

2012 INTERNATIONAL CES

TO FEATURE HOLLYWOOD STARS, SPORTS LEGENDS AND MUSICAL ICONS

Celebrity Guests Will Promote Latest Tech Trends at World's Largest Technology Tradeshow

Arlington, Va., January 5, 2011 – Hollywood stars, sports legends, musical icons and entertainers will attend the 2012 International CES® to showcase and promote the innovative products and technologies shaping consumer technology. The 2012 International CES, the world's largest consumer technology tradeshow, will be held Tuesday, January 10-Friday, January 13, 2012, in Las Vegas, Nevada.



Actress **Eliza Dushku** will represent the Entertainment Matters at CES program as the Entertainment Matters Ambassador. Back for its second year, the Entertainment Matters program is designed by and for Hollywood's film, television and digital communities.

As part of her ambassadorship, Dushku will contribute to **Spike TV's** "CES All Access Live" broadcast coverage from 12:30-1:45 p.m. on Tuesday, January 10, and she will also host the network's exclusive VIP CES party that evening at Tryst Nightclub in the Wynn Las Vegas. Dushku rose to fame with her role in *Buffy the Vampire Slayer* and its spinoff series *Angel*. She is also known for her starring role in the network series, *Tru Calling* and *Dollhouse*, as well as roles in *True Lies*, *Bring it On*, *This Boy's Life*, *Wrong Turn* and *Jay and Silent Bob Strike Back*.



Jillian Michaels, inspirational television personality and fitness guru, will highlight the marriage of tech and fitness at the CES TechZone **FitnessTech** Conference Track. From 10:30-11 a.m. on Tuesday, January 10, Michaels will discuss the impact of digital innovation and her recent partnership with BodyMedia, an on-body monitor company, in N256, North Hall. She will also be

available for interviews on Tuesday upon request.

Acclaimed rapper **50 Cent** will sign autographs from 3-4 p.m. on Tuesday, January 10, Wednesday, January 11 and Thursday, January 12 for his new audio company, **SMS Audio**, which combines technology, function and style to bring the highest caliber of sound, comfort and fashion to every product, at their booth (LVCC, South Hall, #20818). In addition he will be on hand to discuss his new line of wireless headphones with the editors of TechCrunch at the AOL Studio (LVCC, Grand Lobby) on Wednesday, January 11 from Noon-12:30 p.m. He is also scheduled to interview with CNET at 2 p.m. on Wednesday, January 11.

Grammy-nominated platinum pop megastar, **Justin Bieber**, will be appearing with **TOSY Robotics** at this year's CES. Justin Bieber is helping TOSY unveil their new innovative entertainment robot at their booth which is located in the Robotics TechZone in the LVCC South Hall, Ground level (#21964, 21968, 22064, 22066 and 22068) from 1-3 p.m. on Wednesday, January 11.



Dennis Rodman, NBA Hall of Fame player, will be at the 2012 CES representing **Paltalk**, a service that allows users to explore the online world of chat sites with community chat rooms and cool webcam technology that lets you see and be seen. Dennis will make an appearance at Paltalk's booth (LVCC, South Hall, #26915) from 2-3:30 p.m. on Thursday, January 12.



Miss America 2011, Teresa Scanlan, will walk the CES show floor from 10-11 a.m. on Tuesday, January 10. Teresa competed in the 2011 Miss America pageant as Miss Nebraska. The Miss America 2012 pageant is scheduled January 14 at Planet Hollywood Resort and Casino in Las Vegas, Nevada and will be televised on ABC.



Haier America will host NBA legends **Robert Horry** and **John Salley**, and celebrity chef Allison Fishman.

Seven-time NBA Champion and current sports commentator Robert Horry will make an appearance at Haier's booth (LVCC, Central Hall, #9826) from 11 a.m.-2 p.m. on Tuesday, January 10. Horry is one of only two players to have won NBA championships with three different teams. John Salley, the first NBA player to win four championships with three different teams, will make an appearance at the booth from 11 a.m.-2 p.m. on Wednesday, January 11. Allison Fishman, cookbook author and creator of The Wooden Spoon cooking school, will give a cooking demo and make daily appearances at Haier's booth from 10 a.m.-5 p.m. on Tuesday, January 10 and 9 a.m.-5 p.m. on both Wednesday, January 11 and Thursday, January 12.



Star of the hit CBS drama NCIS: LOS ANGELES, **LL COOL J** will introduce exciting new technology from **Boombizzle** on the CNET stage (LVCC, South Hall Lobby) on Tuesday, January 10 at approximately 2 p.m. In addition, LL COOL J will make a public appearance at the **Dolby** Booth (Central Hall - #8153) at 4 p.m. Tuesday, January 10 to demo a track he created using

Boombizzle, playing it back on a Dolby technology-enabled laptop to a full home-theater surround sound system.

Television actor **Greg Grunberg**, best known for his starring role on the NBC television series *Heroes*, and Emmy winner and Grammy nominated actor, singer, **Wayne Brady**, known for his work as a regular on the American version of comedy television series *Whose Line Is It Anyway?* will join OnStar for their Tweet House conference sessions, the official social media track for CES, on Wednesday, January 11 from 1-5 p.m. in the LVCC, North Hall, Room N254. Greg and Wayne will also attend OnStar's "It Won't Stay in Vegas" party on Wednesday from 6-8 p.m. at the Stirling Club.

