

# What is CES? Why is the tech world boiling for CES?

CES (Consumer Electronics Show) - The annual consumer electronics exhibition in early January (this year is January 8-11), is a major event of the technology world.

CES (Consumer Electronics Show) - The annual consumer electronics exhibition in early January (this year is January 8-11), is a major event of the technology world. But what exactly is CES? How does it become the most interesting and interesting technology program in the world?

1. CES 2019: Is there anything to look forward to in the world's biggest 'catwalk' this year?

## What is CES?



Simply stated, the CES is an international trade fair for electronics and technology exhibitions, held annually at the Las Vegas Convention Center (with another 'brother' program called CES). Asia, held in Shanghai). The event took place over four days (this year the event took place from January 8 to 11) and is expected to welcome about 180,000 attendees.

The first CES event was held more than fifty years ago - 1967. CES was then the main exhibition event for consumer electronics around the world. Through many ups and downs, CES will annually receive about 182,000 visitors, along with more than 4,400 technology companies from all over the world displaying and introducing mainstream products. In addition, there will be more than 200 side-by-side conferences to discuss the latest issues across the technology industry. The event is run by the Consumer Technology Association.

From the above statistics, it can be seen that CES is a very big event, having a profound effect on not only the city where it is organized, but also attracting interest in every corner of life. live global technology. First, talk about the venue, the campus where CES takes place has two massive display floors including the Las Vegas convention center (LVCC) and the Sands exhibition center, with a total area of more than 255,000. square meters. Most companies attending the event will be divided into a separate area to display their products.

1. A list of all international technology conferences and events will take place in 2019

## **So can an ordinary person attend CES?**



Unfortunately, although it is called 'consumer electronics exhibition', CES is not really a free-opening event for ordinary technology lovers. The concept that needs to be clarified here is that CES is an industrial conference focused on consumer electronics, not a program that introduces electronic devices to consumers. Therefore, those who are 'welcomed' at CES are mainly journalists from technology forums, websites, to representatives from large businesses, startups, suppliers and buyers. and other related organizations.

In order to register and be accepted to attend CES, you must convince the Technology Consumers Association about your position and role in the technology field. In the past, it has been hard for many cases of invitations to CES to be sold on the black market in Las Vegas, resulting in some 'bad' cases that occurred within the event. Therefore, in recent years, CES security and especially censorship of guests has been much more tightened.

## **What's special at CES?**



CES can be regarded as a convention and practice in the field of technology. For ordinary users like us, CES is an opportunity for us to get a more realistic and intuitive view of mainstream technology products that can be released throughout the year, as well as coins. technology development world in that year. With CES, we will have the opportunity to hear or learn about the latest technologies and technology products before they are sold in showrooms. This is also an opportunity for start-up companies to express their ambitions and capabilities, while attracting the attention of public opinion and potential investors. However, not all products introduced at CES will be released, for example: Electronic companies can demonstrate new technologies such as foldable screens, but these displays It is unlikely that it will be released in that year, or even forever without being produced on a large scale.

The world's largest electronics exhibition also provides an opportunity for the technology industry to promote public interest, contributing to enabling new technologies such as 5G, Internet of Things, smarthome technology, self-driving cars. , smart cities, autonomous drones and 8K TVs have more opportunities to reach users. We will definitely hear more about 5G and utilities like Wi-Fi 6 at CES 2019.

But CES is not only an influential media event, it is also an opportunity to promote cooperation and development among businesses operating in the technology sector. Are you in need of buying selfie sticks or cheap smart phone panels in large quantities? You can absolutely find partners who produce these products at good prices at CES. In fact, there are many small-to-large value business contracts signed during and after CES, but these are often 'behind the scenes' stories.

Finally, in addition to the media impact as well as promoting cooperation among businesses, like many other events around the world, CES is sometimes an 'excuse' for people to visit Las Vegas. , gambling, shopping and partying together, and all important is 'temple money'. This is one of the rare dark side at CES. However, if it is only for casinos and entertainment venues that is why the annual CES is organized here, it seems a bit 'unjust' for Las Vegas. In fact, Las Vegas has always been a favorite place for international event organizers, because it is not only a dynamic city, but also has a great floor space to organize big events. There are not many cities in the world with hotel systems and conference space as well as high-class transportation planning like Las Vegas.

## What should you care about at CES?



Honestly, if you don't work in technology-related fields, or simply don't care too much about technology, then CES doesn't really mean much. CES is a more 'industrial' event. The reason it appears to be dense on news sites is because journalists are sometimes sponsored by technology companies to write articles about their products, and it happens to be the product you are interested.

Basically, CES is a combination of a variety of news and technology products, many of which will never be released or produced on a commercial scale, or may not be distributed. After a long time, despite the introduction of the media. And of course not everything that appears at CES is interesting. Do you want to learn more about smart necklaces for dogs to help track fitness for your pet? Are you interested in smart trash, or a giant and expensive folding washing machine? And there are many other strange products that appear at CES every year. I don't mean to say that these technology products are not interesting, but they don't really go to the masses and that's why CES is not for people who don't care much about technology. Or monitor CES selectively, focusing on things that I really care about.

One more thing, although CES is a big event, not all major tech companies are here, as not every billion-dollar enterprise is 'mature' from CES. Apple is not there, and so is Microsoft. Google Google saves notifications for its own events. Apple is not available at CES, and Microsoft sometimes does. Google is a familiar face at this event, but only in the hardware section and 'reserve' strategic products for its own events.

1. A look at Google's 2018: A year of volatility

## The positive and negative aspects of CES



There are a lot of nonsense at CES, but of course not all. Our common mission is to overcome hype, marketing tricks and find the most interesting and really useful technologies. For example, last year, products such as the smart screen Google Assistant (the precursor of Google Home Hub) a product was introduced at CES 2018 and gained much success afterwards. We've heard about improved Wi-Fi security with WPA3, standardized fast USB charging and the promise of 5G technology . these are all interesting gadgets that were discovered at CES.

CES is a great event because it contains countless new utilities and technologies, as well as contributing to a lot of interesting news and products. Not all products are like that. Samsung is still pushing Bixby desperately, big electronics companies try to convince us that everyone needs to use expensive smart refrigerators, and startups are selling everything. things that support Alexa. Therefore, once again, be alert, take care of the practical things with you, otherwise you will become the 'bait' of marketing.

What do you think about the biggest technology event on the planet? Or leave a comment in the comment section below. For now, be prepared, CES 2019 is going on!

See more:

1. Top best photography smartphone in 2018
2. The first set of books about hackers and network information security in Vietnam is coming soon
3. Will dual-boot options be added soon with Windows 10?
4. Dell will release a two-screen and detachable laptop?

You finished reading the article "**What is CES? Why is the tech world boiling for CES?**" edited by the [TipsMake](#) team. We hope this article has provided you with many useful tech tips and tricks. You can search for similar articles on tips and guides. Thank you for reading and for following us regularly.