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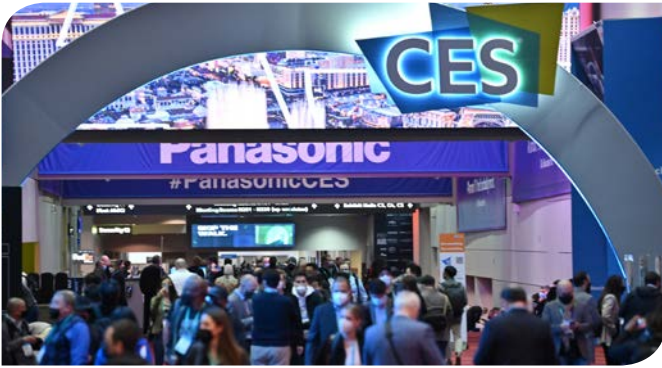
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**Empowering Readers: Our Most Precious Asset**

# CES 2023 returns with more new categories

The annual tech pilgrimage for many techies, CES returns to Las Vegas with full force as an in-person event as the organizer's expect over 1,00,000 visitors from across the globe with a view to see the latest innovations, gadgets and look out for tie-ups and investments feels **Chandragupta Amritkar**.



Having been to the CES show several times (16<sup>th</sup> year to be one of the hosted media) we at Global Features are pretty excited to again to navigate the show floor. We expect again for CES to literally take over Las Vegas with events spread over Las Vegas Convention Center, Mandalay Bay Conference Center, The Venetian Expo Hall, the Aria hotel, Park MGM, Vdara, Westgate Hotel and The Wynn and visitors filling up literally all hotels.

Some of the topics covered at CES will be 5G, Accessibility, Artificial Intelligence, Augmented & Virtual Reality, Cryptocurrency & NFTs, Design, Sourcing & Packaging, Digital Health, Entertainment & Content, Family & Lifestyle, Fitness & Wearables, Food Technology, Gaming & Esports, Home Entertainment, Marketing & Advertising, Robotics & Drones, Smart Cities, Smart Home, Space Technology, Sports Technology, Startups, Sustainability, Travel & Tourism, Vehicle Technology, Web3 & Metaverse etc.

## Touchless Venue Experience for CES 2023

Visitors will witness a more touchless venue experience for CES 2023 as part of its commitment to create a healthy environment to conduct and further global business. Health and safety measures will be taken across all CES 2023 venues and will include increased fresh air flow and filtration systems, hand sanitizing stations, door greeters, and touchless public facilities.

“As producer of the world’s most influential tech event, we are proactively committed to creating an environment that reduces health risks for our attendees,” said Gary Shapiro. “In-person events such as CES are critical to advancing business. A more touchless venue experience at CES 2023 will provide a roadmap for future industry events on health and safety efforts for attendees.”

CES 2023 will likely be the largest in-person, audited business event to take place in the U.S. since early 2020, with an exhibit footprint 40% larger than CES 2022. As an industry leader, CTA will implement measures at CES 2023 to create a healthy business environment, including:

- Fresh Airflow and Door Greeters
- Fresh airflow has been increased in ventilation systems across venues, including the Las Vegas Convention Center, Venetian

- Expo and ARIA.
- Exterior doors will be opened and monitored to allow fresh air flow where possible.
- Door greeters will be stationed at remaining doors to open as attendees enter.
- Hand Sanitizing
- Touchless, hand sanitizing units will be installed throughout all facilities in high traffic areas.
- All meeting rooms, conference areas, food areas, lounges, customer service areas, information kiosks, elevators, escalators, lounges and offices will have hand sanitizing stations.
- Touchpoints



From left to right, is CTA Director of Research Lesley Rohrbaugh, SVP, Membership & Sales Kinsey Fabrizio, VP and Acting Show Director, CES, John T. Kelly, and CTA president and CEO Gary Shapiro

- Badge pickup locations will utilize touchless badge printing.
- Customer service centers will offer touchless payment for onsite registrations.
- All microphones and shared AV equipment will be sanitized between use.
- Restrooms, handrails and doors will be cleaned throughout the day.
- Sinks, toilets, paper towel dispensers will be touchless.
- Cashless payment systems will be available at venue food outlets and business centers.

