

Written by Joseph G. Lariosa

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By JOSEPH G. LARIOSA and RONNIE M. ESTRADA

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Some 30,000 visitors from overseas attended Consumer Electronic Service, the world’s largest technology trade show, from Jan. 6-9 in Las Vegas, Nevada, according to Tara Dunion of the Consumer Electronic Association based in Arlington, Virginia.

More than 2,700 technology companies across global industries dazzled attendees at the 2011 International CES®, with the ground-breaking event energizing the technology world.

The “Battle of the Tablets”

Some 30,000 International Visitors Attend Consumer Electronic Show Where the “Battle of the Tablets” Ha

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Ben Maynigo is a Washington, DC-based top Filipino-American cyber lawyer, who attended the three-day Consumer Electronic Show convention in Las Vegas, Nevada, last Jan. 6-9. He said that the convention turned out to be a “Battle of the Tablets (that) will go down to Blackberry’s Playbook, Motorola’s Xoom which has the Android 3.0 (Honeycomb), Windows 7’s IdeaPad by Lenovo and of course, the I-PAD 2 of Apple which will also have two cameras.”

But very close to Attorney Maynigo’s heart is the “eBookMan,” the predecessor of Amazon Kindle. He describes it as a “library in your pocket, (that gives you) knowledge at your finger tips.” His company exclusively distributes it the Philippines and lets its user, “take the law into (his) own hands.” You can reach Attorney Maynigo at ben.maynigo@gmail.com

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The 2011 CES set several new records, including 30,000 international attendees and 22 top CEOs participating in keynotes. Owned and produced by the Consumer Electronics Association (CEA) ®, the 2011 CES, the world’s largest consumer technology trade show, concluded Sunday.

"The 2011 International CES was a phenomenal worldwide event that spanned global industries including technology, automotive and entertainment markets," said Gary Shapiro, president and CEO, CEA. "This global technology gathering featured more innovation, more news, more social media buzz and more international attendance than any other show in CES history."

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Preliminary attendance figures indicate more than 140,000 industry professionals attended the 2011 International CES. More than 30,000 attendees came from outside the United States, with the show attracting more than 80 international delegations. CEA conducts an independent audit of attendance at the International CES and final verified figures will be available in the spring.

Major technology trends emerged from the CES show floor including the launch of more than 80 tablets, wireless 4G LTE, connected TV technologies, smart appliances – featured for the first time in show history – and electric vehicles. Ford’s Alan Mulally unveiled the company’s first electric car at the 2011 International CES with its Ford Focus Electric.

Meanwhile, Andy Marken of “[muvee](#),” a pioneer and leader in home movie-making software and services during the last ten years, also announced that “[muvee Reveal Version 8](#)” now offers direct export to [iPad](#) tablet computers and the [iPhone4](#) as well as direct uploading to Facebook HD and YouTube HD.

With muvee Reveal, consumers can also share and enjoy their home movies by uploading directly to [shwup](#), muvee’s online private video- and photo-sharing service; burning DVD’s; and exporting movies directly to an iPod, mobile phone or PSP.

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“Muvée Reveal 8 was refreshed in response to the popularity of the iPad, iPhone4 and consumer HD camcorders,” said Terence Swee, muvee CEO. “By offering these new updates free to current muvee Reveal 8 users, they’ll be able to enjoy their home movies in even higher quality of these devices, and on YouTube and Facebook.”

The 2011 CES brought top CEOs to the CES stage including Microsoft's Steve Ballmer, Verizon's Ivan Seidenberg, Audi's Rupert Stadler, Samsung's Boo-Keun Yoon, Ford's Alan Mulally, Netflix's Reed Hastings, Cisco's John Chambers, Xerox's Ursula Burns and GE's Jeffrey Immelt. These executives were joined onstage by leaders spanning various industries including Comcast's Brian Roberts, Time Warner Cable's Glenn Britt, Dreamworks Animation's Jeffrey Katzenberg and Hulu's Jason Kilar. The 2011 International CES conference program consisted of 250 sessions featuring 900 speakers.

As the relationship between technology and the content community grows in significance, the 2011 CES featured a new program, Entertainment Matters, designed for the Hollywood community. As part of the program, the 2011 CES featured the first-ever Entertainment Matters keynote panel with leaders from Microsoft, Coca-Cola, Akamai Technologies, Interpublic Group and WPP.

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The 2011 International CES featured government leaders from the U.S. and around the world including United States Trade Representative Ambassador Ron Kirk, United States Secretary of Commerce Gary Locke and FCC Chairman Julius Genachowski, along with Commissioners Meredith Attwell Baker, Mignon Clyburn and Robert M. McDowell.

The 2011 CES created phenomenal buzz in the social media world with more than 158,000 CES-related tweets since Monday, January 3, and more than 11,000 page views on CEA's [Digital Dialogue](#)

blog.

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