

2013 International CES Green Guide





Welcome to the 2013
International CES®, the world's
largest annual innovation
event!

THE GLOBAL STAGE FOR INNOVATION



The world's largest annual innovation event – the International CES – is also the greenest. *Trade Show Executive* magazine named the 2012 International CES the tradeshow with the “Most Innovative Green Initiatives by Show Management.” The publication previously named the 2010 International CES “North America's Greenest Show.”

And this year will be even **greener**. Our first ever *Green Guide* gives you self-guided tours of each hall, highlighting numerous companies and the environmentally-friendly products they offer, as well as providing background on what CEA and its members do year-round to promote energy efficiency and electronics recycling.

When you get home, be sure to check out GreenerGadgets.org to find out where to recycle old electronics and how to find new energy-efficient devices.

CEA Members Among the World's Greenest Companies

CEA member companies IBM, Hewlett-Packard, Dell, Nvidia, Intel, Accenture and Microsoft took seven of the top 15 spots on [Newsweek's 2012 list of the World's Greenest Companies](#), based on environmental impact, management and transparency.

How Green Is the International CES?

The International CES includes an incredible array of green initiatives as part of our efforts to reduce waste from the event and also give back to the local Las Vegas community. Find out more on page nine.

Samsung Electronics
America Inc.



Samsung, a global leader in consumer electronics and the core components that go into them, is helping CEA showcase industry achievements in environmental responsibility as the exclusive green sponsor of the 2013 International CES.

Samsung is also highlighting its leadership in creating innovative, eco-conscious technology at the 2013 CES. The company's achievements include being the first manufacturer to become e-Steward certified, processing more than a quarter billion pounds of electronic waste in the U.S. since 2008 – more than any other TV manufacturer, and being the first in the industry to achieve Gold Level UL Environment certification for TVs with its 2013 LED TVs – UN55F800AF and UN46F8000AF.

Samsung also won four 2013 Eco-Design Awards for its Series 9 Premium Ultrabook, CLP-365W Laser Color Printer, Green DDR3, and LED Smart Bulb. The first three products will be featured in the Eco Zone section of Samsung's booth at the Las Vegas Convention Center and the LED Smart Bulb can be seen at the Innovations Design and Engineering Awards Showcase at the Venetian during CES.

Samsung has long-been committed to advancing technology that promotes sustainability, and ENERGY STAR has recognized Samsung for its efforts, naming Samsung as "ENERGY STAR Partner of the Year" for two years in a row (2011 and 2012). For more information, please visit samsung.com/green.

LVCC Central Hall

[DISH Network](#) – DISH brings the latest home entertainment technology to more than 14 million subscribers, including the Hopper Whole-Home HD DVR that lets consumers control the home viewing experience. Beyond the living room, DISH helps viewers take TV anywhere and provides broadband through dishNET Internet. **Location: LVCC, Central Hall – Booth # 8143**

[LG Electronics Inc.](#) – LG Electronics is a global leader and technology innovator in consumer electronics, mobile communications and home appliances, employing more than 84,000 people working in 115 operations including 84 subsidiaries around the world. **Location: LVCC, Central Hall – Booth # 8204**

[Panasonic](#) – Panasonic provides electronics products and solutions for consumers and businesses. Panasonic ranked sixth in the 2012 Interbrand Annual Best Global Green Brands ranking. This year, Panasonic is showcasing environmental products, including: LED light bulbs, solar panels, electric vehicle battery and charging technologies and energy-efficient televisions. **Location: LVCC, Central Hall – Booth # 9406, 9806**

[Sony Electronics Inc.](#) – Sony’s Road to Zero is the company’s environmental plan for a more sustainable society. Sony is dedicated to protecting and improving the environment in all areas of its business operations. Designing energy-efficient products and using recycled resources are among the many green initiatives to which Sony is committed. Please visit our booth to find examples of these products. Products include:

