

International Conference on Consumer Electronics Again Co-Locates with the International CES!



Celebrating 125 Years
of Engineering the Future



ICCE 2010 Details Technologies Behind CES 2010 Wares Previews CES 2011 Products, Technology and Services January 10-12, 2010

Engineers and Inventors of the Majority of Consumer Electronics Show Products and Technologies Present More Than 100 Papers Detailing the Technologies Behind Today's and Tomorrow's CE Tock Electronics Technologies

Tutorial Sessions Teach Mobile Multimedia Products, ATSC Mobile DTV and 3D TV Displays and Program Delivery

LAS VEGAS -- The CEA and the International CES 2010 are once again hosting the technology industry's preeminent conference on consumer electronics technologies. ICCE 2010 is sponsored by the I.E.E.'s Consumer Electronics Society. Over three days, more than 100 technology papers will be presented by the leading engineers, technologists, inventors and academic leaders who design most of the technology and cleverness which drive leading consumer electronics products.

In keeping with many socio-technical themes of the CEA, CES and I.E.E., this year for the first time special sessions will highlight Green Technologies, New Directions in Television, Personal Storage Organization & Management and Smart Healthcare for the Elderly.

ICCE 2010 Conference Chairman Aldo W. Morales says: "We are very proud of the impressive cadre of keynote speakers whom we have assembled for the ICCE 2010. Andrew Fanara, from the US EPA, will be discussing specifications which can help businesses to protect the environment by identifying products with superior energy efficiency. Dr. Dave Freeman, CTO Texas Instruments Power Management Systems, will present the role of power management in consumer electronics. Prof. Dr.-Ing. Detlef Stolten, Research Center Juelich Institute for Energy, will discuss efficient fuel cells. Dr. Joel R. Anstrom, Director of the Hybrid and Hydrogen Vehicle Research Laboratory, and Thomas D. Larson, Penn State University Transportation Institute, will present "Current Trends in Alternative Fuel Vehicles and Fueling Systems."

Three tutorial sessions kick things off on January 10. Over the past two decades, these tutorials have been enjoyed both by technical neophytes and engineers alike, seeking to quickly learn new technologies and services for their work.

The ICCE Conference proceedings CD is available on site to registered attendees and as a courtesy to news media writing stories about the people and sessions at the ICCE 2010. It, and special pre-conference registration discounts, are listed on the CES website at <http://www.cesweb.org/sessions/search/results.asp?categoryID=1846>

Technical paper topics include flexible displays, 3D TV, IP TV, multi-channel audio, VOD, DRM, encryption, streaming media, energy management, super-resolution imagers and displays, home media servers & recording, car entertainment, image quality, user interfaces, hand-held video projection, wireless networks, home energy conservation, video game systems, home health monitoring and home automation. There will be some prototype demonstrations expected during the afternoon paper sessions, where authors are available for both conference attendee and news media interviews.

Luncheons will host special awards, voted on by the attendees themselves last year, including the presentation of the I.E.E.'s most prestigious award: The Masaru Ibuka medal; named after the Sony co-founder and award sponsor. Previous winners have included Ray Dolby along with the inventors of the Remote Control, Video Gaming, CD and DVD technologies, CCD digital camera and camcorder imagers, the ATSC Digital TV System and many others.

For the first time, on Saturday Morning January 9th, the ICCE will present a special conference preview session, detailing the highlights of the 2010 ICCE. Publicity Chair Richard Doherty assures both technology and CE business editors that they will enjoy access to the speakers themselves and gain new insight on social technology themes, innovation and industry trends.

This is the 125th Anniversary of the I.E.E.E. The Institute for Electrical and Electronics Engineering, one of the world's largest professional engineering organizations and a non-profit. Students and I.E.E.E. Members receive discounts. Admission for CES registered press is free.

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Editorial Resources:
Photos ICCE 2009:
http://www.oscareinzig.com:80/ces2009/main.php?g2_itemId=8152

Tutorial Topics:
http://www.icce.org/conference_program/tutorials10.htm

Special Sessions:
<http://www.icce.org/specialsessions.htm>

Detailed Conference Schedule:
http://www.icce.org/conference_program/schedule10.htm