

2010 CES Announces New Conference Partners and Tracks



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Technology, Home Entertainment and Lifestyle Technologies, Issues and Attitudes, In-Vehicle Technology, Just the Facts: Research, Reports and Revelation, Technology and The Environment, Wireless Communications, Wireless Retail and brand new UP NEXT at CES: Creativity, Content and Cash.

New partner programs in the 2010 CES Conference line-up include:

[Digital Health Summit](#)

Showcases solutions that will enhance traditional consumer healthcare by changing how we manage health and wellness and monitor care giving. Over 600 million people worldwide manage a chronic disease. The number of persons age 60 and older is expected to double by 2025. More than 44 million Americans care for an ailing family member. Those numbers point to new, vast market opportunities for home-based, wireless and telehealth devices that can greatly improve care, outcomes and quality of life.

[Entertainment Technology@CES](#)

3D for the home, over-the-top services and mobile distribution of content are some of the most pressing issues and opportunities facing the entertainment industry. The Entertainment Technology Center brings together the major Hollywood studios, consumer electronics and technology/services companies to collaborate on solutions for next-generation content delivery. Senior executives from the content and CE industries will discuss the future of entertainment creation, distribution and consumption.

[HigherEd TECH](#)

The ivory tower of academia is being wired with high-tech devices, virtual learning and social media. An estimated 4.5 million students took online courses in fall 2008, and that number is growing fast. From e-recruitment, e-classes and e-books to open-source curricula and global universities, technology is changing what it means to go to college. HigherEd TECH brings you the people who are leading this change, the most promising innovations and the latest thinking in 21st century education.

[MPEGIF Master Class: TV X.0 - Present and Future](#)

The MPEGIF Master Classes formerly held at NAB and IBC are now at the 2010 CES. This event features senior executives and experts with a wealth of knowledge about digital media and television. Speakers will provide unique insights into progress with the latest technology, new business models and regulatory issues facing next generation digital video entertainment.

[Mommy Tech](#)

Moms have become ardent consumers of technology as they preserve and share family memories, run homes and businesses, juggle appointments, multitask and shop online. Moms will spend \$90+ billion on smartphones, netbooks, digital cameras, in-car technology, home monitoring and other gadgets and services that make life enjoyable, safe and organized. Meet top mommy bloggers and the companies that design products especially for moms and their families.

[Tech Policy Summit](#)

This nonpartisan executive conference brings together prominent leaders from the public and private sectors to examine critical policy issues impacting technology innovation and economic growth. For the first time Tech Policy Summit is teaming up with the Consumer Electronics Association to host a series of in-depth sessions at CES featuring key policymakers and technologists.

ARLINGTON, Va. - (Business Wire)

The Consumer Electronics Association (CEA)[®] today announced its new lineup of 250 conference sessions and 800 industry experts at the 2010 International CES. Registration for all conference sessions is now open. Owned and produced by CEA, the 2010 International CES[®], the world's largest tradeshow for consumer technology, returns to Las Vegas, January 7-10, 2010.

The CES conference program unites the industry's most respected experts with conference sessions that address the latest trends, strategies and profit opportunities in consumer technology. The 2010 program will have nine Knowledge Tracks, including; Emerging

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UP NEXT at CES

For all CES attendees focused on the content and entertainment opportunities, UP NEXT at CES is a series of sessions that cuts through the new media hype and presents real-world strategies for monetizing all forms of media content across the most promising platforms. From smartphones to broadband-enabled HDTVs, consumer electronics are a vital part of the value chain. UP NEXT is where the best creative, business and technical talent shares and compares the smartest ways to produce, promote and profit from media content.

A host of partner programs will also be offered, including; CES Game Power Conference, CES Mobile Entertainment, CES Reinventing Advertising Conference, CES Government 2010, CONNECTIONS™ Summit, Consumer Electronics Supply Chain Academy 2010, Digital Hollywood, IEEE: International Conference on Consumer Electronics (ICCE), Kids@Play, P2P MEDIA SUMMIT at CES, Silvers Summit, Storage Solutions: Flash Memory in Consumer Products, Storage Visions™ 2010, Technology and Emerging Countries, The Cable Conference at CES, THX Education Program: Home Theater and THX—Home Theater 1.

The full 2010 CES conference program, including the keynote lineup at the Hilton Theatre and Hilton Center and information on all conference tracks, can be found at www.CESweb.org/sessions.

The 2010 International CES will feature more than 2,500 exhibitors introducing the latest consumer technology products throughout 30 product categories. For more information and to register to attend the 2010 International CES visit www.CESweb.org, the interactive source for CES information.

About CEA:

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the \$172 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 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

- **2009 CEA Industry Forum**
October 18-21, 2009, Phoenix, AZ
- **2009 i-stage**
October 19, 2009, Phoenix, AZ
- **Digital Hollywood Fall**
October 19-22, 2009, Los Angeles, CA
- **CES New York Press Preview featuring CES Unveiled @ NY**
November 10, 2009, New York, NY
- **Future of Television East**
November 18-19, 2009, New York, NY
- **2010 International CES**
January 7-10, 2010, Las Vegas, NV

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