### Indian Exhibitors

| Indian Exhibitors                  | Booth               |
|------------------------------------|---------------------|
| Artificial Machines Pvt. Ltd       | 50018               |
| Cache Technologies Limited         | 9278                |
| Dimension NXG Pvt. Ltd.            | 15788               |
| ESC                                | 55732, 55735, 55828 |
| Kamtech Associates Private Limited | 55735               |
| NeoSOFT Technologies International | 55735               |
| Softude                            | 55828               |
| Sparx IT Solutions Pvt Ltd         | 55732               |
| Sunfox Technologies Pvt Ltd        | 55732               |
| VVDN Technologies                  | Suite 2993          |
| XRC Studios Private Limited        | 55828               |

**New Category: Human Security**

CES has partnered with the World Academy of Art and Science (WAAS) to showcase the critical role of technology in support of the United Nations’ efforts to advance human security around the world. For CES 2023, CTA introduced a new category of Innovation Awards showcasing technologies advancing human rights. The Human Security for All category includes eight new tech subcategories.



“We didn’t create these rights or securities, but we realized they correspond perfectly to parts of CES, and that’s why we’ve identified with them,” Shapiro explained. “You’ll hear the keynoters speaking about them, you’ll see we have Innovations Awards based on them,” as well as in conference sessions and in dedicated areas of the show floor. Shapiro noted that CTA is partnering with the World Academy of Arts and Sciences (WAAS) “to tell the story about how some of the world’s challenges are being met through innovation and technology.”

**CES 2023 Innovation Awards honorees**

At CES Unveiled New York, CTA announced the CES 2023 Innovation Awards honorees, including those recognized as Best of Innovation honorees. The CES Innovation Awards is an annual competition honoring outstanding design and engineering in consumer technology products across 28 product categories. The CES 2023 Innovation Awards program received a record-high number of over 2100 submissions.

Many honorees will showcase their product in the Innovation Awards Showcase at CES. The full list of Best of Innovation and all honorees will be announced during CES 2023.

**Conference Program**

The CES 2023 conference program will highlight advancements in AI and robotics, environment and sustainability, metaverse and



gaming, digital health, vehicle tech and advanced mobility, home entertainment and streaming, smart home and lifestyle, and more. New this year will be content on creator economy and NFTs and Web3.

Some of the prominent speakers include

- Oliver Zipse, Chairman of the Board of Management, BMW AG
- Dr. Lisa Su, Chair and CEO, AMD
- Ed Bastian, CEO, Delta Air Lines
- Chantal Line Carpentier, Chief, UNCTAD New York Office of the Secretary General
- Rajeev Chand, Partner, Wing
- Jen Easterly, Director, CISA
- Laura Jones, CMO, Instacart
- Michael Kassan, Founder and CEO, MediaLink
- George Kurtz, CEO, CrowdStrike
- John May, Chairman and CEO, John Deere
- Travis Montague, CEO & Co-Founder, Group Black
- Gary Shapiro, President and CEO, CTA
- Tiffany Moore, Sr. VP, Political and Industry Affairs, CTA



Owned and produced by Consumer Technology Association (CTA), CES 2023 will take place in Las Vegas on Jan. 5-8, 2023 with Media Days taking place Jan. 3-4, 2023 (exclusively for journalists). Attendees will experience new technologies from global brands, hear about the future of technology from thought leaders and collaborate face-to-face with other attendees. The show will highlight how innovations in sustainability, transportation and mobility, digital health, the metaverse and more are addressing the world’s greatest challenges. Audiences will hear from industry experts during live keynotes, including leaders from John Deere, BMW and AMD.

- CES 2023 Tech Trends to Watch Jan. 3, 2023 – Las Vegas, NV
- CES Unveiled Las Vegas Jan. 3, 2023 – Las Vegas, NV
- CES 2023 Media Days Jan. 3-4, 2023 – Las Vegas, NV
- CES 2023 Jan. 5-8, 2023 – Las Vegas, NV