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In the know at CES: 2009 show preview

The 2009 installment of [International CES](#) is set to descend on Las Vegas, Jan. 8 to 11, with 2,700 exhibitors, more than 300 of which are new to the technology gala. This year's show will span more than 1.7 million net square feet of space, with exhibitors and conferences covering a wide range of CE sectors, including home theater, gaming, home networking/automation, wireless, in-vehicle technology, emerging technologies and audio, to name a few.

Microsoft CEO Steve Ballmer will kick off the [keynote sessions](#) on Jan. 7 in a pre-CES session. On Day One of the show, CEA President and CEO Gary Shapiro plans to deliver an address on the state of the CE industry, followed by a keynote by Howard Stringer, Sony chairman and CEO, and an afternoon address by Ford Motor Co. President and CEO Alan Mulally. Day Two will kick off with a Technology and Emerging Countries keynote from Intel Chairman Craig Barrett and Cisco Chairman and CEO John Chambers.

Besides keynote speakers drawing a crowd, a plethora of [stars will grace the show](#). Major League Baseball stars including New York Yankees pitcher Joba Chamberlain and Boston Red Sox designated hitter David Ortiz will be on hand to promote Sharp Electronics. Sony Pictures Television will have Dr. Oz, known for his frequent appearances on "The Oprah Winfrey Show," at the show. Stevie Wonder will have his own TechZone.

At A Glance

■ Martin "exit interview" planned at CES

CEA President and CEO Gary Shapiro will sit down with FCC Chairman Kevin Martin during the show for what is likely to constitute a public exit interview. Shapiro has chatted with Martin at the last two CES trade shows. [Multichannel News](#) (12/31) [E-MAIL THIS STORY](#)

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Home Theater

■ CES will be backdrop for Samsung HDTV innovations

Samsung's 2009 plans to refurbish its HDTV offerings will be officially unveiled at CES. According to this report, the company will refresh and/or introduce new entries into its Series 3 through 7 HDTVs, update its support menu and add an Internet feature. [Electronista](#) (12/29) [E-MAIL THIS STORY](#)

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Audio

■ New tabletop HD Radio has iTunes tagging

A new model HD Radio from iLuv includes iTunes tagging features that allow listeners to electronically note songs for future download via Apple's iTunes store. [TWICE](#) (12/30) [E-MAIL THIS STORY](#)

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