

2007 International



DEFINING TOMORROW'S TECHNOLOGY

Preliminary Attendee Highlight Document

**2007 International CES
January 8-11, 2007
Las Vegas, Nevada**



www.CESweb.org

Overall Attendance

2007 INTERNATIONAL CES ATTENDANCE

Exhibits Only Attendance	82,745
Exhibitors	49,894
Press	4,914
Paid Conference Attendees	3,377
Speakers	363
Financial/ Market Analysts	1,934
Industry Market Analysts	540
GRAND TOTAL	143,767

SOURCE: 2007 International CES® Attendee Reports

CES ATTRACTS INDUSTRY LEADERS*

	2007 International CES Total	% of Total 2007 Attendance "Attendance*" = Exhibits Only + Conference Attendees (86,122)
President/CEO/Owner	14,001	16%
CFO	1,055	1%
COO	1,283	2%
CIO/CTO	1,592	2%
CMO	339	N/A
CXO	189	N/A
Vice President	6,080	7%
Director	6,673	8%
General Manager	3,866	5%
Total: Senior Level Executives	35,078	41%

* Attendee numbers do not include press, financial/market analysts, exhibitors or speakers.

SOURCE: 2007 International CES® Attendee Reports

This document precedes the verified 2007 International CES® Attendee Audit Summary.



International Attendance

CES ATTRACTS INTERNATIONAL ATTENDEES

	2007 International CES Total	% of Total 2007 Attendance "Attendance*" = Exhibits Only + Conference Attendees (86,122)	% of Increase Over 2006 Show (27%)
International Exhibits Only Attendees	15,711		3%
International Conference Attendees	838		
International Exhibitors	7,658		
International Press	1,225		
International Financial/Market Analysts	307		
International Speakers	13		
Total International Attendance	25,752	30%	

* Attendee numbers do not include press, financial analysts or exhibitors or speakers.

SOURCE: 2007 International CES® Attendee Reports

INTERNATIONAL DELEGATIONS

International visitors came from more than 140 countries to the 2007 International CES. Below is a list of formal delegations. There were a total of 48 delegations with six attending the International CES for the first time.

Market	Number of Delegations	Market	Number of Delegations
Australia*	1	Israel	1
Brazil	3	Italy	1
Canada*	1	Japan	4
China	13	Korea	5
Costa Rica	1	Mexico	1
Denmark*	1	Morocco*	1
Dominican Republic	1	Peru*	1
Dubai*	1	Taiwan	2
France	5	United Kingdom	3
Germany*	2		

* New country sending a delegation to the International CES for the first time.

SOURCE: 2007 International CES® Registration Reports

This document precedes the verified 2007 International CES® Attendee Audit Summary.

Top 20 Attendee Product Interest* Areas

Product Interest Category	Number of Attendees	2007 Rank
Accessories	17,505	4
Audio	19,888	3
Audio, High-Performance	12,398	13
Broadband	11,823	15
Computer Hardware and Software	20,125	1
Digital Imaging/Video Editing	13,120	11
Electronic Gaming	12,420	12
Home Data Networking	10,447	19
Home Theater	16,824	5
Integrated Home Systems	10,485	18
Internet Protocol TV (IPTV)	10,427	20
Mobile Office	11,416	16
Mobile/Vehicle Electronics	13,564	10
Online/Internet	11,194	17
Other Consumer Electronics	15,886	7
Personal Electronics	16,699	6
Video	14,596	9
Voice Over IP (VoIP) Hardware and Software	11,981	14
WiFi	15,067	8
Wireless Communications	19,899	2

* 2007 International CES registrants were asked to indicate the product areas they represent/are interested in and may have marked more than one product interest area, per respondent.

