CES 2010

Edited by Jason Lomberg

ECN is your #1 source for coverage of the 2010 International Consumer Electronics Show *[1]. Beginning in early January, our man on the ground, Jason Lomberg, will be providing up-to-the-minute coverage of all the hottest gadgets, gizmos, and technology from the "Entertainment Capital of the World," Las Vegas. If you can't make it to Sin City yourself, check in regularly for updates, videos, news, announcements, and an ongoing photoblog (courtesy of ECN's photographer-extraordinaire,* Andrew Maiman *[2]). Stay tuned!*

2010 International CES Shapes Technology Policy **[3] [3]**

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.

Top Executives From Microsoft and Intel to Keynote at the 2010 International CES **[4]**

Microsoft's Steve Ballmer and Intel's Paul Otellini to Keynote World's Largest Consumer Technology Tradeshow

The Consumer Electronics Association (CEA) announced that the top executives at Microsoft and Intel will deliver keynote addresses at the 2010 International CES®. The world's largest consumer technology tradeshow is scheduled for January 7-10, 2010, in Las Vegas, Nevada.

“This year's CES is more important for the technology industry than ever. These two business leaders will provide actionable direction on what it takes to succeed in the global marketplace,” said Gary Shapiro, president and CEO, CEA. “CES is the must-attend event where business gets done and where the Microsoft and Intel chiefs will share with CES attendees a strategic vision for business success.”

Steve Ballmer will kick off the 2010 International CES keynote lineup at 6:30 p.m. on Wednesday, January 6, in the Hilton Center. Ballmer joined Microsoft in 1980 after being the first business manager hired by Bill Gates and was named chief executive officer in 2000. With Microsoft's goal of delivering an integrated platform to enable a seamless experience for consumers across PCs, devices and services, Ballmer is focused on continuing Microsoft's leadership across the company's seven businesses. He is known for his strong passion for the technology industry and energetic leadership style.

Paul Otellini is president and chief executive officer of Intel Corporation and will speak at 4:30 p.m. on Thursday, January 7, in the Hilton Center. He became the company's fifth CEO in 2005, succeeding Craig R. Barrett. Otellini previously had served as Intel's president and chief operating officer, positions he held since 2002, the same year he was elected to Intel's board of directors. Since joining Intel in 1974, Otellini has managed several Intel businesses, including the company's PC and server microprocessor division and the global sales and marketing organization. Under Otellini's guidance, Intel has been accelerating the PC globally by

delivering innovative, energy-efficient products. Otellini is now focused on continuing Intel growth by extending Intel Architecture into adjacent market segments of embedded, handhelds and consumer electronics and to continue building new businesses by tackling big problems.

Information on other 2010 International CES keynotes will be released in the next few months.

For more information and to register for the 2010 International CES, please visit www.CESweb.org [1].

eBooks TechZone Sells Out For The 2010 International CES **[5]**

The Consumer Electronics Association (CEA) announced that space for the eBooks TechZone at the 2010 International CES, dedicated to the latest digital and eBook technologies and services, has sold out since its official launch in June. Owned and produced by CEA, the 2010 International CES, the world's largest tradeshow for consumer technology, returns to Las Vegas, January 7-10,

2010.

“The eBook category is experiencing astounding growth, with more than one million units expected to sell in the United States this year,” said Karen Chupka, senior vice president, events and conferences at CEA. “We have received overwhelming response from companies interested in exhibiting in the eBooks TechZone for the 2010 CES. In fact, the original space allocated for the TechZone has already sold out and we are adding additional floor space to accommodate our customers. This exciting new TechZone is sure to draw plenty of attention at the 2010 CES.”

Consumer demand for eBooks continues to increase significantly, as eBook sales are expected to reach $317 million in 2009, with $647 million in sales projected for 2010. Additionally, shipments of eBooks are expected to increase by more than 100 percent in 2009, with 1.19 million units expected to sell.

The eBooks TechZone will feature more than 3,000 net square feet of exhibit space at the 2010 CES and will be housed in the Central Hall of the Las Vegas Convention Center. Companies participating in the eBooks TechZone include Ditto Book, Ectaco Inc., Entourage Systems, Freescale, HanWang, Interead, Liquavista, Marvell, Plastic Logic, Onyx International and Shortcovers.

The 2010 International CES will feature the latest consumer technology products throughout 30 product categories including digital entertainment, high-performance audio, digital imaging, electronic gaming and more. For more information and to register to attend the 2010 International CES visit

www.CESweb.org [1], the interactive source for CES information.

Winners Announced for the Inaugural Visit Me at CES 2010 Exhibitor Video Contest **[6]**

The Consumer Electronics Association (CEA) announced that Davis Instruments, ShopJimmy.com, Sleek Audio, Bell'O International and Ooma are the winners of the inaugural Visit Me at CES 2010 exhibitor video contest. Each of these five 2010 CES exhibiting companies will receive one month of free exposure with their winning videos on CESweb.org leading up to the 2010 International CES, January 7-10 in Las Vegas, Nevada.

The 2010 CES audience voted for their favorite video November 22-December 4, with the top five vote-getting companies earning a video spotlight on CESweb.org. More than 30 videos were entered into this year's contest.

“This video competition, powered by Votigo, provides an excellent opportunity for our exhibitors to connect virtually with the attendees they will be seeing at the upcoming 2010 international CES,” said Karen

Chupka, senior vice president, events and conferences, CEA. “We were pleased with the exhibitor response to this competition as it truly exemplifies the innovation and creativity within the CE industry and the building excitement and buzz surrounding the 2010 CES.”

The top five exhibitor videos can be viewed online [7]:

Davis Instruments – Save Fluffy- Save Yourself

ShopJimmy.com – A Day in the Life

Sleek Audio – Lossless at Sea

Bell'O International

Ooma

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