



Never before has there been such a thrilling time in the accessories market. Consumer electronics retailers and consumers alike are beginning to realize the true value of accessories: they can power, protect, personalize and enhance the overall use of CE products.

The Consumer Electronics Association (CEA) represents more than 2,100 corporate members involved in the design, development, manufacturing, distribution and integration of audio, video, mobile electronics, wireless and landline communications, information technology, home networking, multimedia and accessory products, as well as related services that are sold through consumer channels. Combined, CEA's members account for more than \$125 billion in annual sales.

CEA's Accessories Division encourages accessory product sales, consumer education and the development of industry standards to promote continual growth, innovation and compatibility for CE accessories. Together, we can work to achieve this objective. By conducting consumer research, we can determine how, why and where consumers choose to purchase accessories as well as how these purchases affect product returns and end-user satisfaction. This information drives the development of consumer education programs such as AntennaWeb, CEA Connections Guide and MyCEknowhow.com. These sites empower CEA's Accessories Division to offer guidance and education to retailers on the bottom-line impact of accessories sales.

CEA also sponsors and manages the International CES - Defining Tomorrow's Technology. All profits from CES are reinvested into industry services, including technical training and education, industry promotion, engineering standards development, market research and legislative advocacy.

For more information on CEA or the Accessories Division programs and initiatives, please visit www.CE.org.

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