SOURCE: 2007 International CES® Registration Reports

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Attendees, By Company's Primary Role

Description	# of 2007 International CES Attendees
Advertising Sales, Production, Circulation	1,472
Business Development/Strategic Relations	575
Carrier/Provider	3,300
Consulting, Business Services	6,250
Content Development	847
Corporate (Non-retail), Institutional	4,704
Distribution/Packaging (Buyer)/Distribution (Non-buyer)	3,167
Engineering	5,923
Entertainment*	6,700
Financial Services	1,266
Government (Buyer, Non-buyer)	1,341
Installation	2,268
Manufacturing/Manufacturer's Rep. (Non-exhibiting)	14,471
Market Research	195
Other	4,397
Retail Buyer**	20,362
Service Professional (Non-retail)	1,686
Software Development/publishing	2,745
Trade Association	630
VAR/Dealer	1,670
Venture Capitalist	1,171

* Entertainment represents the following channels: Animation, Broadcast/Cable, Film/Television, Gaming, Internet and Music.

**Retail Buyers represent the following channels: Department Store, Electronics Superstore/Mass Merchandise Warehouse, Local Specialty/Regional Specialty, Other Retail, Premium Catalog, and Online/e-commerce.

SOURCE: 2007 International CES® Registration Reports

Attendees, By Company's Retail Channel

Description	# of 2007 International CES Attendees
Department Store	1,744
Electronics Superstore/Mass Merchandise Warehouse	4,705
Local Speciality/Regional Specialty	7,146
Other Retail	3,258
Premium Catalog	602
Retailer: Online/E-commerce	2,450
Total Identified by Retail Channels	19,905

SOURCE: 2007 International CES® Registration Reports

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Overall Buying Power at the International CES

The International CES represents an estimated 96 percent (\$140 billion) of the industry's \$146 billion buying power.

SOURCE: CEA Market Research

Product Category	Buying Power at 2007 CES, in Billions (U.S. \$)
Overall CES Buying Power for 2006	\$140
Audio	\$8
Home Information Technologies	\$50
Mobile	\$25
Video	\$26
Other	\$32

SOURCE: CEA Market Research

Fortune 500 COMPANIES AT THE 2007 INTERNATIONAL CES

Fortune 100 companies that sent representatives to CES:	74 (74%)
Average number of Fortune 500 representatives, per company:	44
Fortune 500 companies that sent representatives to CES:	265 (53%)
Average number of Fortune 500 representatives, per company:	20

SOURCE: 2007 International CES Registration Reports; www.fortune.com/fortune/fortune_500

BUYING INFLUENCE AT THE INTERNATIONAL CES

	2007 International CES Total	% of 2007 Attendance "Attendance*" = Exhibits Only + Conference Attendees (86,122)
Final Decision Maker	29,923	35%
Significant Influence	28,588	33%
Research New Products	7,405	9%

* Attendee numbers do not include press, financial analysts or exhibitors or speakers.

SOURCE: 2007 International CES Attendee Reports

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Top Consumer Electronics Retailers

Ninety-seven percent of the top consumer electronics retailers sent representatives to the 2007 International CES.

