




# CES 처음 가는 사람을 위한 길라잡이

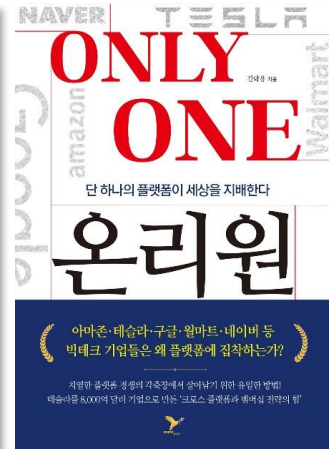
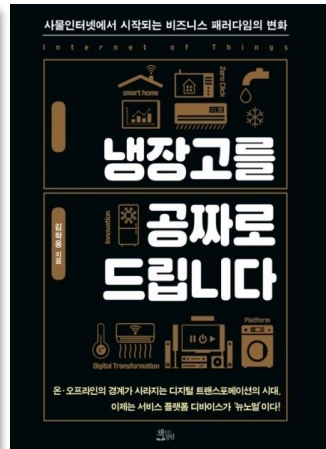
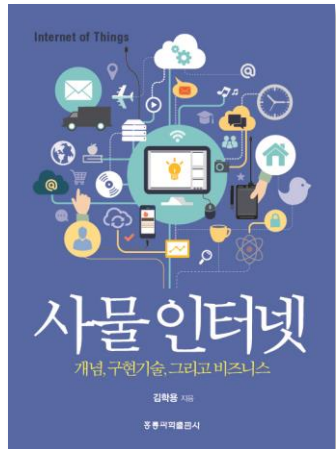
2023. 12. 28

김학용

IOT전략연구소

## ◆ 현) IOT전략연구소 소장

- 순천향대학교 및 부산대학교 교수 (사물인터넷) (2014~2020)
- LG유플러스 부장 및 삼성SDS 차장 (2003~2014)
- 산업자원부, 국토교통부, 과학기술부, 행정안전부, 서울시 등 자문
- 행정안전자치부 장관상(2020), 특허청 우수강사상(2016)
- 저서: <앰비언트 – 포스트 스마트폰 시대에 대비하라> 등 8권
-  김학용 IOTV





# CES 2024 개요

## ◆ CES(Consumer Electronics Show) : 세계 최대의 **가전** 박람회 → **IT 융합** 박람회

	CES 2020	CES 2021	CES 2022	CES 2023	CES 2024
전시기간	1.7(화)~10(금), 4일	1.11(월)~14(목), 4일	1.5(수)~7(금), 3일	1.5(목)~8(일), 4일	1.9(화)~12(금)
주요특징	오프라인 개최, 역대 최대 규모	Covid-19로 온라인 개최, 16개 언어 동시번역 자막	온/오프라인 하이브리드 개최	오프라인 개최 (온라인은 별도 상품)	오프라인 개최 (최대 전시 면적)
참가규모	4,500개 기업, 18만명	2,000여 기업	2,200여 기업, 4.5만명	173국 3,200여 기업, 12만명 참관	4,124개 기업 13만명 예정
한국기업	390개 (미, 중, 3위)	341개 (미 570, 2위)	500개 (미1,300, 2위)	550개 (미1,300, 2위)	707개 3위 (미1,148, 중1,104)



CES 2020 참석



CES 2021~2022 온라인으로 참가



CES 2023 참석



CES 2024 참석

# CES 2024 참가 현황

## ◆ CES 2024 참가 규모 (as of 12.26)

- 4,120개 이상의 기업 참가 (23년 대비 28.8% ↑)
- 우리나라는 707개 기업이 참가 (23년 대비 18.2% ↑)
- 미국 1,148개, 중국 1,104개, 프랑스 195개, 대만 178개, 일본 73개, 독일 62개

4000+

exhibitors

참가 기업수

1200+

startups within Eureka Park

유레카 파크의 스타트업

130K+

attendees

참가자수

309

FORTUNE GLOBAL 500

companies have registered.

84

INTERBRAND 100

companies have registered.

38

of the top retailers have registered.

57%

of registered attendees are senior-level.\*

\*President/Owner, C-level, VP, Director/Sr. Manager/General Manager

150+

countries represented.

41

different technology categories covered.

29

meetings on average are conducted on-site.

12월 26일 기준



# CES 2024 Slogan – All Together All On

- ◆ 2023년 BE IN IT(몰입하다, 빠져들다) → 2024년 All Together All On (모두 함께)
  - 전세계적인 전염병 위기, 국가간의 분쟁 및 대립을 넘어 모두 함께 하자
    - 2022년: Beyond the Everyday (일상을 넘어)
  - 모든 것이 항상 켜져 있고 연결되어 있으며 모든 산업에 걸쳐 다양한 기술이 융합되고 있음



CES 2023, BE IN IT



CES 2024, ALL TOGETHER ALL ON

# CES 2024의 주요 키워드

## ◆ 미디어 프리뷰에서 밝힌 주요 키워드 ('23.12.07)

Generative AI

Digital Health

Vehicle Tech

Gaming

Cybersecurity

Sustainability

Space Tech

Future of Money

## ◆ 주목해야 할 주요 기술 분야

Generative AI

Smart Home

Digital Health

Food Tech

Beauty Tech

Metaverse

Retail Tech

Mobility

Space Tech

Sustainability

Security/Privacy



# 주목해야 할 분야 및 트렌드

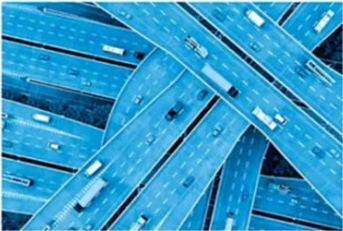
## 2023, 6 Key Technology Themes by CTA



Enterprise Tech Innovation



Metaverse / Web 3.0



Transportation / Mobility



Health Technology



Sustainability



Gaming and Services

## 2024년에 주목해야 할 트렌드



AI Everywhere



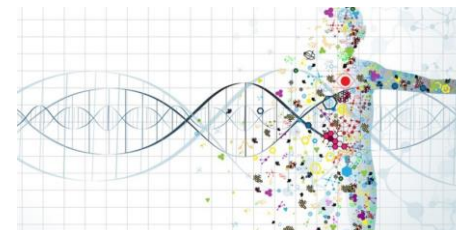
UI/UX Innovation



Smart Home (Matter+SLM)