- Sony DSC-HX30 Cyber-shot digital camera (CEA 2013 Innovations Design and Engineering Award honoree in the Eco Design Category)
- Sony BDV-N790W 3D Blu-ray Home Theater System (CEA 2013 Innovations Design and Engineering Award honoree in the Eco Design Category)
- Sony Xperia P Smartphone (EISA Green Smart Phone Award 2012-2013 honoree)

Location: LVCC, Central Hall – Booth # 14200



LVCC South Hall

[Etón Corp.](#) – Etón’s vision is to harness nature’s energy to power consumer products that keep people prepared, informed, entertained and on-the-go. A commitment to high design, efficient energy sources and innovative technologies enables Etón to create award-winning products that empower your world. From weather alert radios and backup battery packs to solar-powered sound systems, Etón keeps you connected, in the know and in tune at home, in the office, on the road, or in the great outdoors. **Location: LVCC, South Hall 3 – Booth # 30860**

[Evergreen \(CP\) USA](#) – Evergreen (C.P.) USA Inc. is the U.S. sales office for Chung Pak Battery Works Ltd., a Hong Kong-based manufacturer of environmentally-friendly batteries, which include no-lead heavy duty, and mercury-free alkaline, silver oxide and alkaline button cells. Ni-CD, Ni-MH, and lithium are also available. **Location: LVCC, South Hall 3 – Booth # 31858**

[Improv Electronics](#) – Say goodbye to paper with Boogie Board LCD eWriters, the eco-friendly, electronic, paperless replacement for notebooks, memo pads, sticky notes, scratch pads and other writing and drawing mediums. Take notes, leave messages, create to do lists, draw pictures – anything you would do with paper and pen! Products include:

- The new Boogie Board Sync 9.7 LCD eWriter
- The Boogie Board Jot 8.5 LCD eWriter
- The Boogie Board Original 8.5 LCD eWriter

Location: LVCC, South Hall 3 – Booth # 35777

[Synaptop](#) – Synaptop™ is an operating system that runs on the cloud on which users can store files, run apps and collaborate. Users can work together in any application in real time by dragging and dropping contacts into that application. Synaptop also lets you drag and drop apps across devices wirelessly. Synaptop green products include Synaptop Theatre™ and SynapScreen™. Synaptop saves on fuel and cuts harmful emissions by requiring less traveling and enabling immersive virtual meetings.

Location: LVCC, South Hall 3- Booth # 36285

[MWV](#) – MeadWestvaco’s Natralock® is an exclusive, tear-resistant paperboard. It’s designed to maximize the use of recyclable materials and minimize waste. Natralock:

- Reduces overall packaging weight by 20 percent and uses up to 70 percent less plastic, on average, than petroleum-based PVC clamshells.
- Has UL Environment-provided third-party validation and repulpability certification; and
- Is curbside recyclable

Location: LVCC, South Hall 3- Meeting Room S218

[ADT Security Services](#) – ADT Security Services provides security and home automation solutions for homeowners and business owners. The ADT Pulse system helps save energy by allowing customers to easily schedule and/or remotely adjust lights, thermostats and small appliances that are connected to your system. **Location: LVCC, South Hall 1 – Booth # 20624 (ground level)**



LVCC North Hall

Tharo EV – Tharo EV is a branch of Tharo Systems. Over three decades as an international leader in the automatic identification industry, Tharo prides itself on superior product service. Given the recent development of Tharo EV, the company will be the exclusive American distributor of VMoto E-Max Electric Scooters. Green products include the VMoto E-Max 120S electric scooter. **Location: LVCC, North Hall – Booth # 2833**

GreenSmart – GreenSmart offers bags that make you feel good and make a difference. From colorful laptop sleeves to everyday bags like messengers or backpacks, GreenSmart bags embed thoughtful design by using eco-friendly materials and employing socially-responsible labor. **Location: LVCC, North Hall – Booth # 6027**

Other World Computing (OWC) – Other World Computing (OWC), a wind-powered, zero-emissions firm, has provided quality leading computer industry hardware for over two decades and today features one of the largest online catalogs of computer-, iPod-, iPhone-, and iPad-enhancement products via its e-commerce portal macsales.com. Green products include:

