Mid-Atlantic Tech Companies to Showcase New Products at the 2011 International CES

More than 125 technology companies based in the mid-Atlantic region of the United States (Delaware, District of Columbia, Maryland, New Jersey, Pennsylvania, Virginia and West Virginia) will showcase their latest consumer electronics products at the 2011 International CES. The world's largest consumer technology tradeshow, the 2011 International CES, will run January 6-9, 2011 and is expecting 2,500 exhibitors and more than 120,000 attendees from more than 130 countries.

"CES is the perfect location to educate attendees and exhibitors on IPv4 depletion and IPv6 adoption," said John Curran, president and CEO of ARIN, a Chantilly, Virginia based nonprofit responsible for managing Internet number resources. "We have less than five percent of IPv4 addresses remaining, and will run out in the next few months. With 2011 being the year of the connected home, it is essential for all consumer electronic vendors to ensure their products are IPv6 enabled, to ensure future operability on the Internet."

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.

"The 2011 CES provides us with a unique opportunity to launch our first product, Surc©, an easy-to-use universal learning remote control that offers users anytime, anywhere control from their iPhone over most InfraRed-enabled electronic devices and appliances," said Daphna Kalman, CEO of Mashed Pixel in Washington D.C. "Our highly-customizable devices and user-friendly applications for smartphones address the growing consumer demand for smart devices that fit their daily need for more interactivity and connectivity. Being able to showcase our products to CES' international audience will help us position Mashed Pixel as a key emerging player in the industry."

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 highly trafficked 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. Plus lifestyle TechZones: Digital Health, HigherEd Tech, Kids@Play, Mommy Tech and Silvers Summit.

"The CES is an absolutely critical component of GoldenEar Technology's company launch plan," said Sandy Gross, president, GoldenEar Technology, Stevenson, Maryland. "GoldenEar Technology will be at CES showing our inaugural product offering of high performance loudspeakers including the SuperCinema 3 System, winner of the CES Best of Innovations Award in the Home Theater Loudspeakers category."

Entertainment Matters is a new International CES program for entertainment professionals attending CES, including 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.

"The CE industry is quickly adopting the 'frustration-free packaging' mindset. There is a better way to package and protect your products without compromising security, branding, safety or environmental impact," said Jeff Kellogg, vice president, consumer electronics and security products, MWV, based in Richmond, Virginia. "MWV will feature its Natralock secure and sustainable packaging solutions at the 2011 CES. This premier show is a great platform for MWV to reinforce that packaging needs be included as part of the product development process and not an afterthought."

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