Post Connected Car



Health, Beauty, Mind Care



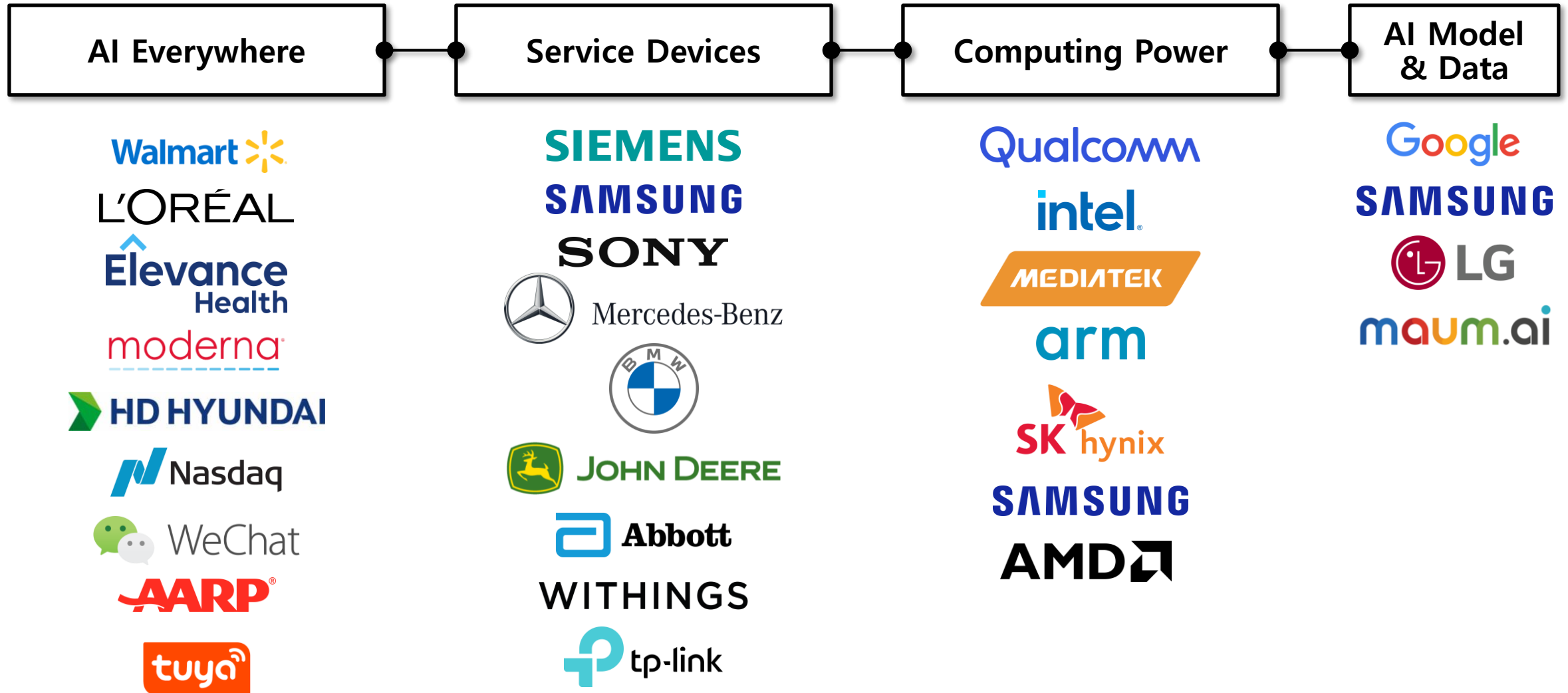
Again China

**Ambient**





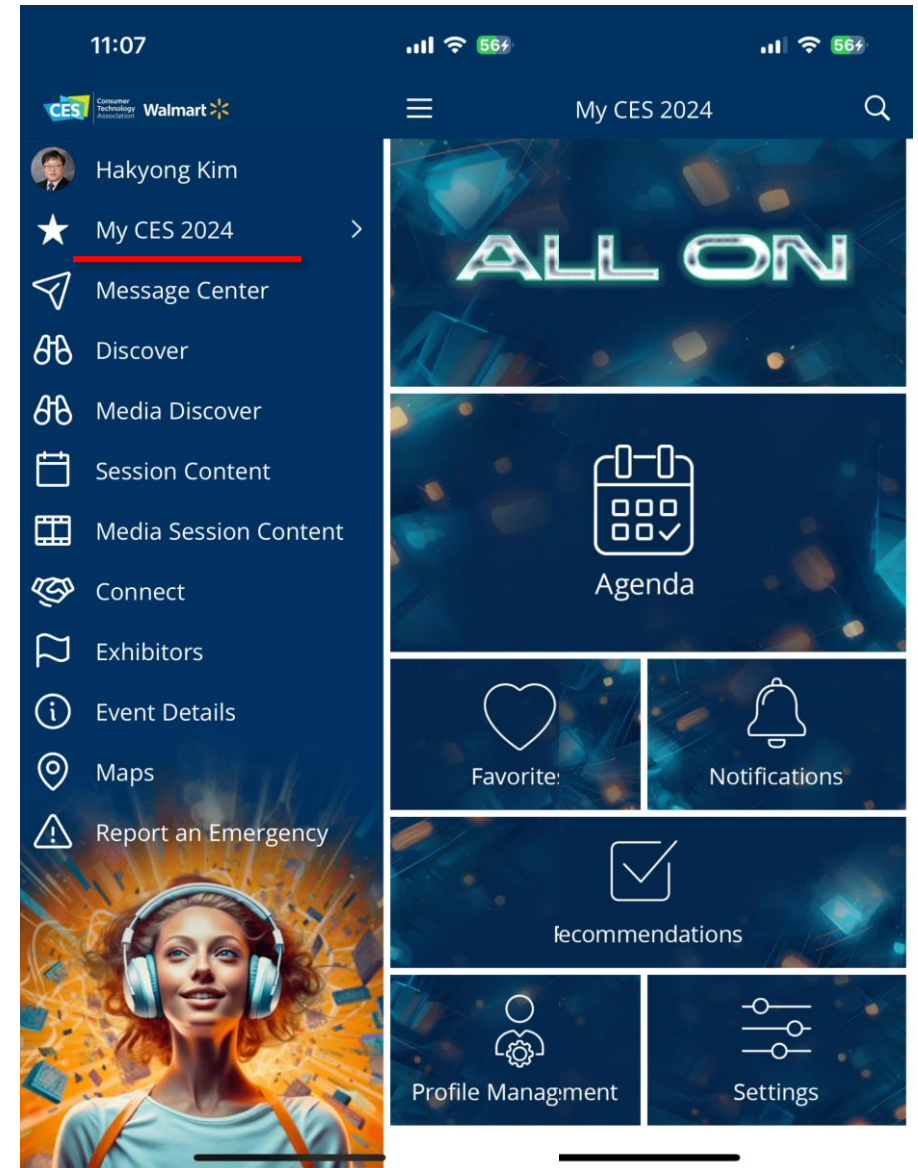
# 1. AI for All and AI Everywhere



# CES.Tech 홈페이지 및 CES App 활용

## ◆ 스마트폰 앱을 설치한 후, 일정이나 관심사 관리

- 전시장 지도, 행사 정보 확인 등에 활용
- 전시참가가, 관람객 등과의 연락처 교환 등도 가능





# 전시 일정 (1/2)

## SUNDAY, JAN. 7

### Media Day 1 (Media Only)

LOCATION: MANDALAY BAY

- CES 2024 Tech Trends to Watch
- CES Unveiled Las Vegas

## MONDAY, JAN. 8

### Media Day 2 (Media Only)

LOCATION: MANDALAY BAY

### C Space

LOCATION: ARIA

Conferences: 9 AM-6 PM

### Conference Program

LOCATION: LVCC WEST

9 AM – 5 PM

## TUESDAY, JAN. 9

### Press Conferences

LOCATION: LVCC AND VENETIAN EXPO

### Exhibits

LOCATION: LVCC AND VENETIAN EXPO

10 AM-6 PM