Zeikos USA, Inc.'s trademark **iHip** will introduce an all star lineup at CES, including **Nicole "Snooki" Polizzi**, best known for her role on the most talked about reality TV show *Jersey Shore*, Former NFL linebacker **Carl Banks** and urban music pioneer **Jose "Hyde" Cotto**.

Snooki will make a guest appearance and sign autographs at iHip's booth (LVCC, South Hall, #21920) from 2-4 p.m. on Tuesday, January 10 and will also host iHip's new line and 2012 collaboration celebration on Tuesday evening from 9:30 p.m.-1:30 a.m. at the Gallery at Planet Hollywood Resort and Casino. Carl Banks, New York Giants legend and Superbowl champion, will make an appearance at iHip's celebration on Tuesday evening and will launch his new NFL line at iHip's booth on Wednesday, January 11. Jose "Hyde" Cotto, along with Mas Flow, "El Verdadero Quimico," Luny Tunes and DJ Nelson will perform at iHip's celebration on Tuesday evening and will be signing autographs at the booth on Thursday, January 12.

Panasonic will host Twentieth Century Fox Home Entertainment's second annual Directors' Panel. This year's panel discussion will kick off the 50th anniversary of MGM's James Bond on Tuesday, January 10 at 1:30 p.m. at Panasonic's booth (LVCC, Central Hall, #9806). Critically acclaimed directors **John Glen** (*For Your Eyes Only*, *Octopussy*, *A View to a Kill*, *The Living Daylights*, *License to Kill*), **Martin Campbell** (*GoldenEye*, *Casino Royale*) and **Michael Apted** (*The World Is Not Enough*) will take a look back at the legacy of the iconic character and have a candid discussion about how technology has changed their approach to filmmaking. Additionally, former Bond girls **Olga Kurylenko** (*Quantum of Solace*) and **Caterina Murino** (*Casino Royale*) will be on hand for a special presentation that will include props from the legendary film franchise.

Jabbawockeez, the all-male, hip-hop dance crew best known for winning season one of MTV's "America's Best Dance Crew" and headliner at the Monte Carlo Resort and Casino, making them the first and only dance crew to headline their own show in Las Vegas will perform at CES, opening **Qualcomm's** keynote address, scheduled for 8:30 a.m. on Tuesday, January 10 in the Venetian's Palazzo Ballroom.

Monster Inc. will host their annual Retailer Awards and Concert, featuring real music from the legendary **Chicago**, on Wednesday, January 11 at the Paris Hotel. Awards will begin at approximately 8:45 p.m.



Jamie Michelle, one of southern California's most requested models, will be at CES representing automotive audio company **Powerbass USA Inc.** Michelle has been modeling for the past nine years for online and commercial print work, calendars and swimsuit fashion shows, and has worked with famous photographers such as Ladi Van Jansky and Mike Prado. She will be in the

Powerbass booth (LVCC, North Hall, #920) from 10 a.m.-Noon p.m. on Tuesday, January 10, and 1:30-4 p.m. on Wednesday, January 11.



Alistair Overeem, three-time World Champion Mixed Martial Arts (MMA) fighter and winner of the recent Ultimate Fighting Championship (UFC) Heavyweight bout, will battle against **Qualcomm** executives and media in mobile MMA fight games, including "Fight Game Heroes" at Qualcomm's booth (LVCC, South Hall, #30313) at 2 p.m. on Tuesday, January 10, 2 p.m. on Wednesday,

January 11 and Noon on Thursday, January 12. Overeem will be available for interviews and autographs following the in-booth battles.

Jordan Rudess, recording artist, composer, producer and performer, will be representing **iConnectivity** at CES, demonstrating software applications from **Wizdom Music** including their innovative **Sample Wiz** and **Geo Synth** applications, and connecting his iPad to his musical gear with **iConnectMIDI**, the ultimate MIDI interface. Rudess will make appearances at iConnectivity's booth (LVCC, North Hall, #3922) at 11 a.m., 2 p.m and 4 p.m. on Tuesday, January 10; 10 a.m., 1 p.m. and 4 p.m. on Wednesday, January 11 and Thursday, January 12; and 10 a.m. and 2 p.m. on Friday, January 13.

A band comprised of top Australian musicians including drummer **Andy Fisenden**, bass, guitarist and vocalist **Simon Fisenden** and monster bass player **Dane Alderton** will be playing at Audiofly's booth (LVCC, South Hall, #26728) at 11 a.m., 2 p.m. and 4 p.m. each day. World renowned graffiti artist "**The Yok**" will also be at the booth throughout the show creating some of his artwork.

Note to Journalists: Please note the correct event reference is 2012 International CES. Media information is available in the "For the Press" section of CESweb.org. Media are encouraged to arrive in Las Vegas by Sunday, January 8, 2012 to take advantage of all the preshow press events, including CES Unveiled: The Official Press Event of the 2012 International CES. CES Press Day will be held on Monday, January 9 at The Venetian.