

## **2012 International CES SuperSession Features Best Buy's Brian Dunn**

The Consumer Electronics Association (CEA) announced a dynamic SuperSession lineup as part of the 2012 International CES conference program, which will feature technology and government leaders, including Best Buy CEO Brian Dunn and Federal Communications Commission (FCC) Chairman Julius Genachowski. Owned and produced by CEA, the 2012 International CES, the worlds largest consumer technology tradeshow, is scheduled January 10-13 in Las Vegas, Nevada.

"I am thrilled to discuss opportunities and challenges in CE retail with Brian Dunn, and to hear about crucial innovation issues in technology policy from FCC Chairman Julius Genachowski," said Gary Shapiro, president and CEO, CEA. "CES SuperSessions feature top-level experts, including Googles Eric Schmidt, sharing thought-provoking information about the state of the industry, and we look forward to welcoming such a wonderful lineup of panelists to this years program."

Best Buy CEO Brian Dunn will join Shapiro for a one-on-one discussion about the current state of retail at 3 p.m., Wednesday, January 11, in the Las Vegas Convention and World Trade Center (LVCC), North Hall, N255-257. The two will discuss what retailers are doing to stay on top in this unpredictable climate and what products and services are giving Best Buy a competitive edge, as well as examine results from the 2011 holiday sales season, discuss Internet sales tax, leadership, International expansion and more.

FCC Chairman Julius Genachowski will join Shapiro for a candid conversation about the Chairmans vision for and tenure at the FCC at 1:30 p.m., Wednesday, January 11, in LVCC, North Hall, N255-257. Discussion topics will include developments in broadband, spectrum reform, competition policy and other critical issues impacting our industry.

Other 2012 CES SuperSession panels include "CNET Presents the Next Big Thing in CE," featuring Google Executive Chairman Eric Schmidt, which will reveal the trends and emerging categories to expect in 2012, and "Argue the Future," exploring the most controversial industry advancements from 2011 and the most brilliant product announcements at CES with The Verge editors and other industry experts. Other must-attend SuperSessions, including those focused on connected cars, IPTV and 3D content, can be found here.

Shapiro will also moderate the CES Innovation Power Panel, a lively discussion about the spirit of innovation and entrepreneurship featuring top executives from Ford, Verizon and Xerox. This keynote is scheduled for 9 a.m. Wednesday, January 11 in the Las Vegas Hilton Theater.

The 2012 CES will feature more than 2,700 global technology companies unveiling

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the latest consumer technology products and services across 15 major product categories including the latest in audio, automotive electronics, connected home technologies, digital imaging/photography, electronic gaming, entertainment/content and more.

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