### C Space

LOCATION: ARIA

Conferences: 9 AM-6 PM

Exhibits: 9 AM-6 PM

### Conference Program

LOCATION: LVCC AND VENETIAN

9 AM – 5 PM

# 전시 일정 (2/2)

## WEDNESDAY, JAN. 10

### Press Conferences

LOCATION: LVCC AND VENETIAN EXPO

### Exhibits

LOCATION: LVCC AND VENETIAN EXPO

9 AM-6 PM

### C Space

LOCATION: ARIA

Conferences: 9 AM-6 PM

Exhibits: 9 AM-6 PM

### Conference Program

LOCATION: LVCC AND VENETIAN

9 AM – 5 PM

## THURSDAY, JAN. 11

### Exhibits

LOCATION: LVCC AND VENETIAN EXPO

9 AM-6 PM

### C Space

LOCATION: ARIA

Conferences: 9 AM-Noon

Exhibits: 9 AM-6 PM

### Conference Program

LOCATION: LVCC AND VENETIAN

9 AM – 5 PM

## FRIDAY, JAN. 12

### Exhibits

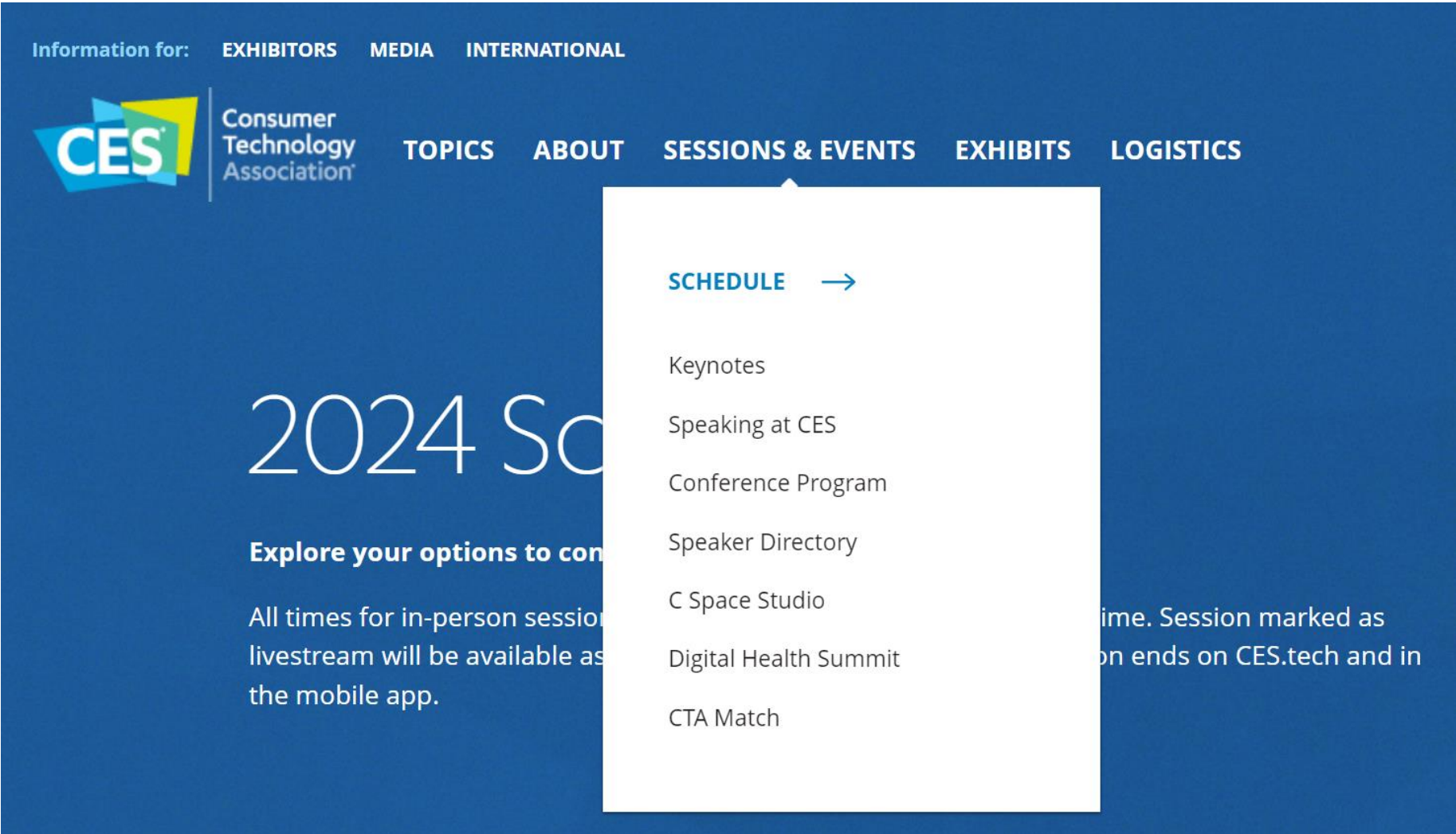
LOCATION: LVCC AND VENETIAN EXPO

9 AM-4 PM

마지막 날은 한가합니다. 즐 서야 하는 곳은 마지막날 보세요.

