2010 International CES Shapes Technology Policy

Top Government Officials Speaking at CES Include FCC Chairman and Commissioners and Members of Congress

Top policymakers will address key technology issues at the 2010 International CES with government officials slated to speak, including Federal Communications Commission (FCC) Chairman Julius Genachowski. Owned and produced by the Consumer Electronics Association (CEA), the 2010 International CES, the world's largest tradeshow for consumer technology, is scheduled January 7-10, 2010 in Las Vegas, Nevada.

"The International CES brings together the policymakers who will make decisions that directly impact technology – from broadcast to cable, broadband to wireless and telecom to satellite," said Michael Petricone, senior vice president, government affairs, CEA. "We are excited to hear from top government officials as they discuss significant technology policy issues that will impact all sectors of the technology industry."

CES attendees will hear the priorities of the FCC first hand, when FCC Chairman Julius Genachowski joins CEA President and CEO Gary Shapiro for a candid policy discussion at noon on Friday, January 8 in the LVCC, North Hall, N255-257. Additionally, "Inside the FCC's Communications Agenda," at noon on Saturday, January 9 in LVCC, North Hall, N262, will feature FCC Commissioners Meredith Atwell Baker, Mignon Clyburn and Robert McDowell, as they discuss the national broadband plan, accessibility, net neutrality and demands for more spectrum.

The Tech Policy Summit at the 2010 CES will discuss critical issues including broadband deployment and spectrum allocation. "The Spectrum Grab and Innovation," at noon Thursday, January 7 in LVCC, North Hall, N262, will feature remarks from Blair Levin, Executive Director of the Omnibus Broadband Initiative, FCC. "The Legislative Roadmap for 2010," at 1:30 p.m. Friday, January 8 in LVCC, North Hall, N260, will feature key policymakers, including Representative Darrell Issa (R-CA) and Representative Kevin McCarthy (R-CA), addressing policy priorities for 2010 and beyond.

CEA has partnered with the U.S. Trade and Development Agency (USTDA) to produce the CES Technology and Emerging Countries (TEC) Program. Focused on technology's impact on economic growth in emerging economies, the TEC Program will feature panel sessions including, "Technology for Smart Energy," at 10:30 a.m. January 8, in LVCC, North Hall, N253, with leaders from General Electric and Valence Energy; "Healthcare Technology for Emerging Markets," at 1 p.m. Friday, January 8, in the LVCC, North Hall, N253, featuring panelists from Intel and Cisco Systems and "Study Time: How Advances in Technology Improve Education Opportunities,"

featuring leaders from Microsoft and Motorola at 2:40 p.m. in LVCC, North Hall, N253. Session panelists also will include senior government officials from around the world.

Additionally, Nokia's Olli-Pekka Kallasvuo and Hisense's Zhou Houjian will both deliver keynote addresses as part of the TEC program on Friday, January 8 in the Hilton Theater.

Environmental policies will be addressed during the Technology and the Environment Knowledge Track, scheduled for 1:30-4 p.m. Thursday, January 7 in LVCC, North Hall, N254 and 10:30-11:30 a.m., Friday, January 8 in LVCC, South Hall, S225. Thursday panels include, "Dollars and Watts: Energy Use Information for Electronics," with participants including California State Senator Alex Padilla, as well as executives from Best Buy, Dell and Motorola, and "Everything You Always Wanted to Know About State E-Waste Laws but Were Afraid to Ask," addressing e-waste challenges across state lines. "The EPA Recycling Leadership Roundtable," is scheduled for 10:30 a.m. on Friday, January 8 in S225.

For more news about the 2010 International CES, including a complete conference agenda, visit CESweb.org. Journalists are encouraged to arrive in Las Vegas by Tuesday, January 5, to take advantage of all the CES press events, including CES Unveiled from 4-7 p.m. on January 5.

About USTDA:
The U.S. Trade and Development Agency advances economic development and U.S. commercial interests in developing and middle-income countries. The agency funds various forms of technical assistance, feasibility studies, training, orientation visits and business workshops that support the development of a modern infrastructure and a fair and open trading environment. USTDA's strategic use of foreign assistance funds to support sound investment policy and decision-making in host countries creates an enabling environment for trade, investment and sustainable economic development. In carrying out its mission, USTDA gives emphasis to economic sectors that may benefit from U.S. exports of goods and services.

About CEA:
The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the $172 billion U.S. consumer electronics industry. More than 2,000 companies enjoy the benefits of CEA membership, including legislative advocacy, market research, technical training and education, industry promotion, standards development and the fostering of business and strategic relationships. CEA also sponsors and manages the International CES – Where Entertainment, Technology and Business Converge. All profits from CES are reinvested into CEA's industry services. Find CEA online at www.CE.org [1].

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