

Record Number of Automotive Exhibitors to Showcase Technology at the 2012 International CES

The Consumer Electronics Association (CEA) announced today its record number of automotive exhibitors at the upcoming 2012 International CES. At least six of the industry's top ten manufacturers will showcase their latest technologies among CES' enhanced lineup of automotive technology exhibits, TechZones and conference sessions. The 2012 International CES will run January 10-13, 2012 in Las Vegas, Nevada.

Many of the most innovative automotive technologies make their debut at the International CES, and the 2012 show will continue this tradition. More than six of the top ten manufacturers and other automotive tech companies at the 2012 CES will span more than 95,000 net square feet of exhibit space, up 10 percent over last year's in-vehicle tech presence. This year, vehicle OEMs account for nearly two-thirds of \$9.3 billion in wholesale industry shipments for in-vehicle technology. Audi, Chrysler, Ford, GM/Onstar, Kia, and Mercedes all will showcase their latest technologies on the CES show floor.

"CES is now the place to experience innovation in the auto industry, including the latest automotive electronics, including both vehicle OEMs and the aftermarket," said Gary Shapiro, president and CEO, CEA. "Car manufacturers are exhibiting at the 2012 CES to unveil their latest models, and aftermarket innovations at the 2012 CES will include tablet integration, Internet radio solutions, in-vehicle apps and driver safety technology."

Highlighting automotive technology at CES, Alan Mulally, president and CEO, Ford Motor Company, is the first announced participant on the year's Innovation Power Panel, a CES keynote taking place Wednesday, Jan 11 at 9 a.m. in the Las Vegas Hilton. Panelists will discuss how a spirit of innovation and entrepreneurship has made them global leaders in their industries. This keynote panel debuted in 2011 and featured the CEOs of Cisco, GE and Xerox. Ford will be the first automotive company on this panel.

Dieter Zetsche, chairman of the board of management of Daimler AG and head of Mercedes-Benz Cars, will deliver a keynote address at the 2012 International CES at 11 a.m. Tuesday, January 10, at the Las Vegas Hilton Theater.

In 2012, CEA industry forecasts predict sales of factory-installed vehicle technologies will increase by 16 percent, to nearly \$7 billion. Connected systems like OnStar and Ford SYNC offer infotainment, communication, safety and driver assistance solutions and services. CEA consumer research shows approximately 15 percent of U.S. households now own a vehicle with a connected communication/entertainment system. CEA expects this figure to rise quickly in the

coming years as car companies make these solutions available across more models.

CES attendees also will see innovative new electric vehicles and charging solutions on the show floor. The GoElectricDrive TechZone, sponsored by the Electric Drive Transportation Association in the North Hall of the Las Vegas Convention and World Trade Center (LVCC), will showcase electric drive technologies, products and services. Electric vehicles and their associated charge stations – for homes, condominiums, public facilities – and a range of electric mobility products and services will be on display. The Safe Driver TechZone will focus on technologies that assist in auto collision avoidance, lane drift assistance, parking, speed monitoring, hands-free, text-to-voice, driver drowsiness detection and more.

The Location Based Services TechZone will serve as the premier location for providers of custom technologies, services and advertising sent to portable and in-car navigation devices based on current location.

The 2012 CES will also offer the Connect2Car: Connecting Automotive and Consumer Electronics Lifestyles SuperSession focused on integration of new systems and apps into the car, and the In-Vehicle Technology Conference Track, featuring the following conference sessions focused on smart technologies that minimize driver error, enhance the driving experience and boost road safety:

- **Cars Online:** Integrating smartphone and wireless-assist platforms into automobile electronics is transforming the connected car. Drivers and passengers have vastly more entertainment and communications options - from hands-free texting to Pandora and more. Panelists will review innovations and options in car technology and their impact on driver safety.
- **Smart Cars Talking to Each Other** – New Applications Using Vehicle-to-X Technology: Cars soon will be able to talk to neighboring vehicles, traffic lights, even to pedestrians using short-range Vehicle-to-X (V2X) technology, aka "Wi-Fi on wheels." V2X may open new safety and consumer applications for both mobile devices and cars. Find out what opportunities are ahead for peer-to-peer apps in automotive.

For more news on the 2012 International CES before, during and after the show, including information on CES exhibitors, conference sessions and TechZones, visit www.CESweb.org [1]

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