

**Plan:** Build the biggest, most noticeable booth from the show. Making it the most outrageous, by adding a wall full of TV monitors playing different commercials. Lots of light effects. Making many testing booths so they can accommodate as many visitors as possible. Be very friendly and represent our company, Samsung, as best as possible.

### **Consumer Electronics Show (CES)2010 – Engadget**

**Background:** Engadget, owned by AOL (American Online) and was officially launched to public in March, 2004. It is a website/weblog which podcasts and delivers the latest news to the readers about consumer electronics. It currently has 9 separate websites allocated in different parts of the world, working simultaneously and updating tech-news regarding the area they are responsible around the world in their respective languages. (languages available :English; Chinese(traditional&Simplified), Japanese, Spanish, Polish, Korean and German).

**Reputation:** Engadget.com is ranked 276 in the world. It has been nominated for the 2004 Bloggie award of 'Best Technology Weblog' 2005 Bloggie award for 'Best Computers or Technology Weblog' and 'Best Group Weblog'. Engadget won 'Best tech blog' in 2004 and 'Best Weblog' in 2005.

**Purpose of participation:** To see and find out the latest product previews and Technology announcements by companies from around the globe.

**Objective:** To deliver the fastest and most detailed tech-news that has been announced and revealed inside CES 2010 to the readers around the world.