



search...

Subscribe to ECN

Click here to subscribe to the print edition of Exhibit City News

CES expands entertainment and technology focus with new conference programs

News

WRITTEN BY EXHIBIT CITY NEWS

WEDNESDAY, DECEMBER 09 2009 14:40



The 2010 International CES announced this week an expanded lineup of entertainment technology attractions to address growing demand from Hollywood and the content community for exhibits, conference sessions and show highlights featuring collaboration between the content and technology industries. Owned and produced by the Consumer Electronics Association (CEA), the 2010 International CES, the world's largest tradeshow for consumer technology, will be held Jan. 7-10 in Las Vegas.

The 2010 International CES will feature more than 2,500 exhibitors and an expected 110,000 attendees from 140 countries. As the launch pad of new technology, the 2010 CES will showcase some 20,000 new products across 30 different technology categories. Also known for its diverse and compelling conference programs, the 2010 CES will offer more than 250 conferences with 800 industry experts as speakers.

NBC Universal returns to the CES show floor with a multi-platform content exhibit and will be the official broadcast partner of the 2010 International CES. In addition, CNET/CBS Interactive will exhibit and serve as the official online media partner of the 2010 CES. Sony will join content-focused companies exhibiting at the 2010 International CES, including Dolby, Dreamer, DTS, EchoStar, Roxio, Technicolor and THX.

"The 2010 International CES has a starring role as the must-attend event to experience the latest content distribution platforms and learn strategies for monetizing digital content," said Karen Chupka, senior vice president of events and conferences of CEA. "CES showcases companies and products at the intersection of content and technology and also offers strategic insights via the great content-focused conference programs at the 2010 CES. It's the place to be in January for anyone related to the content industry."

Thousands of executives from all aspects of the broadcast and entertainment industries attend the International CES to meet with manufacturers and experience the latest trends in digital entertainment technology.

New at the 2010 International CES are two conference programs developed in conjunction with Hollywood insiders.

"Entertainment Technology @ CES" was developed by entertainment professionals at the Entertainment Technology Center at USC. This free program features panel discussions with senior entertainment and consumer electronics executives to address the critical trends and issues facing these converging industries. Sessions focus on 3D, over-the-top services (delivery of content directly to devices) and trends in mobile entertainment. Panelists are top executives from manufacturers and Hollywood studios, including Disney, Dreamworks, EA, ESPN and Warner Brothers. "Entertainment Technology @ CES" will be held on Jan. 7-8 in the North Hall N260 of the Las Vegas Convention Center (LVCC).

"Up Next at CES: Creativity, Content and Cash" is a 2010 CES program focused on addressing the major challenge of how to monetize new media. It provides real-world strategies across the most promising platforms.

In addition, "Up Next at CES" is bringing major players from the content industry together to showcase the most profitable new technologies and business models. Panelists include top executives from CBS, Hulu, the New York Times, Nielsen, Sony Pictures Technologies, Tivo and YouTube, as well as industry executives Ben Silverman and Stephen Chao and actors Ileana Douglas, Ken Howard and Bradley Whitford. The program will be held on Jan. 7-8 in the LVCC's North Hall N250.

Other 2010 CES content-industry focused sessions include Digital Hollywood, the CES Mobile Entertainment and the Social Media Jungle.

Content-focused areas of the 2010 CES tradeshow floor include the Experience 3D TechZone, which features next-generation innovators who are making 3-D a reality in the home. Exhibitors in this LVCC Central Hall



State of the Industry: belief and hope for recovery

Economic Climate Check - Employee Reductions

Category	Q4 2009	Q3 2009	Q2 2009	Q1 2009
Net Positive	45	35	25	15
Planned Reductions	15	25	35	45
Net Negative	30	40	50	60

Source: Exhibit City News. The following indicates a net positive sentiment in the first of a two-part article appearing in the exhibit industry's magazine from 2009 to 2010. The net positive sentiment in the second part of the article in the January 2010 issue of the Exhibit City News.

Recent news reports and economic analysis suggest that the recession is behind us. International trade industry leaders and executives are optimistic about the future. The industry may lag behind the rest of the economy.

Supporting this optimism, the Center for Exhibition Research (CER) released a report on November 11, 2009, showing a 10% increase in the number of exhibitors at the 2010 International CES. The report also shows a 10% increase in the number of attendees at the 2010 International CES. The report also shows a 10% increase in the number of exhibitors at the 2010 International CES.

Source: Exhibit City News. The following indicates a net positive sentiment in the first of a two-part article appearing in the exhibit industry's magazine from 2009 to 2010. The net positive sentiment in the second part of the article in the January 2010 issue of the Exhibit City News.

It's all fun and games during the IAAPA Attractions Expo

REGISTRATION

TABLE OF CONTENTS

National	A1 - A2, A5
International	A3, B1, B5
Regional	B3, B4, B5, B10
Corporate	A5, A6, A7, A8
People on the Move	B6 - B7
Association News	A4, A8, A12 - A15
Trade Show Calendar	A12 - A13
Advertiser Information Center	A11
Industry Service Guide	B14

TechZone, sponsored by the 3D@Home Consortium, include Mitsubishi, Technicolor, Hyundai, Fujifilm and Sensio.

The Open Video Mobile Coalition, made up of 800 broadcast stations, is sponsoring the Mobile DTV TechZone, also in the LVCC Central Hall. This exhibit area will focus on the latest consumer devices that enable viewers to watch their favorite live local and national television programs wherever they are – on portable digital televisions, mobile phones, personal media players, portable computers, in-car screens and other devices. Leading manufacturers, including LG Electronics, Samsung, Harris Corporation and Dell will demonstrate devices and transmission equipment, bringing the excitement of mobile digital television to American consumers in 2010.

GET
Redefining Modular for a Changing World

EXPOdeck
 Multi-Story Structural System

Ambidex Walls
 Transformative Wall System

LUCID
 Changable Walls and Ceilings

100% RECYCLED ALUMINUM

SEARLE EXHIBIT TECHNOLOGIES
 866.913.0999

www.getsetonline.com

Tradeshow Lifestyles
 June 2009

Las Vegas
Tradeshow Lifestyles

Your source for Dining, Entertainment, Attractions, Lodging and more.
www.tradeshowlifestyles.com

Advertise with us.
 Coming to Las Vegas?
 Contact Aunt Sharron

Advertise on Exhibit City News
 Call (702) 309-8023

rent style

afr
 888.AFR.RENT • afrvents.com

Skip shipping, I&D, Storage and travel expenses

[HOME](#)

[CONTACT US](#)

[TESTIMONIALS](#)

[CLASSIFIEDS](#)

[RSS FEED](#)

[SUBSCRIBE!](#)

[SITE MAP](#)
