

## **2013 International CES shines spotlight on start-ups**

The Consumer Electronics Association (CEA) today announced a new program with the Startup America Partnership, a national network of communities dedicated to advancing the success of American start-ups, for the 2013 International CES. The partnership will bring specific programming for entrepreneurs and start-ups at the 2013 International CES, world's largest innovation event. Owned and produced by CEA, the 2013 CES is scheduled for January 8-11, 2013 in Las Vegas, Nevada.

"Innovation defines the International CES and we are thrilled to partner with Startup America to bring programming that highlights the young start-ups and entrepreneurs who will shape the future of technology," said Gary Shapiro, president and CEO, CEA. "We look forward to the exciting sessions on the Startup America Stage at the 2013 CES shining a light on the companies and innovations of tomorrow."

The Startup America Stage will bring programming throughout the 2013 CES and will be featured within Eureka Park, an area of more than 140 start-ups, emerging companies and entrepreneurs. Returning for its second year, Eureka Park has increased by 40 percent over the 2012 CES and will feature the next generation of technology.

"Eureka Park will be home to some of the most cutting-edge startups from across the country this year at the 2013 CES," said Scott Case, CEO of the Startup America Partnership. "We're incredibly excited to bring together startups, investors, large companies and media to highlight the amazing innovations taking place at this world-class event."

The 2013 CES will feature 3,000 global technology companies unveiling 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. For more information on the 2013 International CES, visit [CESweb.org](http://CESweb.org). [1]

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