- Newer Technology Power2U
- NewerTech NuGreen

Location: LVCC, North Hall- Booth # 5812

Mobee Technology – Mobee Technology develops and manufactures innovative green technology accessories for Apple products. **Location: LVCC, North Hall – Booth # 4314**

Bracketron – Bracketron is the industry leader in universal mounting solutions and accessories for many of today's most popular mobile and handheld technologies including smartphones, GPS devices, tablets/PCs, MP3s, and satellite radio. The Mushroom GreenZero Wall Travel Charger features exclusive GreenZero Technology – the most eco-friendly way to charge mobile devices while totally eliminating the wasteful stand-by consumption (zero idle power) that other chargers consume when left plugged in. This eco-friendly charger was a 2013 CEA Innovations Award Honoree. **Location: LVCC, North Hall – Booth # 3415**

Armpocket Enterprises – Every Armpocket® *Ultimate Armband* is constructed using tough, durable, and water-resistant PET fabric made from 100 percent post-consumer, recycled plastic bottles. The naturally sustainable, ultra-soft, bamboo mesh fabric wicks away moisture for a guaranteed no-slip, ultra-comfortable fit for even the largest smartphones. **Location: LVCC, North Hall – Booth # 3702**





This year, The Venetian is proud to be home to some very green companies that will be featured in the Eureka Park and Sustainable Planet TechZones.

First up is Eureka Park, a specialized exhibit area that provides a unique opportunity to launch a new product, service or idea. In partnership with the National Science Foundation and Startup America Partnership, Eureka Park will be the premier destination at the 2013 CES to find budding entrepreneurs, fledgling startups and home-grown innovation.

Located on Level 2 of The Venetian in the Lido, Murano and San Polo ballrooms, here are several green companies

exhibiting at Eureka Park that you definitely don't want to miss:

Footmarks (Booth # 74212)

Footmarks is a "Discovery Platform for the Physical World," which enables consumers to gather on their smartphones information that is typically displayed as paper marketing materials. Consumers can instantly connect and download business cards, brochures, pamphlets, and the like, rather than taking the materials with them; therefore reducing paper circulation.

Enado Ltd. (Booth # 73502)

Enado is the software OS for the home, using intelligence to integrate energy information with other unintelligent devices, systems and appliances to reduce waste at the point of control. Incorporating all devices it facilitates real-time feedback with effective scheduling and access to cloud systems as a gateway device.

Ken Oh Corp. (Booth # 75102)

Ken Oh Corp. is a company that strives to benefit the lives of people by using innovative ideas and design to provide people with products they will enjoy. Ken Oh Corp. strives to grow and advance in order to continue designing and inventing ways to create exciting new products.

Hologafyx Canada Inc. (Booth # 74203)

Hologafyx lets retailers display a 3D facsimile of products or logos, plus a holographic live-action or animated presentation featuring services or a 360-degree visual to wow customers and promote branding in an exciting and unique way. This year our production process and products received a Green Company Certification. Green products include:

- Hologafyx Cube
- Hologafyx Showcase
- Hologafyx Clear

A stop in the Veronese Ballroom is a must to see companies that have a lot to show off in the green department, such as:

Imation Corp. (Booth # 2504 & 2505)

Leading optical media manufacturer Memorex offers an eco-friendly optical product line with packaging that uses up to 75 percent less plastic and sleeves made from 100 percent recycled paper. Now available in the U.S. at Target and Walmart.



Sustainable Planet is back, celebrating all things green for its fourth anniversary at CES. Sustainable Planet serves as the premier location for world-changing technologies that benefit the environment, utilize new forms of sustainable energy, renew our resources or contribute to the development of nations both on and off the grid.

This TechZone features products and services that range from advances in green building, to smart grid technologies, to sustainable packaging.

