

International Technology Companies Increase Presence and Enhance Global Focus at the 2011 International CES

More than 1,200 technology companies from outside the United States, a 25 percent increase over 2010, will be among the 2,500 exhibitors showcasing the latest consumer electronics (CE) products at the 2011 International CES. The 2011 International CES will run January 6-9 and is expecting more than 120,000 attendees from more than 130 countries.

As the world's largest consumer technology tradeshow, the International CES attracts industry leaders from around the world, with 22,000 attendees from outside the United States. CES participates in the International Buyer Program sponsored by the U.S. Department of Commerce. As part of this program, buying delegations from more than 25 countries will attend the show, looking to meet their next business partner and experience the latest technologies.

"The 2011 International CES is a renewed opportunity for Morel to exhibit its latest, innovative products at the world's prominent venue," said Nir Paz, Morel's sales and marketing director, based in Ness-Ziona, Israel. "Morel designs, engineers and manufactures a wide range of handcrafted, award-winning speakers and raw drivers for the mid to high-end OEM, home and car audio markets with over 35 years of renowned experience. CES is the place to unveil our new loudspeakers and latest technological achievements."

CES will feature 20 market-specific TechZones, including new destinations: 3D@Home, with content creators, service providers and TV manufacturers that make 3D in the home a reality; Access on the Go, with devices changing the way content is accessed, showcasing the most innovative devices in eBooks, netbooks, smartbooks and tablets; Broadband Communications, highlighting the role of the underlying infrastructure in expanding broadband capacity; and Connected Home Appliances which will bring white goods to the show floor for the first time in CES history, including the latest interactive, energy efficient and SmartGrid enabled appliances.

"After the 2011 International CES, the IDEAL LIFE wireless connected health devices and communication platform will be available to consumers," said Jason Goldberg, president and founder of mobile health solutions provider, IDEAL LIFE, based in Toronto, Canada. "Consumers can be connected securely with their health care team, their family, even their exercise partners through their chosen channel of communication, via products that are both easy to use and affordable. IDEAL LIFE wireless health solutions empower consumers with the knowledge and feedback they require to maintain a healthy and balanced lifestyle."

Other new TechZones include: Mobile DTV, featuring consumer devices that bring

the digital living room to the car and portable devices; the Electric Vehicle TechZone, highlighting a full range of high and low speed vehicles, energy storage devices and charging equipment; and Sports and Fitness Tech, focused on tools for the sports enthusiast and key trends impacting the multi-billion dollar sports, fitness and outdoors markets. The 2011 CES is also bringing back the popular EHX@CES, the Gaming Showcase, HDMI, Home Plug, the iLounge Pavilion, CES' fastest growing TechZone, Location Based Services, Robotics, Safe Driver, Sustainable Planet, USB, Wireless Mobility and Zigbee. In addition, the 2011 CES will feature these lifestyle TechZones: Digital Health, HigherEd Tech, Kids@Play, Mommy Tech and Silvers Summit.

"We are looking forward to participating in the 2011 CES because that's where we find the innovation forum that feeds our business," said Jerónimo Macanás, CEO of Madrid, Spain based mgMEDIA. "Our platform truly solves the problem of multi-device digital distribution, especially in the world of television broadcasters hooked up to the Internet. It is so highly esteemed that the leading manufacturer in the world, Samsung, has placed its trust in our technology to launch its platform of audiovisual content, Samsung Movies."

Additionally, the World Electronics Forum (WEF) will take place January 8-10 in Las Vegas, in conjunction with the 2011 International CES. WEF is an informal gathering of leaders from electronics associations from around the world who meet annually to discuss issues of common interest to the global industry. Events during the Forum include the World Electronics Forum Welcome Dinner, with opening remarks by United States Trade Representative, Ambassador Ron Kirk, scheduled Saturday, January 8 in The Venetian Hotel, as well as a Welcome Breakfast and roundtable discussions.

Entertainment Matters is a new International CES program for entertainment professionals attending CES, with customized special exhibits, conference programs and events for the Hollywood community. In addition, the CES Conference Program will feature more than 300 conference sessions with 900 high-level speakers.

"We are proud to introduce the world's first intelligent mobile air purifier, Deebot A330, at the 2011 International CES," said Mr. Dongqi Qian, president & CEO of ECOVACS, based in Suzhou, China. "We believe the International CES is the only show to launch our newest robotic appliance for the home and receive exposure that this product warrants. We also see it as the best place to share our innovation & manufacturing advantages with customers from around the world to let people enjoy smarter life at affordable price."

For a complete listing of CES exhibitors, please visit the 2011 CES Exhibitor Directory.

Note to Journalists: Press and blogger information is available in the "For the Press" section of CESweb.org. Media are encouraged to arrive in Las Vegas by Tuesday, January 4, 2011, to take advantage of all the pre-show press events, including State of the Consumer Tech Industry & 2011 CES Trends to Watch, State of the Global CE Industry and CES Unveiled: The Official Press Event of the 2011 International CES all

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on January 4, 2011 at the Venetian. CES Press Day will follow on Wednesday, January 5.

About CEA:

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the \$170 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 - The Global Stage for Innovation. All profits from CES are reinvested into CEA's industry services. Find CEA online at www.CE.org.

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