# CES Keynotes & Conference Sessions

◆ 전시장과 컨퍼런스 장소를 감안하여 관람 일정을 수립해서 효과적으로 관람





# 자신이 관심 있는 분야의 컨퍼런스에도 참여

## ◆ Date, Time, Session Type, Topic, Location, Track을 선택 후 세션 검색

The screenshot displays a conference search interface. At the top, there is a dark blue header with 'Refine | 22 results' on the left and 'Tuesday, January 9' on the right. Below the header is a search bar with the text 'Search' and a magnifying glass icon. To the left of the main content area is a vertical sidebar with filter categories: DATE, TIME, SESSION TYPE, TOPIC, LOCATION, and TRACK, each with an upward-pointing arrow. The main content area shows two search results. The first result is for a session titled 'PropTech: Extending Value in Multifamily' scheduled for 9:00 AM - 9:40 AM. It is a 'CONFERENCE SESSION' (indicated by '\$\$\$') and part of the 'Parks Associates: CONNECTIONS Summit' track. The location is 'Venetian, Level 4, Marcello 4404'. The second result is for a session titled 'Pervasive intelligence through automated AI nanofactory' scheduled for 10:00 AM - 11:00 AM. It is a 'SHOW DAY PRESS CONFERENCE' and the location is 'LVCC, North Hall, 10974'.

Filter	Value
DATE	Tuesday, January 9
TIME	9:00 AM - 9:40 AM
SESSION TYPE	CONFERENCE SESSION   \$\$\$
TOPIC	PropTech: Extending Value in Multifamily
LOCATION	Venetian, Level 4, Marcello 4404
TRACK	CONFERENCE TRACK Parks Associates: CONNECTIONS Summit
TIME	10:00 AM - 11:00 AM
SESSION TYPE	SHOW DAY PRESS CONFERENCE
TOPIC	Pervasive intelligence through automated AI nanofactory
LOCATION	LVCC, North Hall, 10974

# Show Location Map – All Venues

## Tech West

## Tech East

## Tech South

**Tech West**  
Venetian Expo

**Show Services at Tech West**

<b>Accessibility Desk</b> Level 1 Lobby	<b>Customer Service Center</b> Level 2, Venetian Ballroom Level 1, Room 301	<b>International Business Center</b> Level 2 Lobby
<b>CES 2025 Exhibit Space Selection</b> Level 1, Room 310	<b>Exhibitor Press Conferences</b> Level 3, Lido 3105-3106	<b>Keynotes</b> Level 2, Palazzo Ballroom
<b>Conference Sessions</b> Level 4, Marcello and Lando	<b>Innovation Awards Showcase</b> Level 2, Halls A-D, Booth #56332	<b>Media Room</b> Level 2, Venetian Ballroom
<b>CTA Member Lounge</b> Level 2, Venetian Ballroom		<b>Show Offices</b> Level 3, East Foyer Venetian Tower, Suite 29-207

**Key**

- Accessibility Desk
- Badge Pickup
- C-Space Shuttle
- Customer Service
- Elevators
- Hotel Shuttle Buses
- Information
- Taxi
- Tech Express

Explore CES exhibit venues at CES.tech. As of Oct. 3, 2023. Locations subject to change. Map not to scale.

**Tech East**  
Las Vegas Convention and World Trade Center (LVCC),  
Renaissance Las Vegas and Westgate Las Vegas

**Show Services at Tech East**

<b>Accessibility Desk</b> LVCC, North Level 2, N250	<b>Exhibitor Press Conferences</b> LVCC, South Connector, S214 & S215	<b>International Business Center</b> LVCC, West Level 2, W225
<b>CES 2025 Exhibit Space Selection</b> LVCC, South Connector, S219	<b>Media Room</b> LVCC, West Level 2, W212	<b>Show Office</b> LVCC, North Level 2, N254
<b>Conference Sessions</b> LVCC, North Level 2, N250-N262	<b>CTA Member Lounge</b> LVCC, North Level 2, N237	<b>Customer Service Center</b> LVCC, West Level 1, W102
<b>LVCC, West Level 2, W216-W232</b>		

**Key**

- Accessibility Desk
- Automatic Doors
- Badge Pickup
- C-Space Shuttle
- Customer Service
- Elevators
- Hotel Shuttle Buses
- Information
- Live Wage Monitor
- LVCC Loop
- Passenger Pickup/Drop-off
- Taxi
- Tech Express
- Vegas Loop

Explore CES exhibit venues at CES.tech. As of Oct. 3, 2023. Locations subject to change. Map not to scale.

**Tech South**  
ARIA

**Show Services at ARIA**

<b>Badge Pickup</b> East Level 2	<b>Conference Sessions</b> East Level 1, Joshua 9-10 East Level 1, Joshua 7-8
<b>Customer Service</b> West Level 2, Copperleaf 1	

**C Space at ARIA Exhibit Hours**

Tuesday, Jan. 9	9 AM-6 PM
Wednesday, Jan. 10	9 AM-6 PM
Thursday, Jan. 11	9 AM-6 PM

**Key**

- Badge Pickup
- C-Space Shuttle
- Customer Service
- Elevators
- Escalator
- Information

Explore CES exhibit venues at CES.tech. As of Oct. 3, 2023. Locations subject to change. Map not to scale.







# LVCC North IoT Infrastructure Enterprise FinTech Digital Health

IoT INFRASTRUCTURE

11077	10977	10978	10877	10777	10677	10577	10477	10377	10277
IoT M2M Council				SMA Com Wireless Solutions Limited	Alcatel North America, Inc.	Quest Global			
11071	11070	10971	10870	10770	10670	10570	10470	10370	10270
FluLive				Blues	Quest Global				
11062	10863	10763	10662	10562	10363				
Taoglas	ThunderSoft	1NCE	Telit IoT Solutions Inc.	Airgain Inc.	Quectel Wireless Solutions Co., Ltd.				

