Team Research / Team Group*	Sands/70925
NAVTEQ	South Hall 4/36226, Renaissance/RD3	Technocel*	South Hall 3/30727
NetZero	Sands/71837	Tektrum Dev. Corp.	Sands/70546
Nextlink to A/S	Las Vegas Hilton/55023	TeleAtlas*	CES Central Plaza/Concierge Ctr.
OmniVision Technologies Inc.	Sands/70038	TeleDynamics LLP*	Central Hall/7832
OPEK Technologies Inc.	South Hall 3/32048	Teleforce USA*	South Hall 4/37014
Parrot S.A.	South Hall 4/36162	Telesourcing Co. Ltd.	Las Vegas Hilton/59039
Pepper Computer Inc.	South Hall 4/35847	TeleVoce Inc.	Sands/71837 P
Pharos Science & Applications	South Hall 4/35119	TomTom Inc.	North Hall/5635
Philips Consumer Electronics	Central Hall/9024	Toong in Electronic Corp.	Las Vegas Hilton/52007
Phoenix Wireless Inc.	South Hall 3/31253	Top Global USA Inc.	Sands/71045
PhoneGnome	Sands/71837 G	TP-Link Tech. Co. Ltd.	Las Vegas Hilton/59062
Platinum Wireless	South Hall 3/30355	TRDA Inc.	Central Hall/7923
PMC-Sierra	Hilton Suites/H11121	Trexata TR*	South Hall 4/35638
Powermate Cellular/Digicom Digital	South Hall 4/36046	Trinity Convergence	Sands/71837 JJ
PriceGrabber.com*	South Hall 4/36075	Tripath Technology Inc.*	South Hall 1/20766
pulvermedia	Sands/71837Q	Tsuen Shing Enterprises Ltd.	South Hall 3/31560
Qingdao Goertek Electronics Co. Ltd.	Sands/72057	Turbo Charge	Sands/70631
QuickLogic	Sands/71822	Uniden America Corp.	Central Hall/12044
Rapport Incorporated	Sands/71837 BB	USA - 1 - Rate	Sands/71132
Raytac Corp.	Sands/71274	USYS Co. Ltd.	Las Vegas Hilton/60072
ReCellular Inc.*	South Hall 4/36610	Valor Communication Inc.*	South Hall 3/30368
Red Dot Trading Co.	South Hall 3/31562	Veriplus Int'l Inc.	Las Vegas Hilton/56073
Rexel Int'l Corp.*	South Hall 4/35332	Viking Design	Las Vegas Hilton/56065
Romancell Technology Co. Ltd.	Sands/70940	Vivo Phone	Sands/71837D
RTX America Inc.	Sands/71837O	Voipvoice	Sands/71834
Samsung Electronics America*	Central Hall/11033, Meeting Room/N206, Meeting Room/N209, Meeting Room/N210, Meeting Room/N211, Meeting Room/N212	Volptech	Sands/72032
SanDisk Corp.	South Hall 3/30329	Voxelle Ltd.	Sands/71837 CC
Scosche Industries Inc.	North Hall/2409	VXI Corp.	Sands/70448A
Sealand Technology (Hong Kong) Co. Ltd.	Las Vegas Hilton/52039	Wearnes Tech. Solutions Pte Ltd.	Sands/71562
Sennheiser Electronic Corp.	South Hall 1/21428	Webwatch Int'l Co. Ltd.	Las Vegas Hilton/55055
Sensory Inc.	South Hall 4/36078	Wherify Wireless Inc.*	South Hall 3/30363
Sheng Jay Automation Technologies Co. Ltd.	Las Vegas Hilton/56077	WiQuest Communications Inc.*	Central Hall/7923, South Hall 4/35978
Shenzhen Akkord Elec. Co. Ltd.	Las Vegas Hilton/52017	Wireless Xcessories Group	South Hall 4/35928
Shenzhen Goford Elec. Co. Ltd.	Las Vegas Hilton/58093	Wisair Inc.*	Central Hall/7923, South Hall 4/35163
Shenzhen Laccess Tech. Co. Ltd.	Las Vegas Hilton/52013	WONDE PROUD Technology Co. Ltd.	Sands/70829
Shenzhen Neopoint Communication Co. Ltd.	Sands/70448O	World Richman Manufacturing Corp.	South Hall 3/31834
Shenzhen Shihui Electronics Co. Ltd.	Las Vegas Hilton/58063	Zhongshan K-mate General Electronics Co. Ltd.	Las Vegas Hilton/51019
Shure Inc.	South Hall 3/31778	Zipling	Sands/70050P
Silicon Labs	Sands/70162	Zoom Technologies Inc.	South Hall 3/31670
SINBON Electronics Co. Ltd.	Sands/71137	ZWave Alliance	South Hall 1/21902
		Zyxel Communications	South Hall 2/26920

Show Locations

www.CESweb.org



Las Vegas Hilton

- Booth #s 49,000-61,999
- Keynotes
- International Commerce Center
- Registration