Top 100 Consumer Electronics Retailers

Store Name	Rank 2005	# of Reps Sent to 2007 International CES	Estimated CE Sales in \$ millions 2005	Store Name	Rank 2005	# of Reps Sent to 2006 International CES	Estimated CE Sales in \$ millions 2005
Best Buy	1	491	23,688	Toys 'R' Us	50	11	196
Wal-Mart	2	109	13,678	Nebraska Furniture Mart	51	12	183
Circuit City	3	126	11,400	Meijer	52	0	176
Dell	4	44	7,930	Big Lots	53	5	174
RadioShack	5	59	4,507	eCost.com	54	9	173
Target	6	73	4,452	6th Avenue Electronics	55	7	169
CompUSA	7	67	4,064	Fred Meyer Stores	56	9	168
Costco Wholesale	8	75	3,134	R. C. Willey Home Furnishings	57	27	162
Sears	9	28	3,073	PC Connection	58	7	153
Sam's Club	10	30	2,336	Valuevision/ShopNBC	59	3	150
GameStop	11	1	2,284	Car Toys	60	13	147
Apple Retail Stores	12	16	2,145	La Curacao	61	24	133
Office Depot	13	21	1,921	Magnolia Audio Video	62	13	132
Fry's Electronics	14	41	1,760	Video Only	63	2	130
Staples	15	49	1,690	uBid.com	64	4	130
Newegg.com	16	20	1,210	Cambridge SoundWorks	65	10	128
Army-Air Force Exchange	17	6	1,100	PC Club	66	12	108
Amazon.com	18	59	1,060	DOD Marketing	67	13	106
OfficeMax	19	28	851	The Home Depot	68	6	102
Tweeter Home Entertainment Group	20	47	798	Harmony Computer and Electronics	69	2	88
TigerDirect	21	16	734	Abt Electronics	70	12	85
Sony Retail Stores	22	177	674	DataVision	71	3	80
P.C. Richard & Son	23	5	580	Comp-U-Plus	72	1	77
hgregg Appliances	24	4	561	Sharper Image	73	2	75
Kmart	25	4	552	Bosco's	74	4	75
BrandsMart USA	26	13	546	Marine Corps Exchange	75	5	74
Ultimate Electronics	27	59	538	Audio Express	76	2	74
Gateway Computer	28	27	508	Huppins Hi-Fi/OneCall	77	5	73
BJ's Wholesale Club	29	7	395	Electronics Expo	78	7	73
Micro Center	30	14	379	Walgreens	79	16	73
Ritz Camera Retail Stores	31	9	372	Abe's of Maine	80	8	71
ABC Warehouse	32	9	362	Fingerhut	81	1	69
Bose	33	170	354	ZipZoomFly.com	82	2	66
J&R Music World	34	7	335	Ritz Interactive	83	2	64
Rex	35	59	320	ShopKo Stores	84	4	57
QVC	36	17	301	Bernie's	85	4	56
Conn's	37	3	287	Federated/May Department Stores	86	7	54
PC Mall	38	10	281	J.C. Penney	87	15	45
Buy.com	39	4	275	Vann's	88	6	44
Overstock.com	40	12	266	CyberPower	89	8	43
Home Shopping Network	41	4	260	Harvey Electronics	90	4	41
Navy Exchange	42	3	259	Home Theater Store	91	2	40
B&H Photo-Video	43	7	256	Mickey Shorr	92	0	39
Alienware	44	7	249	Myer-Emco AudioVideo	93	4	38
American TV & Appliances	45	5	242	Kohl's	94	5	37
Beach Trading Co.	46	2	224	Ken Crane's	95	12	36
Game Crazy	47	2	222	Stereo Advantage	96	3	35
CDW	48	3	214	Shop at Home Network	97	0	34
Crutchfield	49	10	211	Queen City Audio Video & Appliances	98	1	33
				Anderson's TV	99	6	33
				West Marine	100	5	19

SOURCE: TWICE, May 8, 2006; 2007 International CES Registration Reports.

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Universities Represented at the 2007 International CES

The International CES attracted a range of university and educational representatives from more than 500 schools and universities. They attend CES to:

- Identify new ways to streamline institutional operations and technologies.
- Research technologies for equipment upgrades.
- Evaluate how to enhance learning environments with new technologies.
- Gauge curriculum development and the technologies used in teachings and case studies.