SMART CITIES IoT SUSTAINABILITY

10177	9977	9873	9777	9677					
Department of Energy	SoluM America Inc.	Yashino Technology, Inc.	Valsala	Neonode Inc.					
10271	10171	10071	9971	9871	9771	9671			
Mediatech Technologies	Soltech Infonet Inc.	Star Charge Americas Corp.	Socionext America Inc.	GetWireless	Transmission Automation Corp.				
10263	10163	10063	9963	9863	9763	9663			
Vango Technology Co., Ltd.	u-blox	Shenzhen Omnet Technology	Genesis Systems	Berlin Partner for Business and Technology Center	Canonical Group Limited	Shenzhen Burchengda Electric Technology Co., Ltd.			

ENTERPRISE

9577	9477	9377	9277	9177	9077	8977	8877	8777	8677
Technis SA								Human IT Solution	briab Inc.
9566	9466	9366	9266	9166	9066	8966	8866	8766	8666
9563	9463	9363	9263	9163	9063	8963	8863	8763	8663

DIGITAL HEALTH

8577	8477	8377	8277	8177	8077	7977	7877	7777	7677
8571	8471	8371	8271	8171	8071	7971	7871	7771	7671
8563	8463	8363	8263	8163	8063	7963	7863	7763	7663

VEHICLE TECH & ADVANCED MOBILITY

11051	10951	10855	10804	10703	10653	10553	10351		
Avant Motors Corporation	what3words	Tata Technologies, Inc.			Ettifos	Element	Verge Motorcycles		
11043	10943	10843	10743	10647	10545	10345			
Cipla Vision Ltd.	EyeLights		Intertek	Genetec	Kyocera Avix	AJIN INDUSTRIAL Co., Ltd.			
10731				10641	10537	10437	10337		
Constellium Automotive				AHA Co., Ltd.	ppg international				
11022	10714			10315					
LeddarTech	Sumitomo Rubber Industries, Ltd.	Mullen Automotive, Inc.							

SMART CITIES IoT SUSTAINABILITY

10147	10044	9853	9653	9504	9455	9255	9053	8953	
HERE North America, LLC	Siemens Digital Industries Software	EVBox E.V.	Sensata Technologies	Industrial Technology Research Institute	Aiper Intelligent, LLC	ENEOS Corporation	DEEPIX		
10137	10036	9845	9637	9541	9443	9247	9045	8947	8847
Yadea Technology Group Co., Ltd	Yazaki Innovations, Inc.	Orbbec Inc.	GIGABYTE Technology	Wilrobotics	Light Technology USA, Inc.	Shenzhen Hangxing Technology Co., Ltd.		Chodaki Inc.	Nuvilab
10015	9827	9627	9613	9427	9235	9029	9017	8925	8825
Honda Motor Co., Ltd.	Willand (Beijing) Technology Co., LTD.	Skyworks Solutions	Jackery Inc.	Sublue Underwater Ai Co., Ltd.	Metabuild	Roborock (HK) Limited	Alibaba.com Singapore E-Commerce Private Limited	Luxottica Group Spa	Vivo

AI/ROBOTICS

9341	9217	9017	89105	8905					
Richtech Robotics	NingBo Lotus Robotics Co., LTD	Alibaba.com Singapore E-Commerce Private Limited		MoBagel					
9335	9235	9029	8917	8817	8717	8617	8517	8417	8317
9325	9225	9017	8917	8817	8717	8617	8517	8417	8317

DIGITAL HEALTH

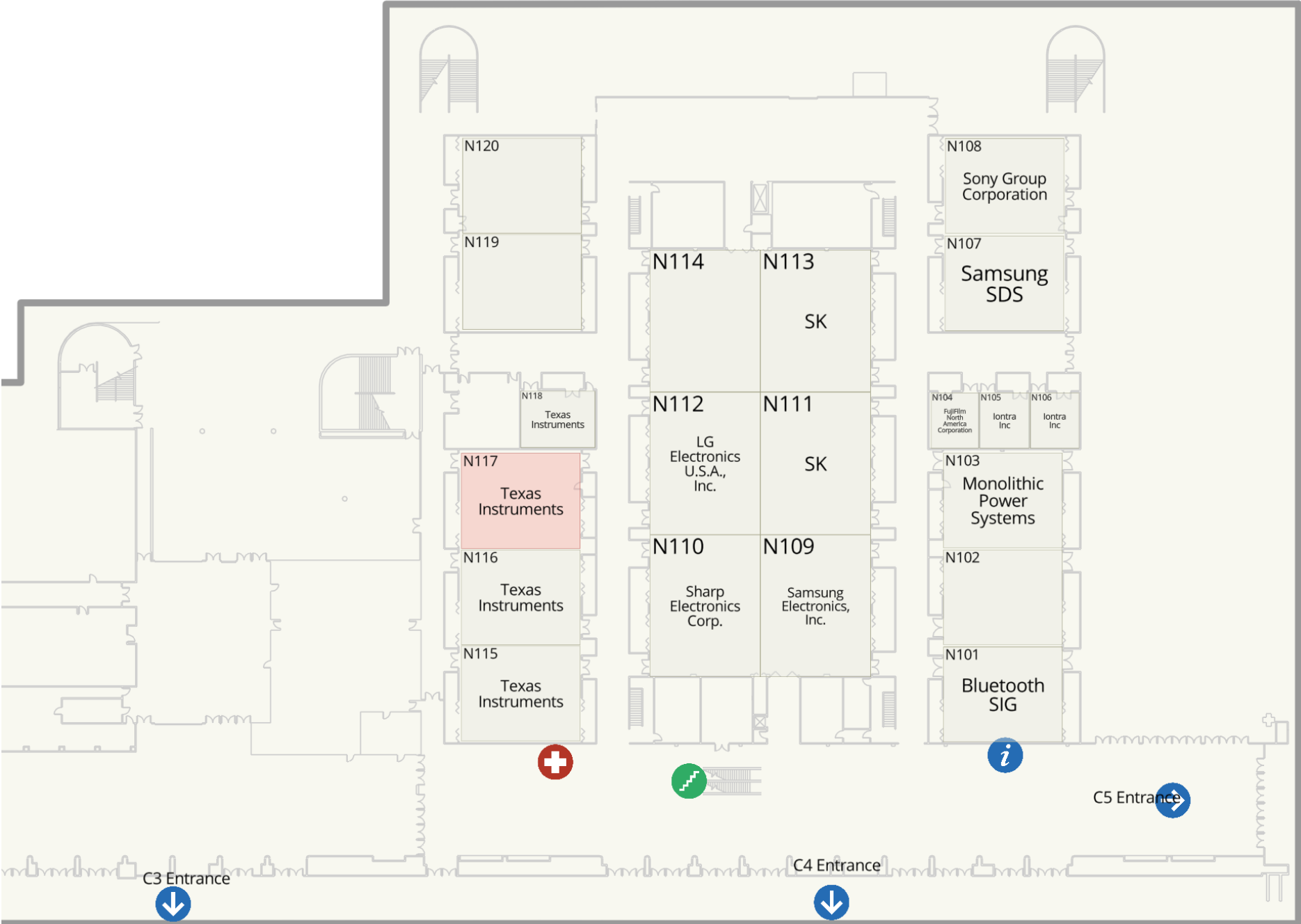
8753	8653	8553	8453	8353	8253	8153	8053		
Nuvilab	JOH Health Co., Ltd.	BodyLog	GermPass	Sal Ganga Panacea PVT LTD	InBody	Mitro Co., Ltd.	Svakom United Sta		
8745	8645	8545	8447	8347	8247	8147	8047		
Vivo	Humatrix	Owlet Baby Care Inc.	Myhixel	ActivBody, Inc.	Airthings	Green Intelligence			
8725	8625	8525	8425	8325	8225	8125	8025		
Luxottica Group Spa	Resmed	ModernaTX, Inc.	Nuheara	Salesi EPSON Corporation	greenteg AG	Alworks Global, Inc.			
8713	8613	8517	8417	8317	8216	8116	8016		
Abbott	Ybrain Inc.	Keeson Technology Corporation, Ltd.	ONTACTHEALTH	SmartRoad Corporation					

