Northeast Technology Companies Expand Presence at the 2012 International CES

Arlington, Virginia - November 29, 2011 - More than 330 technology companies based in the Northeast region of the United States (Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island and Vermont) will showcase their latest consumer electronics products at the 2012 International CES. Owned and produced by the Consumer Electronics Association (CEA), the 2012 International CES, the world's largest consumer technology tradeshow - which will feature more than 2,700 exhibitors across 1.7 million net square feet of exhibit space - is scheduled for Tuesday, January 10-Friday, January 13 in Las Vegas, Nevada.

"The 2012 International CES offers us business opportunities to establish new partnerships that are key to our business, as we showcase for the first time our iBrag products," said MJ Mitchell, president and owner of Brick, New Jersey based Braggables. "The iBrag Wet Croco iPad Case, compatible with iPad 1 & 2, holds a 4x6 photo and converts to a stand while maintaining full functionality. This is one of several key items to be launched at CES."

CES will feature more than 25 market-specific TechZones, including four new destinations: Eureka Park, with innovative start-up companies and entrepreneurs looking to gain a footing in the industry; G.hn, featuring demonstrations of a suite of technologies by the International Telecommunications Union specification's (ITU-T) member companies; MEMs, showcasing companies that are driving the adoption of wireless technology in mobile phones, game consoles, tablet PCs and other hot consumer electronic devices; and PMA@CES [1], which will feature the most-concentrated exhibits of digital imaging/photography products and services.

"dbx-tv cannot wait to hit the CES tradeshow floor again this year. We are excited to debut dbx-tv's latest audio technology and to network with thousands of other audio and consumer electronics innovators at such an important event," said Les Tyler, president of licenser THAT Corporation in Milford, Massachusetts. "dbx-tv, with 20 plus years of audio experience, combined with a portfolio of best-in-class audio technologies, will once again transform the quality and range of audio performance available in modern TVs."

The 2012 CES is bringing back CES' fastest growing TechZone, the iLounge Pavilion, with more than 300 iLounge exhibitors spanning two locations in both the North and South Halls of the LVCC. The highly trafficked CEPro@CES [2], Gaming Showcase, Go Electric Drive, Location Based Services, Safe Driver, Sustainable Planet and Wireless Mobility Brought to you by Qualcomm TechZones highlight the latest in cutting edge technology. Plus lifestyle TechZones will be featured: Digital Health, HigherEdTECH, Kids@Play [3], Mommy Tech, Silvers Summit and Sports and Fitness.

“Personal Communications Devices (PCD) is thrilled to be at CES and we look forward to seeing the latest devices brought to market by our fellow exhibitors,” said Joe Cufari, chief marketing officer of PCD, based in Hauppauge, New York. “This year, we will showcase several recently launched smartphones—including the Pantech Breakout and CASIO G’zOne Commando—and various other 4G phones, Android-powered devices and fixed wireless terminals that make up our product portfolio.”

Entertainment Matters, sponsored by Variety and Ericsson, is a back for its second year with exhibits, conference programs and special events for professionals in the entertainment community. In addition, the CES Conference Program will feature more than 250 conference sessions with 500 high-level speakers.

“The International CES is the largest and most important tradeshow in the consumer electronics industry, and provides a major opportunity for international exposure for breakout products like Wi3’s 2012 CES Innovations Award Honoree, WiFi WiPNET networking solution,” said Bill Thompson, CEO of Rochester, New York based Wi3. “The show is an incomparable platform for launching new and exciting products, and connecting with the most important decision makers in the industry.”

For a complete listing of CES exhibitors, please visit the 2012 CES Exhibitor Directory at www.CESweb.org [4].

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