Las Vegas Convention Center (LVCC)

North Hall Upper & Ground Level Meeting Rooms

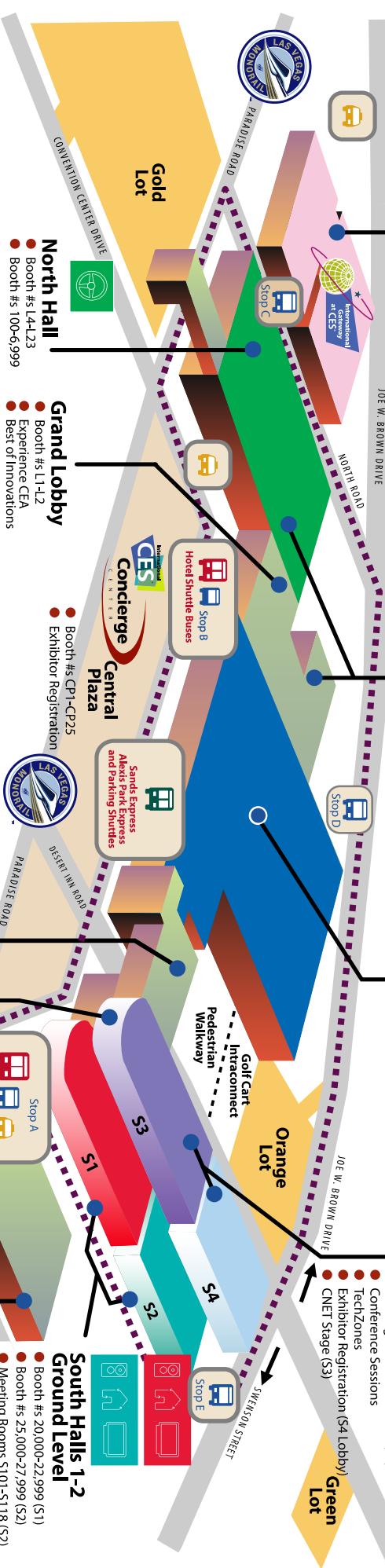
- Meeting Rooms N101-N120
- Meeting Rooms N201-N264
- Conference Sessions
- Conference Registration
- CEA Member Lounge

Central Hall

- Booth #s 7,000-15,999
- TechZones

South Halls 3-4 Upper Level

- Booth #s 30,000-32,999 (S3)
- Booth #s 33,000-37,999 (S4)
- Meeting Rooms S201-S218 (S4)
- Conference Sessions
- Exhibitor Registration (S4 Lobby)
- TechZones
- CNET Stage (S3)



Sands Expo and Convention Center

- Booth #s 70,000-72,999
- Booth #s IP100-IP299
- Conference Sessions
- Industry Insider Series
- Press Room and Press Conferences
- International Commerce Center
- TechZones
- Registration
- CEA Member Lounge

Alexis Park

- Booth #s AP1-AP2714
- Registration
- CEA Member Lounge

South Hall Meeting Room Connector

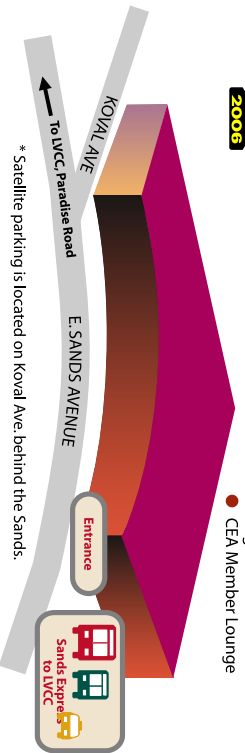
- Meeting Rooms S219-S233
- International Commerce Center
- Press Room
- CEA Member Lounge

South Hall 3 Upper Level Lobby

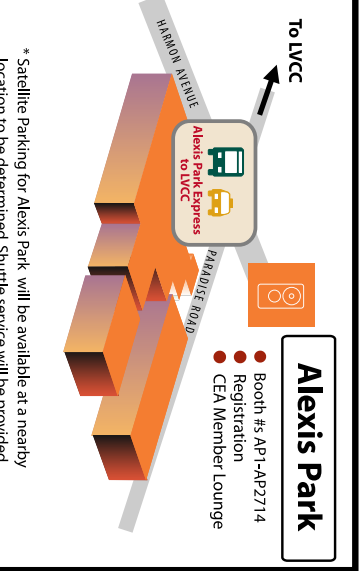
Renaissance Las Vegas



INNOVATIONS Plus AT THE SANDS



* Satellite parking is located on Koval Ave, behind the Sands.



* Satellite Parking for Alexis Park will be available at a nearby location to be determined. Shuttle service will be provided.

Audio Digital Imaging Emerging Technology Gaming Home Home Theater/ Mobile Wireless

Networking Video Electronics Communications

Las Vegas Monorail

as of 1/1/02/05 Locations subject to change, map not to scale

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