Vehicle Tech & Advanced Mobility

Smart City IoT Sustainability

AI/Robotics

# LVCC North





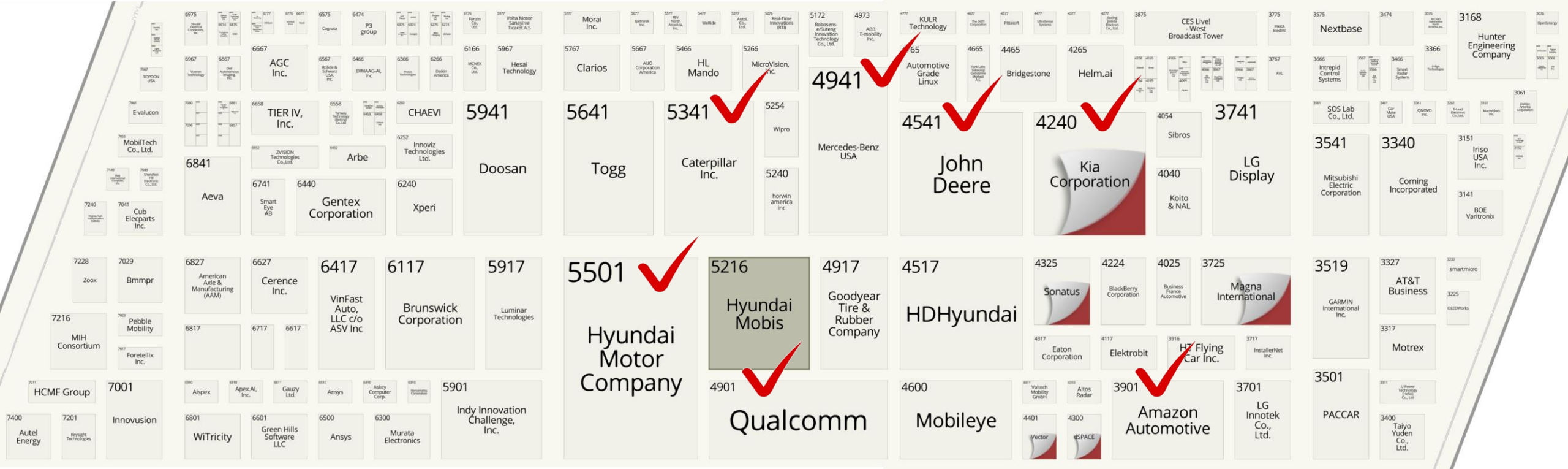
# Westgate



**IoT Infrastructure**

# LVCC West

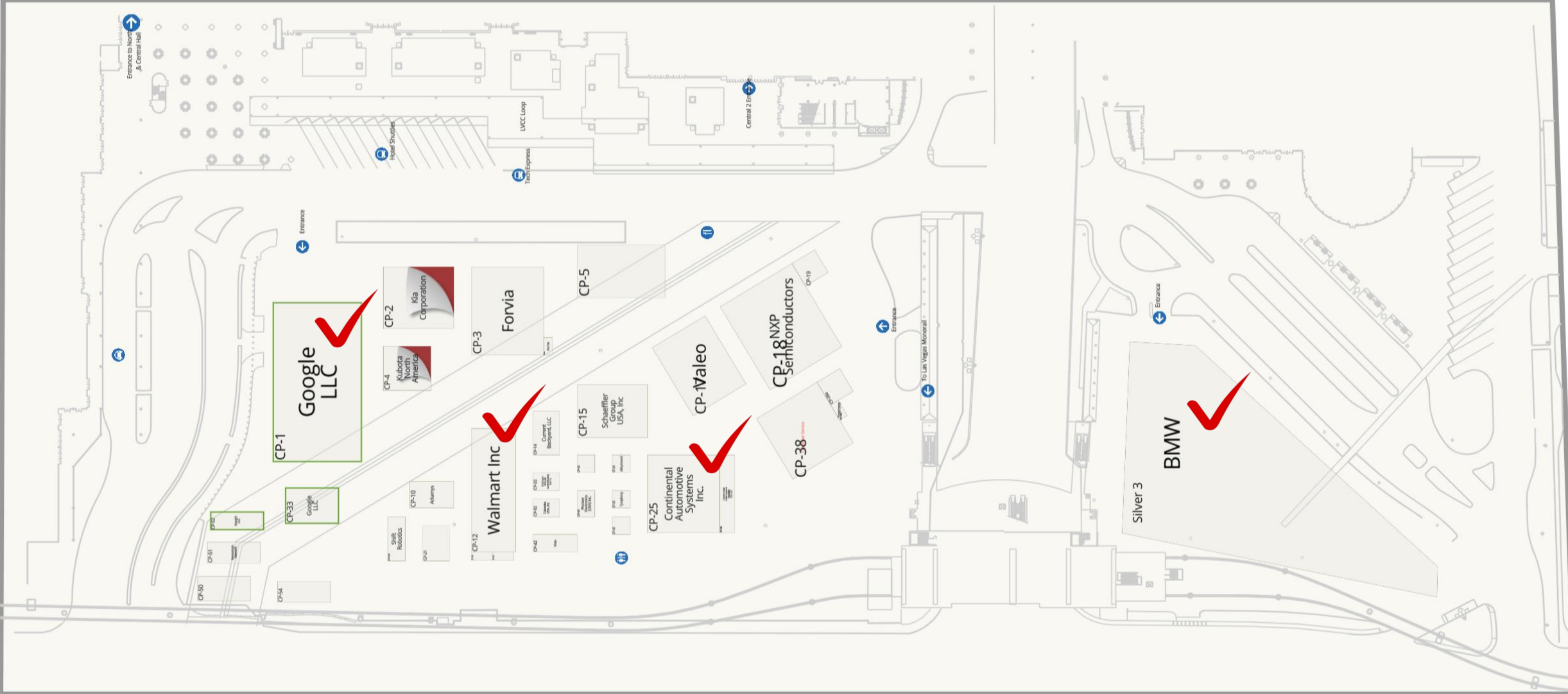
# Mobility



LVCC Loop 타는 곳에  
Supernal과 Mercedes Benz 전시장



# LVCC Central Plaza & Silver 3





# Venetian Expo

1층: Eureka Park

2층: Home & Life

29층, 34 & 35층



# Venetian Expo 2<sup>nd</sup> Floor

Accessories

Smart Home

Food Tech

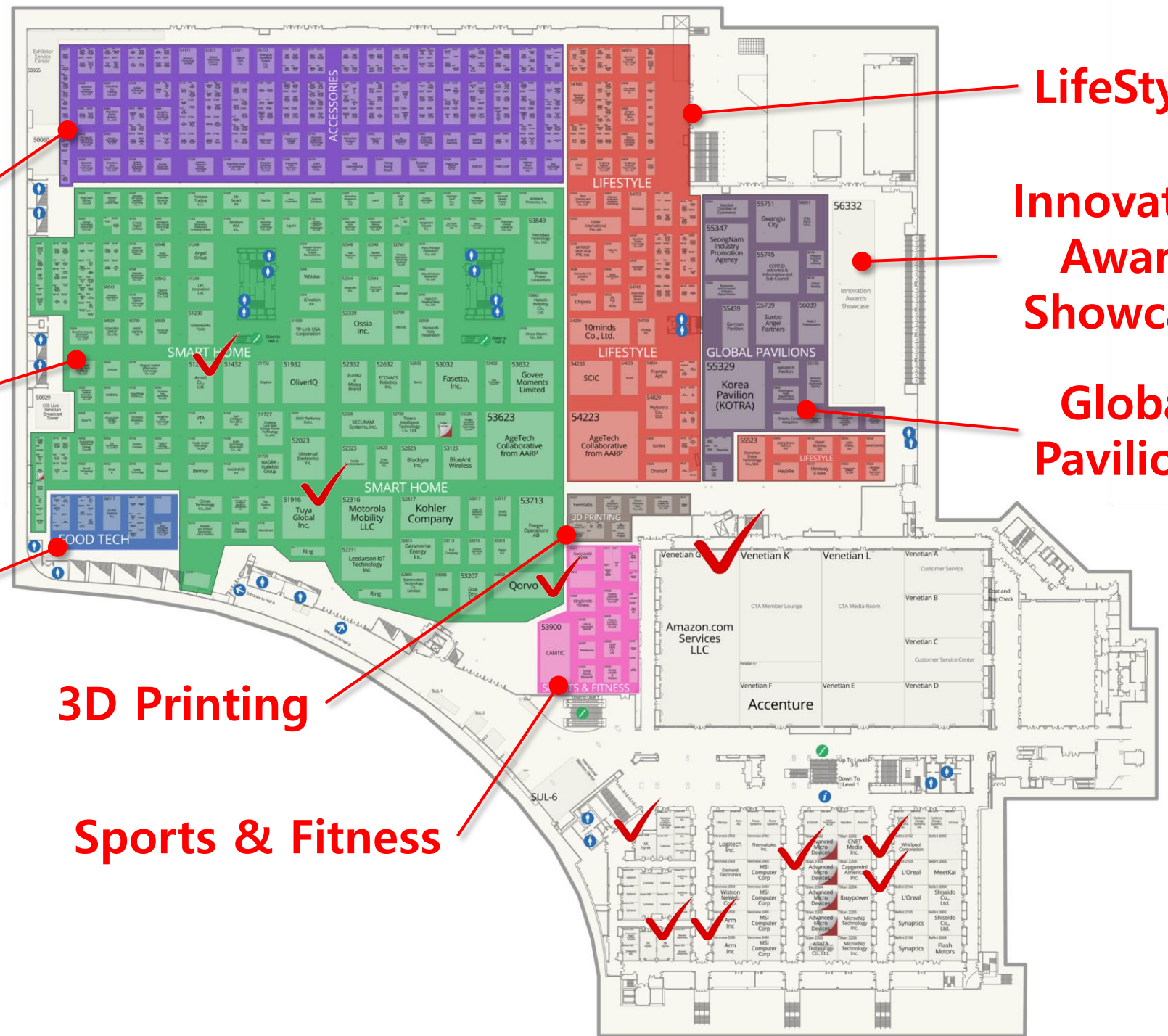
3D Printing

Sports & Fitness

LifeStyle

Innovation  
Award  
Showcase

Global  
Pavilions

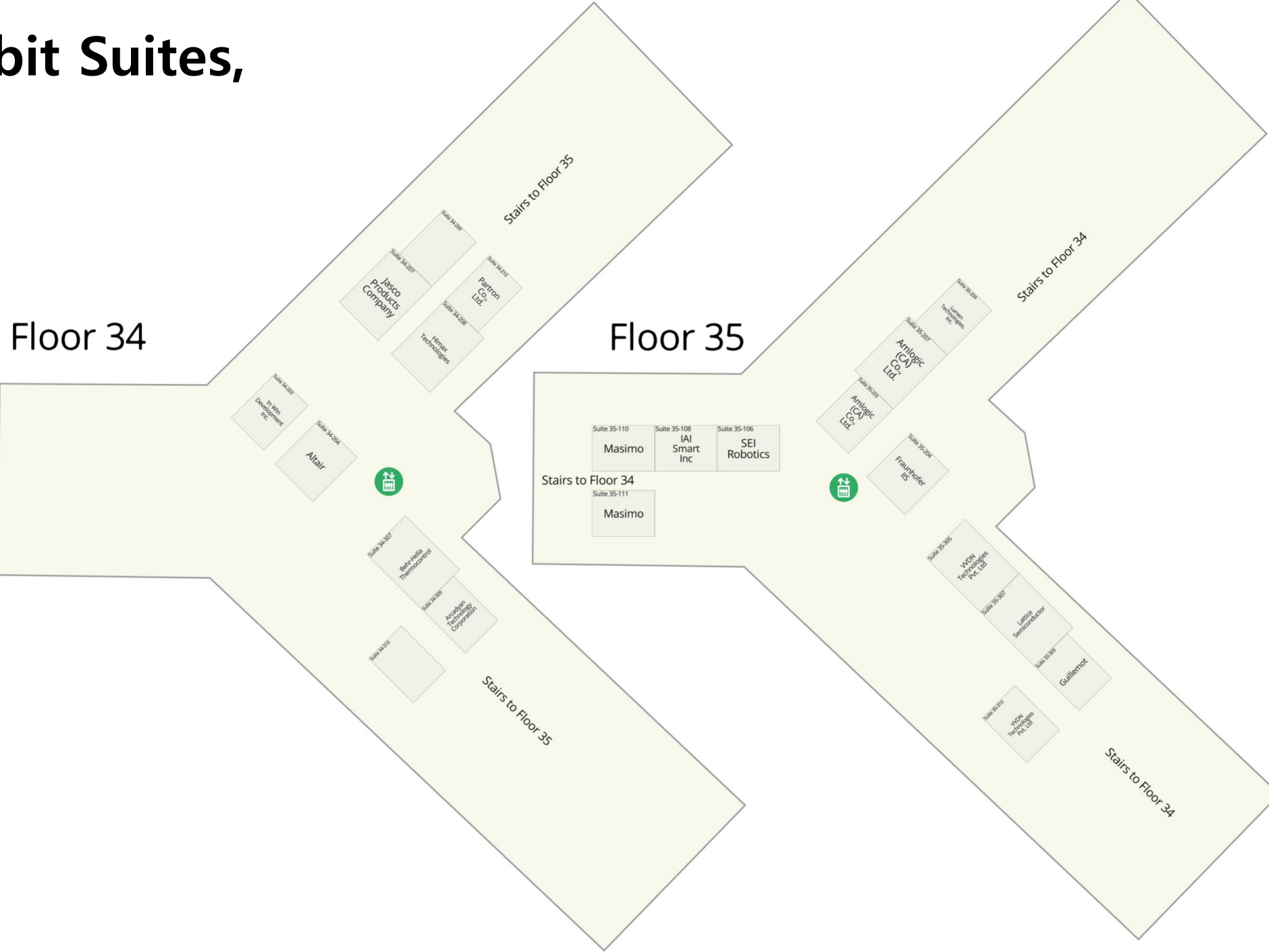








# Venetian Exhibit Suites, Floor 34 & 35



# Badge Pickup

- ◆ ces.tech에 들어가서 Logistics 선택 후 Badge Pickup 메뉴 선택 후 장소 확인
  - 공항에서 픽업해도 되지만, 호텔에 짐 풀고 호텔 근처에서 픽업하세요!
  - 배지 분실 시 재발급에 **300달러** 추가 금액 발생

Monday, January 8, 2024

## Harry Reid Airport

Location	Hours
Baggage Claim, Terminal 1	7 AM-Midnight
Baggage Claim, Terminal 3, West (United)	7 AM-Midnight