A sample of colleges and universities represented include:

Akademie der Bildenden Künste, Vienna	Jackson State University	University of Bristol, England
Arizona State University	Johns Hopkins University	University of British Columbia, Canada
Art Center College of Design	Kansas State University	University of California
Boise State University	Korea University	University of Catania, Italy
Braunschweig Technical University, Germany	Lehigh University	University of Colorado
Brigham Young University	Massachusetts Institute of Technology	University of Florida
Bucknell University	Michigan State University	University of Hawaii
California Institute of Technology	National ICT Australia	University of Illinois
Carnegie Mellon University	National Taiwan University	University of Maryland
Cornell University	National University of Ireland	University of Massachusetts
Dartmouth College	North Carolina State University	University of Michigan
DePaul University	Northeastern University	University of Minnesota
Drexel University	Ohio State University	University of Nebraska
Eastern Kentucky University	Oklahoma State University	University of Nevada, Las Vegas
Eindhoven University of Technology, The Netherlands	Oregon State University	University of New Mexico
Florida State University	Penn State University	University of Notre Dame
George Mason University	Pepperdine University	University of Nevada, Las Vegas
Georgia Institute of Technology	Princeton University	University of Oklahoma
Gettysburg College	Rochester Institute of Technology	University of Puerto Rico
Harvard University	Stanford University	University of Southern California
Howard University	Texas A&M University	University of Stirling, Scotland
Idaho State University	Texas State Technical College	University of Tennessee
Iowa State University	The Catholic University of America	University of Tokyo, Japan
Ithaca College	Tokyo Institute of Technology, Japan	University of Washington
	Universidad Carlos III de Madrid, Spain	University of Wisconsin
	Universidad de Guadalajara, Mexico	
	University of Arizona	

SOURCE: 2007 International CES Registration Reports

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Key Speakers at the 2007 International CES

The International CES attracts leading consumer electronics industry visionaries, who shared their insights about the industry's future. Key speakers at the 2007 International CES included:

Bill Gates

Chairman
Microsoft Corp.

Leslie Moonves

President and CEO
CBS Corp.

Ed Zander

Chairman of the Board and CEO
Motorola Inc.

Olli-Pekka Kallasvuo

President and CEO
Nokia Corp.

Robert Iger

President and CEO
The Walt Disney Co.

John Chambers

President and CEO
Cisco Systems

Michael Dell

Founder and Chairman
Dell Inc.

Kevin Martin

Chairman
Federal Communications Commission

Success at the Sands/Venetian

Successfully adding a new venue to expand a tradeshow's space is an impressive undertaking. Doing it two years in a row is extraordinary. In 2006, CES added the Sands Expo and Convention Center to its show floor, offering exhibitors more than 100,000 net square feet of additional exhibit space. In 2007, CES extended to The Venetian.

Overall, attendees found the Sands/Venetian to be easily accessible. Approximately 84,715 attendees, press and exhibitors took the Sands/Venetian Express from the Las Vegas Convention Center to the Sands/Venetian each day (a seven percent increase over 2006), to see the following:

- CES Unveiled: The Official Press Event of the International CES
- Keynote addresses and conference sessions
- Innovations Plus at the Sands, including Best of Innovations and live presentations from Innovations Design and Engineering Honorees
- Emerging technology exhibits
- High-performance audio & home theater exhibits
- Press conferences
- Exhibitor suites and meeting rooms
- International Gateway
- Live "Into Tomorrow with Dave Graveline" broadcasts

Plus, the Sands/Venetian hosted the largest concentration of International CES TechZones — areas packed with the latest companies, technology and services within the markets they represent. 2007 TechZones housed at the Sands/Venetian included:

Anytime-Anywhere TechArena – New!
Bluetooth TechZone
Consumer VoIP TechZone

Gaming TechZone – New!
High Definition Power Line
Communication (HD-PLC) TechZone

Mobile Broadband & Content TechZone
NFC Forum TechZone
Robotics TechZone

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International CES Press Coverage

The International CES represents the largest gathering of industry press in the world.

