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CEA Previews Slew OF 2012 Int'l CES Events

By Steve Smith

NEW YORK – With the 2012 International CES little more than two months away (Jan. 10-13 in Las Vegas) and the Consumer Electronics Association (CEA) getting its CES Unveiled and media preview ready, here, Nov. 8, the association has released a slew of info about what will be going on at the show.

Cars, health and fitness, and the entertainment industry will be featured prominently at this year's show, illustrating the changes at CES and the industry during the past few years.

For instance, Alan Mulally, president and CEO, Ford Motor Company, will be on the 2012 International CES Innovation Power Panel.

The panel is a CES keynote being held Wednesday, Jan. 11, at 9 a.m. in the Las Vegas Hilton. Panelists will discuss how a spirit of innovation and entrepreneur-

ship has made them global leaders in their industries, the CEA said in an announcement.

Ford and at least five other of the automotive industry's top 10 manufacturers will be exhibitors during CES. Audi, Chrysler, GM/Onstar, Kia and Mercedes all will showcase their latest technologies on the CES show floor.

Dieter Zetsche, chairman of the board of management of Daimler AG and head of Mercedes-Benz Cars, will deliver a keynote address at CES at 11 a.m. Tuesday, Jan. 10, at the Las Vegas Hilton Theater.

CES attendees also will see new electric vehicles and charging solutions on the show floor. Among the displays will be the GoElectricDrive TechZone, sponsored by the Electric Drive Transportation Association; the Safe Driver TechZone, which will focus on

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