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Reviewed:



40th International Consumer Electronics Show

The largest digital and technology orgy of its kind opened at the Las Vegas Convention Center on January 7th and ran through the 10th. The focus for 2008 was largely about consumers getting what they want, when they want it!

Sponsored by the Consumer Electronics Association, the 2008 International Consumer Electronics Show [CES], has been a highly anticipated event since its inception because it is s-o-o GOOD. Where else could I see Bill Gates and Slash play Guitar Hero together? Back in the day, this show was called the Winter Consumer Electronics Show. 2008 set records: representation by 140 countries, 138,000+ registered attendees, 12,000 content and entertainment executives and 1.85 million square feet of exhibit space – the largest in show history. 2,700 companies launched more than 20,000 new products.

What I especially like is that vendors from Taiwan, Korea and China come to CES seeking U.S. distributors for their trendy gadgets. The frustrating thing is, much of what is seen on the floor will NOT be available for purchase in the United States. There is a major concentration of these cutting edge consumer products on display at The Hilton, adjacent to the Las Vegas Convention Center.



On-site registration lines were long. Hospitality suites, exhibits, keynotes, conferences and more were held at other venues in Las Vegas, most importantly, the Sands Expo/Venetian and the Hilton.

From the press office: "The average U.S. household has 25 consumer electronic products in it and the U.S. market should exceed \$160 billion. This year's International CES was a show of firsts; the first leaders from the automotive and cable industries to deliver CES keynote addresses, the first time the president of a country has spoken at CES, and the first year a television station broadcast its entire nightly newscast – NBC Nightly News – live from the show floor." ABC, BBC, CBS, CNN, NBC Universal, The New York Times, NPR, USA Today and The Wall Street Journal were all represented."



The most important thing for attendees is to have focus. Without a plan, I walk around in a daze, mesmerized by new products, widgets and gizmo's. The HD-DVD vs. Blu-Ray DVD war was in full swing.

The top ten product categories receiving the most attendee interest were: Computer Hardware and Software, Wireless Communications, Audio, Personal Electronics, Home Theater, Accessories, WiFi, Other Consumer Electronics, Video and in last place, Electronic Gaming. I think that will change. -editor

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Monster Cable presented George Benson and Al Jarreau in concert, jointly performing "Givin' It Up." This disc was recorded using Monster's proprietary High Definition Surround [HDS] designed to optimize Dolby Digital and DTS home theater.

Monster calls HDS *interactive music* because listeners with a home theater system can select their preferred surround experience.

Monster Cable founder Noel Lee was executive producer of the album and mixed the surround effects himself. This joint release was a project of love by Monster Music and Concord. Selections from this dolby digital recording, nominated for a Grammy Award, were given out to attendees--me included. ;-)



Automobile Tech at CES

CES dedicated an entire hall to automotive-related tech. The convergence of in-car entertainment, communications, and information has increased greatly in 2008. The market is as hot for portable navigation systems and for feature-rich multiple media capabilities. Voice command operation appears to be hot!

More and more devices offering A2DP Bluetooth audio-streaming profile are available for mobile in-car entertainment. I saw Ensen and Azentek Windows-based in-dash PCs complete with Intel processors, hard drives, and Bluetooth Wi-Fi connectivity.

-by Staff Writer Michael Lindsay



Some of the Cool Products that have debuted at CES:

- 1970 - Videocassette Recorder
- 1974 - Laserdisc Player
- 1981 - Camcorder
- 1982 - Commodore 64
- 1985 - Nintendo Entertainment System
- 1990 - Digital Audio Technology
- 1991 - Compact Disc - Interactive
- 1994 - Digital Satellite System [DSS]
- 1996 - Digital Versatile Disc [DVD]
- 1998 - High Definition Television [HDTV]
- 1999 - Hard-disc VCR
- 2000 - Satellite Radio
- 2001 - Microsoft Xbox
- 2001 - Plasma TV
- 2002 - Home Media Server
- 2003 - Blu-ray DVD
- 2004 - HD Radio
- 2005 - IPTV
- 2007 - New convergence of content & technology
- 2008 - Laser TV?
- Curved DLP Screen?
- Advanced Home Networking?
- Fully Integrated Wireless HDTV?
- OLED Television?
- HydroPak Fuel Cell?
- PlayPod Gaming Chair?
- 150" Plasma T.V.?

Guess we'll have to wait and find out which innovations rule!

-editor

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Saundra Knowles Kinnaird,
Founder & Editor

email: editor@digitaltimes.com