Press

Countries Represented	73
International Press/Representatives	1,228
Print Press	42%
Online/Wire Press	35%
Broadcast Press	21%
Grand Total	4,914

SOURCE: 2007 International CES Registration Reports

Leading consumer and business publications, financial and industry analysts and top broadcast media represented at the International CES include:

Aberdeen Financial	Cowan and Co.	J. Goldman & Co.	<i>Popular Science</i>
ABC News	Crain Communication	J.D. Power and Associates	PriceWaterhouseCoopers
ABI Research	(Crain Publications)	Janus Capital	Prudential Equity Group
AG Edwards	Credit Suisse First Boston	JP Morgan Chase	RBC Capital Markets
AIG Global Investments	C-SPAN	Kagan Research	Red Herring
American Technology	Delaware Investments	Korea Times	<i>Redbook</i>
Research	<i>Der Spiegel</i>	L.A. Times	<i>Rolling Stone</i>
Banc of America	Deutsche Bank	Le Figaro	<i>Runner's World</i>
Investments	Dow Jones International	Legg Mason	<i>San Jose Mercury News</i>
Banc of America	<i>Elite Traveler</i>	Lehman Brothers	Semico Research
Securities	<i>Elle Magazine</i>	Lockheed Martin	Sierra Tech Research
<i>Barron's</i>	ESPN	<i>Lucky Magazine</i>	<i>Stuff Magazine</i>
BBC News	<i>Esquire Magazine</i>	Marketplace Publications	T Rowe Price
Bear Sterns	<i>FHM Magazine</i>	<i>Maxim</i>	The Carlyle Group
<i>Billboard Magazine</i>	Fidelity Investments	<i>Men's Health</i>	The NPD Group
BMO Capital Markets	<i>Financial Times</i>	Merrill Lynch	The Weather Channel
<i>Brandweek</i>	<i>Focus</i>	Morgan Stanley	Thomas Weisel Partners
Business 2.0	<i>Forbes</i>	NBC News	TIAA-CREF
<i>Business Week</i>	Forrester Research	Neuberger Berman	Time
Canaccord Adams	<i>Fortune</i>	<i>Newsweek</i>	UBS Global Asset
Capital International	Gartner	<i>New York Times</i>	Management
Research	Gartner/Dataquest	Nomura International	<i>USA Today</i>
Causeway Capital	Goldman Sachs	(Hong Kong)	<i>US News & World Report</i>
Cavalry Asset	<i>Good Housekeeping</i>	Nomura Securities Co.	<i>Variety</i>
Management	GQ	Ltd.	<i>Vibe</i>
CBC	HGTV	NPR Radio	Wachovia
CBS News	<i>Hollywood Reporter</i>	<i>O Estado de Sao Paulo</i>	<i>Wall Street Journal</i>
CIBC World Markets	<i>House & Garden</i>	Oppenheimer & Co. Inc.	<i>Washington Post</i>
Citigroup	IDC	<i>PC Gamer</i>	Wellington Management
CMP	InfoTrends Research	<i>PC Magazine</i>	Wells Fargo
CNBC	In-Stat	<i>PC World</i>	<i>Wired</i>
CNET	Integral Securities	Perry Capital	Ziff Davis
CNN	Intersouth Partners	<i>Playboy</i>	
<i>Consumer Reports</i>	Japan Broadcasting Corp.	<i>Popular Mechanics</i>	

SOURCE: 2007 International CES Registration Reports

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CES Attracts Government Attendees



Confirmed LIT Program Participants

Members of the United States House of Representatives (4)

Hon. Tom Davis (R-VA)
Hon. Darrell Issa (R-CA)
Hon. Jon Porter (R-NV)
Hon. Cliff Stearns (R-FL)

International Leaders in Technology (2)

Hon. Helio Costa, Minister of Communications, Brazil
Hon. Norihisa Tamura, Senior Vice-Minister for Internal Affairs and Communications, Japan

United States Department of Commerce (9)