Located on Level 2 of The Venetian in the Venetian Ballroom, here's a look at some exhibitors ranging from companies that make solar generators to eco-friendly fashion accessories that we recommend seeing in the Sustainable TechZone during your visit at CES:

Concept Green Energy Solutions Inc. (Booth # 70226)

Concept Green provides a wide array of energy generating products. Portable solar-assist chargers (power banks) and portable power solar generators provide renewable electricity. Our tag line sums it up: "Portable Power Solutions for the Active Lifestyle."

Reveal Fashion (Booth # 70234)

Reveal Fashion follows a 4R philosophy:

- Reveal a better way to design products using natural and recycled materials.
- Reveal organizations that are making a difference.
- Reveal the beauty in nature.
- Reveal the power of technology and our passion for the mobile lifestyle.

Shenling Environmentally Friendly Packing Material (Booth # 70334)

Shenling molded pulp packaging is a new kind of packing material that features damp proofing, shockproof and sound insulation, and is a good substitute for traditional, less eco-friendly materials, like foam, glass and plastic packaging.

Dordan Manufacturing Co. (Booth # 70326)

Dordan is a third-generation family operated manufacturer of plastic clamshell packaging for the consumer electronics industry. Based in Woodstock, Ill., Dordan is a full-service package design and manufacturing firm, offering innovative thermoformed packaging solutions since 1962. Dordan is pleased to share its green products and services with CES attendees, including:

- Green package designs (Four-step Design for Sustainability Process)
- Sustainable materials (Bio Resin Show N Tell)
- Environmental assessment tools (COMPASS)

Aervoe Industries (Booth # 70232)

Aervoe Industries is launching its Sierra Wave[®] Portable Energy Products at the 2013 CES. The line includes small- to large-size portable energy collection, storage and distribution products that are sized to fit a variety of needs from small handheld devices to tools, equipment and appliances.

Just how is the 2013 International CES?

The International CES provides our industry an opportunity to convene at one time, in one place, at an eco-friendly blockbuster event that minimizes annual travel budgets.

- CES attendees connect with one another, get business done and collectively avoid 1.97 million miles in business trips that they otherwise would have to take if not for CES.
- Representatives travel from more than 150 different countries, offering a truly global opportunity.

CES includes an incredible array of green initiatives as part of our efforts to reduce waste and give back to the local Las Vegas community.

- For the second year, more than 190,000 badge holders are made from vinyl banners from the previous year's CES.
- More than 80,000 square feet of magnetic and vinyl show banners – 20,000 pounds of magnetic materials alone – will be collected in cooperation with key exhibitors to repurpose even more post-show waste. We will also collect discarded publications and show collateral with a goal to surpass last year's collection of 50,000 pounds of materials.
- Our goal is to increase the reuse/recycle rate for solid waste generated at the show beyond last year's high of 75 percent.
- Carpets for all exhibit floor aisles, TechZones, registration areas and turnkey booths are made from recycled materials.
- Turnkey exhibitor booth packages use recyclable panels and soy ink printing.
- Print production at CES is down nearly 50 percent from six years ago. Remaining materials are printed on recycled paper, using soy-based ink, and meet the standards of the Sustainable Forest Initiative and Forest Stewardship Council.
- Exhibitor press kits are now available online, or via USB or DVD.
- Reduction of bottled water consumption by CES staff has been reduced by 25 percent.

All green initiatives at the 2013 International CES are proudly sponsored by Samsung.



The Consumer Electronics Association (CEA) is proud to continue its tradition of supporting projects that promote sustainability in the city of Las Vegas and benefit the local community. This year, we are thrilled to announce the following donations:

- \$50,000 to Green Chips, a local group that supports environmental sustainability initiatives in southern Nevada, to fund the proposed solar installation project to power the iconic Welcome to Fabulous Las Vegas sign on Las Vegas Boulevard.
- \$50,000 to the Las Vegas Convention and Visitors Authority for the installation of two electric vehicle charging stations at the Las Vegas Convention Center.



eCycling

LEADERSHIP INITIATIVE

The consumer electronics industry is operating the first-ever industry-wide electronics recycling initiative to recycle one billion pounds of electronics annually by 2016.

