

FOR RELEASE

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2010 INTERNATIONAL CES LAUNCHES NEXT DECADE OF INNOVATION

Record Number of New CE Products Generates Opportunity for Global Economy

Las Vegas, Nevada, January 10, 2010 – More than 2,500 technology companies introduced more than 20,000 new products this week at the 2010 International CES[®], kicking off the next decade of technology innovation. With a record 330 new exhibitors, major technology trends unveiled on the 2010 CES show floor included 3D TV, mobile DTV, connected TV, green technologies, tablets and apps. Owned and produced by the Consumer Electronics Association (CEA)[®], the 2010 International CES, the world's largest tradeshow for consumer technology, concluded today in Las Vegas.

“The innovations unveiled this week at the 2010 International CES brought new optimism and opportunity to our industry and the global economy,” said Gary Shapiro, president and CEO, CEA. “This show exceeded expectations with its innovation, optimism and excitement. What a great way to kick off the new decade.”

Cutting-edge technology trends wowed crowds throughout the 2010 International CES show floor including advancements in 3D technology, mobile DTV, tablets, netbooks, eReaders, apps, connected TVs, embedded internet technologies and green technology. Major innovations creating a buzz from CES included the Android OS, Lenovo's IdeaPad U1 Hybrid, Microsoft's Project Natal and Sprint's 4G network.

“The 2010 CES featured a record number of new exhibit areas on the show floor highlighting cutting-edge technology trends that will redefine our industry,” said Karen Chupka, senior vice president, events and conferences, CEA. “The iLounge Pavilion included 100 companies and featured the latest apps and accessories for iPod, iPhone and Mac products – the largest display of its kind in CES history – and areas such as Living in Digital Times unveiled the next generation of innovation for consumers of all demographics.”

In addition to the innovative gadgets, the 2010 International CES featured dynamic keynote addresses from industry leaders including Microsoft's Steve Ballmer, Ford's Alan Mulally, Intel's Paul Otellini, Nokia's Olli-Pekka Kallasvuo, Qualcomm's Dr. Paul Jacobs and Hisense's Zhou Houjian.

More than 250 conference sessions took place over the four days of the 2010 CES spanning industry topics ranging from distracted driving to social media. The new conference program focused on entertainment content, Up Next at CES, featured content industry executives and actors

Richard Dreyfus and Jason Bateman, who announced DumbDumb, a sponsor-driven advertising and production company.

At show close, preliminary registration figures indicate more than 120,000 industry professionals attended the 2010 International CES, up from the 2009 CES which hosted 113,085 verified attendees. International attendance also increased over the 2009 CES by more than 1,000 attendees. More than 5,000 reporters, analysts and bloggers attended the show, generating significant global media coverage of the 2010 CES. CEA conducts an independent audit of International CES attendance and the final verified figures will be released in the spring.

The 2010 CES welcomed government officials from the U.S. and around the world, including U.S. Chief Technology Officer Aneesh Chopra, Federal Communications Commission (FCC) Chairman Julius Genachowski and FCC Commissioners Meredith Atwell Baker, Mignon Clyburn and Robert McDowell. Some 100 other government officials attended CES.

The 2010 International CES was a celebrity-filled event with entertainment and sports figures on the CES show floor, including Taylor Swift, Lady Gaga, Dr. Dre, Drew Carey, P.Diddy, Tommy Lee, Joba Chamberlain, Prince Fielder, author James Patterson, Bette Midler and CBS Sportscaster James Brown.

An additional press release will be issued later this week highlighting the innovative technology products launched at the 2010 International CES. The 2011 International CES will be held in Las Vegas, January 6-9, 2011.

2010 International CES exhibitors said of this year's show:

"There is only one place to experience the breadth of innovation in the consumer technology market," said Jay Buchanan, Electronics Division Director, Nebraska Furniture Mart, Inc.

"This is where we chose to showcase two fundamental innovations," said Henry E. Juskiewicz, CEO, Gibson Guitar Corp. "At CES we get opinion leaders, press, bloggers and influencers. No other show or event allows us this exposure and ability to brand build."

About CEA:

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the \$165 billion U.S. consumer electronics industry. More than 2,000 companies enjoy the benefits of CEA membership, including legislative advocacy, market research, technical training and education, industry promotion, standards development and the fostering of business and strategic relationships. CEA also sponsors and manages the International CES – Where Entertainment, Technology and Business Converge. All profits from CES are reinvested into CEA's industry services. Find CEA online at www.CE.org.

UPCOMING EVENTS

- **Digital Music Forum East**
February 23-24, 2010, New York, NY
- **Greener Gadgets**
February 25, 2010, New York, NY
- **EHX Spring 2010**
March 24-27, 2010, Orlando, FL
- **CES on the Hill**
April 20-21, 2010, Washington, DC

- **Digital Patriots Dinner**
April 21, 2010, Washington, DC
- **LA Games Conference**
April 29, 2010, Los Angeles, CA
- **CEO Summit and Board Retreat**
June 16-19, 2010, Ojai, CA

- **CEA Line Shows**
June 22-23, 2010, New York, NY
- **2010 SINOCES**
July 8-11, 2010, Qingdao, China
- **2010 CEA Industry Forum**
October 17-20, 2010, San Francisco, CA

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