

QUICK GUIDE TO EMERGING TECHNOLOGY at the 2009 International CES®



To find emerging
technology, look for
this icon on-site.

CE SPOTLIGHTS

THE LIGHT SHINES BRIGHTLY ON THESE POPULAR DESTINATIONS LOCATED THROUGHOUT THE MORE THAN 1.7 MILLION SQUARE FEET OF EXHIBIT SPACE AT CES.



Kids@Play Summit

Sands Expo and Convention Center

Sponsor: Living In Digital Times

From storybooks to Facebook, kids use a digital world to learn, communicate, and entertain themselves. Join us as we explore the way being digital today creates a smarter world tomorrow.



Location Based Services

LVCC, North Hall

Location Based Services at CES features the latest technologies used to deliver highly personalized mobile services, based on location, allowing the mobile network operator to offer differentiation and increased profitability.



Silvers Summit

Sands Expo and Convention Center

Sponsor: Living In Digital Times

The Silvers Summit showcases distributors, journalists, research firms and manufacturers that will demonstrate the products and services that keep boomers engaged, entertained, connected and healthy.



Sustainable Planet

LVCC, Central Hall

This CE Spotlight serves as the premier location for world-changing technology, whether benefiting the environment or contributing to the cultural development of growing nations. Sustainable Planet houses the Greener Gadgets and TEC TechZones.

AWARDS PROGRAMS



Innovations 2009 Design and Engineering Awards Showcase

Sands Expo and Convention Center, Booth #72062



The Technology & Engineering Emmy® Awards

Wednesday, January 7

The Venetian, Lido 3101

6 p.m. Reception

7 p.m. Banquet



Global Media Awards™

Thursday, January 8

6 p.m. Reception: The Venetian, Titian 2304

7 p.m. Banquet: The Venetian, Bellini 2101

TECHZONES

CES HAS MORE THAN 15 TECHZONES – POCKETS OF MARKET-SPECIFIC CUTTING-EDGE TECHNOLOGY. BE SURE TO VISIT THE FOLLOWING TECHZONES TO SEE WHAT'S NEW IN ENGINEERING AND EMERGING TECHNOLOGY.



Advanced Display Technologies

LVCC, South Hall 1

This TechZone showcases the latest developments in advanced display technologies from around the world covering a-Si TFT LCDs, LTPS TFT LCDs, AMOLEDs, PMOLEDs, PDPs, flexible, reflective and 3D displays.



Digital Health

Sands Expo and Convention Center

Digital Health features emerging technologies and innovative companies using home- and person-based options for disrupting the traditional delivery of health and wellness services.



Greener Gadgets

LVCC, North Hall

The Greener Gadgets TechZone will display how the CE industry is reducing its environmental footprint through promoting alternative and renewable energy sources, manufacturing products from recycled materials and using biodegradable/less packaging.



HDMI

LVCC, South Hall 1

High-Definition Multimedia Interface (HDMI) is the acknowledged world standard for connecting consumer electronics (CE) products and devices. Utilizing only a single, intelligent cable, users can connect their home theater system without the mess of multiple cables and cords while preserving video and audio quality.



i-stage

Sands Expo and Convention Center

The most disruptive, next-gen tech products, applications and services clamored for a chance to demo at i-stage, the proving ground for revolutionary new technologies, and now they've arrived at CES! The contenders represent staggering leaps in gaming, social media, mobile retail, security, telecommunications and 3D video development.



Robotics

Sands Expo and Convention Center

The CES Robotics TechZone was designed specifically to help companies maximize their potential for success in the consumer robotics market—a new technology industry poised for massive growth.



TECHNOLOGY AND EMERGING COUNTRIES

ADVANCING DEVELOPMENT THROUGH TECHNOLOGY INNOVATIONS

Technology and Emerging Countries (TEC)

LVCC, North Hall

The TEC TechZone will display the innovations that make it possible for every person on this planet to make use of technology and benefit from growing CE advances.



USB

LVCC, South Hall 3

USB technology makes "plug and play" a reality and accommodates our busy lifestyles. The impact of USB connectivity on small office/home office, our PCs, printers, scanners, PDAs and digital cameras is huge.



ZigBee®

Control your world

ZigBee

LVCC, South Hall 1

ZigBee gives consumers new ways to control lighting, HVAC, water, appliances and security systems from anywhere. ZigBee is the wireless connection used by sensors (security, rain gauges, lights) and control devices (thermostats, timers, remote controls) ideally suited for the home.

CONFERENCE SESSIONS



Flash Memory – The Future of Consumer Products
Thursday, January 8
LVCC, South Hall, S104-105

**What Will They Think of Next?
Consumer Technology in 2025**
Thursday, January 8
LVCC, North Hall, N255-257



**Next Big Thing SuperSession:
CNET Reveals the Next Big Thing in CE**
Thursday, January 8
LVCC, North Hall, N255-257

Emerging Technology Knowledge Track
Friday, January 9–Saturday, January 10
LVCC, North Hall and South Hall

**Big Thinkers and Disruptive Technologies—
Today's Thought Leaders, Tomorrow's Technologies**
Friday, January 9
LVCC, North Hall, N255-257



**Emerging CE Technology - A Preview of the IEEE
ICCE's Most Interesting Technologies**
Saturday, January 10
LVCC, North Hall, N262

Last Gadget Standing ((CES 281))
Saturday, January 10
LVCC, North Hall, N255-257



Planning for an IPv6 World in 2010
Saturday, January 10
LVCC, South Hall, S104-105



**IEEE: International Conference
on Consumer Electronics (ICCE)**
Saturday, January 10–Wednesday, January 14
LVCC, North Hall

ADDITIONAL ON-SITE RESOURCES

Sands Expo and Convention Center/The Venetian Directory
Available in publication bins throughout CES.

The Engineers Guide to CES
Available on www.CESweb.org/emergtech



MyCES Personal Planner
Visit MyCES Kiosks on-site and type in "emerging technology" to find exhibitors and print out maps on demand.



CES Mobile
Text CESMobile to 41411 to download the CES Mobile application. Access the CES *Directory* and your MyCES Plan right on your Smartphone.



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