

FOR RELEASE



CEA ANNOUNCES FINALISTS FOR I-STAGE COMPETITION

CNET's Molly Wood to MC; Ryan Block, Jeff Pulver and Kevin Kelly to Judge CEA's New Technology Competition

Arlington, Va., September 15, 2008 – The Consumer Electronics Association (CEA)[®] today announced the top finalists in the new i-stage competition, a technology event featuring the most innovative new consumer technology products that will soon come to market. The 15 finalists will unveil their products before a live audience on Monday, October 20, at CEA's 2008 Industry Forum, scheduled October 19-22, 2008, at the Four Seasons Hotel in Las Vegas, NV.

The winner of the i-stage competition will receive \$50,000 to develop its product line, as well as free turnkey exhibit space at the upcoming 2009 International CES[®], the world's largest consumer technology tradeshow, to be held in Las Vegas January 8-11.

"CEA's i-stage competition serves as a phenomenal opportunity to recognize the new innovations that will fuel the growth of our industry," said Karen Chupka, senior vice president, events and conferences, CEA. "These top finalists are taking technology trends to the next level and will no doubt shape the future of how consumers work and play."

The i-stage finalists are:

- Amulet Devices, The Amulet Remote
- Avaak, Vue™ personal video network
- Boxee media center
- Frontline Inc., Fitness Interactive Technology (FIT)
- GenAudio Inc., AstoundSound
- Instinctiv Shuffle
- IPEVO digital photo frame
- JFDI Engineering Ltd., GridSearch
- Lightglove, LtWv
- Next2Friends, People in Motion™
- Occipital LLC
- Pongr Inc.
- PDT Ltd, Novo, Minora 3D Webcam
- Taggle
- YouBundle

The i-stage finalists will have their products reviewed and judged on Monday, October 20, at the Four Seasons Hotel in Las Vegas, by a panel of technology experts including Kevin Kelly, *Wired Magazine*; Ryan Block, formerly of *Engadget* and Jeff Pulver. Molly Wood, executive editor of CNET will serve as Master of Ceremonies for the event.

Registration for i-stage and CEA's Industry Forum is currently open. For more information on the events, visit www.CE.org/i-stage.

About CEA:

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the \$173 billion U.S. consumer electronics industry. More than 2,200 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.

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UPCOMING EVENTS

- **CEA Industry Forum**
October 19-22, 2008, Las Vegas, NV
- **Digital Hollywood**
October 27-30, 2008, Hollywood, CA
- **EHX Fall 2008**
November 4-7, 2008, Long Beach, CA
- **CES New York Press Preview featuring CES Unveiled @ NY**
November 11, 2008, New York, NY
- **Future of Television East**
November 18-19, 2008, New York, NY
- **2009 International CES**
January 8-11, 2009, Las Vegas, NV

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