The eCycling Leadership Initiative, launched by CEA and the CE industry in 2011, seeks to improve consumer awareness of the almost 7,500 collection sites currently sponsored by industry; increase the amount of electronics recycled responsibly; increase the number of collection opportunities available; and provide transparent metrics on eCycling efforts.

The eCycling Leadership Initiative completed its first year in 2012 with big successes. Specifically, participants of the eCycling Leadership Initiative arranged for the responsible recycling of 460 million pounds of consumer electronics, a 53 percent increase over the 300 million pounds recycled in 2010. Additionally, electronics manufacturers and retailers increased the number of recycling drop-off locations for consumers nationwide to nearly 7,500 from just over 5,000 a year ago.

In April 2013, look for the release of the second annual report of the eCycling Leadership Initiative detailing the recycling progress made by the industry in the last year.

For more information regarding the eCycling Leadership Initiative, and to find free and convenient drop-off locations for used electronics in your region, visit GreenerGadgets.org or CE.org/eCycle.

CEA and Energy-Efficient Consumer Electronics

Supporting a Set-Top Box Energy Conservation Agreement

CEA and the National Cable & Telecommunications Association (NCTA) announced in December 2012 an unprecedented Set-Top Box Energy Conservation Agreement. Fifteen industry-leading multichannel video providers and device manufacturers that deliver service to more than 90 million American households have committed to energy conservation measures that will result in annual residential electricity savings of \$1.5 billion or more as the commitment is fully realized.

Calling for Improvement to California's Regulatory Process

Based on three rulemakings during the past seven years in California, CEA has identified several ways to improve the California Energy Commission's (CEC) process for energy efficiency standards and regulation. In 2012, CEA supported California Assembly Bill 1850 which addressed concerns related to innovation, economic analysis, data quality, policy choice flexibility, compliance burdens and objectivity of retained consultants in the rulemaking process. The CEC recently announced plans for a new round of regulations for high-tech products including computers, displays, game consoles, imaging equipment, servers and set-top boxes.

Consumer electronics manufacturers are already leading the way to energy efficiency through innovation, competition and market-oriented programs such as ENERGY STAR, a highly successful initiative now 20 years old covering more than 60 different product categories in several industries.

Developing Test Procedures for Measuring Power Consumption

To support energy efficiency policies and programs, there must be standard methods of measuring energy use. CEA has made significant contributions to the development of consensus standard test procedures for measuring power consumption in consumer electronics, notably for televisions and set-top boxes. Representatives from government, industry and advocacy groups have participated in CEA's ANSI-accredited standards development activities regarding test procedures.



greenergadgets.org

GreenerGadgets.org is CEA’s online resource for consumers to Live Green, Buy Green and Recycle Responsibly. It highlights the industry trend toward “greener gadgets” – smaller, smarter, more energy-efficient devices that can do more than ever before. Tech-savvy shoppers now have more eco-friendly options, and this resource has valuable information about how to buy green electronics, use them efficiently and recycle them at the end of their useful life.

CEA recently launched a new, interactive tool on GreenerGadgets.org, the Consumer Electronics Energy Calculator, which estimates the amount of energy your electronics are using in your home based on the products you own and the amount of time they are in use each day. The calculator determines the energy cost per month and per year, and compares your energy use to that of the average U.S. household. A CEA survey found that 60 percent of consumers are concerned about their electric bills and energy consumption. While consumer electronics typically account for just 12 to 15 percent of a home’s energy use, every little bit of unused energy saves money and reduces energy demand. Studies have found that the more consumers understand their energy use, the less energy they’re likely to consume.

The site also features a Recycling Locator tool. When it comes to end-of-life electronics many people are concerned with what happens after they drop off their products. The recycling locator database includes industry programs that use strict standards and third-party certified recyclers, so consumers can rest assured that their devices will be safely recycled. All they have to do is enter their zip code, and go!

