





**Gary Shapiro, president and CEO,**  
Consumer Electronics Association

The Consumer Electronics Association (CEA)® and the International CES have always made innovation a top priority and consider the **Paris Conference on Digital Innovation** an essential resource for providing insights into the future of digital technologies.

Throughout history, consumer technology has improved lives around the world, bringing people closer together and improving communication, education and access to information.

Today technology connects us to each other and to information, education and entertainment, but already we see tremendous potential for future ways in which technology will monitor and improve our health, safety and environment. Soon, innovations in nanotechnology and biometrics will combine with technologies to improve education and healthcare tools, to make products more sustainable and enhance the user experience.

Our industry's challenges are global, as citizens around the world struggle for access to technology. Trade barriers prevent imports of technology products in several areas of the world, and a lack of connectivity in remote regions starves individuals of access to information and education.

Despite these challenges, the global consumer technology industry remains incredibly strong. Our industry creates jobs, increases education, provides access to better healthcare and helps people live sustainable lives.

And as we look to the future of the 21st century we know one thing for certain – technology innovation will continue to fuel our global economy. Each year, advancements in consumer technology will improve lives in ways we never dreamed possible.

## Hosted by Xavier Dalloz, President of XD Consulting

9:30 - 9:35 AM

**Introduction by Serge Pilicer & Xavier Dalloz Co-President of the Paris Conference on Digital Innovation**

9:35 - 9:50 AM

**Presentation by Gary Shapiro, CEO, Computer Electronics Association**

9:50 - 10:40 AM

**Presentation by the European Commission - Research and Innovation**

On-stage demonstration - Life Scenes

10:40 - 12:30 PM

**Part 1 : Connected Home**

(Mastering Energy Efficiency, the 4th Screen, New TVs...)

Lunch Cocktail and networking (12:30 - 2:00 PM)

2:00 – 3:15 PM

**Part 2 : Out of Home**

(New Car Services, Mobile Apps, Identification Management, Electronic Companions...)

Break (3:15 PM – 3:35 PM)

3:35 – 4:15 PM

**Part 3 : Digital Life**

(Banking, New Retail, e-Health Services...)

Break (4:15 PM – 4:35 PM)

4:35 – 5:45 PM

**Closing address by French Ministers**

5:45

**Closing address by Gary Shapiro & Xavier Dalloz**

Cocktail Diner Party & My Green Awards

7:00 – 9:00 PM

**Private Diner Cocktail at the residence of the US Ambassador & My Green Awards ceremony**

(with Ministers, 200 public & private leaders and Gary Shapiro)

## Premium Partner : €25,000 (excl. vat/tva)

- Presentation of your innovations within the scenario in Part 1, 2 or 3. Integration of your CEO exclusively within scenarios
- Company logo visibility on all promotional material (website, direct electronic mail) before, during and after the conference and a full-page (A4) color advertorial in the official program
- Official attendees list with contact information
- 8 admissions including Lunch and Dinner Cocktail Party at the residence of the US Ambassador where "My Green Awards" ceremony will be held
- Company literature in attendee briefcase

## Gold Partner : €15,000 (excl. vat/tva)

- Presentation of your innovations within the scenario in Part 1, 2 or 3. Integration of your CEO exclusively within scenarios
- Company logo visibility and a half-page color advertorial in the official program
- 4 admissions including Lunch and Dinner Cocktail Party at the residence of the US Ambassador where "My Green Awards" ceremony will be held
- Official attendee list with contact information
- Company literature in attendee briefcase

## Silver Partner : €3,500 (excl. vat/tva)

(for innovative Start-ups & small companies)

- Presentation of your innovations within the scenario in Part 1, 2 or 3.
- Quarter page full-color advertorial insert in the official program
- 2 admissions including lunch invitations Dinner Cocktail Party at the residence of the US Ambassador where "My Green Awards" ceremony will be held
- Company literature in attendee briefcase

## \*Option Travel to International CES 2011 : +€2,000 (excl. vat/tva)

- Travel to Las Vegas\* + 4 days including 3 nights (Flamingo hotel) + free pass to International CES2011 (6-9 January, 2011) + conferences + personal meeting

\* Regular flight on British Airways : Paris - London - Las Vegas (price will be adjusted depending on your departure airport)

Becoming Partner