Hon. Carlos Gutierrez, US Secretary of Commerce
Hon. Robert Cresanti, Under Secretary of Commerce for Technology
Hon. John Kneuer, Assistant Secretary of Commerce for Communications and Information
Jamie Estrada, Deputy Assistant Secretary of Commerce for Manufacturing
Jean Janicke, Director, Office of Trade Policy Analysis
Robin Layton, Director, Office of Technology and ECommerce
Tu-Trang Phan, Senior Policy Advisor to the Assistant Secretary
Eric Stark, Associate Administrator, Office of Policy Analysis
Anthony Wihelm, Director, Consumer Education

Office of the United States Trade Representative (2)

Jason Bernstein, Director of Tariff Affairs
Meredith Broadbent, Assistant USTR for Market Access and Telecommunications

United States International Trade Commission (1)

John Kitzmiller, International Trade Analyst

United States Department of State (1)

Ambassador David Gross, US Coordinator for International Communications and Information Policy

United States Department of Homeland Security (4)

Hon. George Foresman, Under Secretary
David Faulconer, Section Chief
Thomas Hipelius, National Program Manager, IPR Center
Darlene Schwartz, National Program Manager

United States Environmental Protection Agency (2)

Scott Sherman, Associate Assistant Administrator for Solid Waste and Emergency Response
Tom Super, Advisor to the Assistant Administrator for Solid Waste

United States Copyright Office (1)

Lurita Doan, Administrator

California State Assembly (1)

Lloyd Levine, Chair, Committee on Utilities and Commerce

United States General Services Administration (1)

Lurita Doan, Administrator

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Federal Communications Commission (15)

Hon. Kevin Martin, Chairman
Hon. Robert McDowell, Commissioner
Hon. Deborah Taylor Tate, Commissioner
Catherine Bohigian, Chief, Office of Strategic Planning
Fred Campbell, Chief of the Wireless Telecommunications Bureau
Aaron Goldberger Legal Advisor, Office of Commissioner Deborah Taylor Tate
Rosemary Harold, Deputy Chief, Media Bureau
Julius Knapp, Chief, Office of Engineering and Technology
Tamara Lipper, Special Advisor, Office of the Chairman
Andrew Long, Associate Chief, Media Bureau
Thomas Navin, Chief, Wireline Competition Bureau
Cristina Chou Pauzé, Media Advisor, Office of Commissioner McDowell
Dan Rumelt, Governmental Affairs Bureau
James Schlichting, Deputy Chief, Wireless Telecommunications Bureau
Alan Stillwell, Senior Associate Chief, Office of Engineering and Technology

Federal Trade Commission (6)

Hon. Deborah Platt Majoras, Chairman
Eileen Harrington, Deputy Director, Bureau of Consumer Protection
Catherine Harrington-McBride, Attorney, Bureau of Consumer Protection
Brian Huseman, Chief of Staff
Daniel Kaufman, Senior Attorney-Advisor to Chairman Majoras
Tom Pahl, Assistant Director, Division of Advertising Practices

United States Senate Staff (1)

Yorick Jurani, IT Supervisor, Office of the Hon. John Ensign (R-NV)

United States House of Representatives Staff (7)

Nick Chadkewicz, Senior Legislative Assistant, Office of Representative Robert W. Goodlatte (R-VA)
Christopher Herndon, Legislative Counsel, Office of Representative George Radanovich (R-CA)
Ed McDonald, Chief of Staff/Press Secretary, Office of Representative Howard Coble (R-NC)
Chas Phillips, Policy Counsel, House Government Reform Committee
Jason Scism, Counsel, Office of Representative Darrell Issa (R-CA)
Ryan Walker, Senior Legislative Assistant, Office of Representative Paul Gillmor (R-OH)
Laura Zuckerman, Deputy Chief of Staff, Office of Representative Steve Buyer (R-IN)

United States Department of Transportation (3)

John Bobo, Acting Administrator for Research and Innovative Technology Administration
William Jones, Technical Director, Intelligent Transportation Systems Joint Program Office
Shelley Row, Director, Intelligent Transportation Systems Joint Program Office

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Conference Partners



Media Partners



www.CESweb.org