Baggage Claim, Terminal 3, International	7 AM-Midnight

## Hotels

Location	Hours
<b>ARIA</b> (East Convention Space, Level 2 Foyer)	8 AM-6 PM
<b>Bellagio</b> (Registration Desk 1)	8 AM-6 PM
<b>Cosmopolitan</b> (Level 2, Condesa Registration Desk)	8 AM-6 PM
<b>The D Las Vegas</b> (12th Fl. Meeting Space Foyer)	8 AM-6 PM
<b>Encore at Wynn</b> (Outside of the Encore Theater Promenade)	8 AM-6 PM



?



# 호텔-전시장-전시장 이동 교통편 - 무료 셔틀 버스

Information for: [EXHIBITORS](#) [MEDIA](#) [INTERNATIONAL](#)



Consumer  
Technology  
Association

[TOPICS](#)

[ABOUT](#)

[SESSIONS & EVENTS](#)

[EXHIBITS](#)

[LOGISTICS](#)

## Transportation

**Find out how to get around the show and the city of Las Vegas during CES 2024**

[View CES 2024 Transportation Flyer \(PDF\)](#)

### Complimentary Hotel Shuttle Service

Complimentary shuttle service will be provided at select official CES hotels to help you get around the city. [View the full shuttle schedule below](#), or view the information in our [CES 2024 Transportation Guide](#).

ADA accessible transportation is available during regularly scheduled shuttle service.

[REGISTER NOW](#) →

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[On-Site Services](#)

[Safety & Security](#)

[CES App](#)

# 호텔-전시장-전시장 이동 교통편 - 무료 셔틀 버스

	HOTEL	BOARDING LOCATION
1	Encore at Wynn Wynn	At Wynn, South Gate Bus Area (Service to LVCC only) South Gate Bus Area (Service to LVCC only)
2	Mirage Treasure Island	Tour Bus Area (Service to LVCC only) Tour Bus Area (Service to LVCC only)
3	MGM Grand New York New York Signature at MGM	Grand Garden Entrance Valet Entrance At MGM Grand, Grand Garden Entrance
4	Delano Mandalay Bay Tropicana	At Mandalay Bay, Shark Reef Entrance Shark Reef Entrance North Entrance
5	Circa The D Las Vegas The Plaza	NE Corner of Carson Ave. & 3rd St. NE Corner of Carson Ave. & 3rd St. NE Corner of Carson Ave. & 3rd St.
7	Bellagio Cosmopolitan	Tour Bus Area Tour Bus Area
8	ARIA Park MGM Vdara at City Center	Tour Bus Area At ARIA, Tour Bus Area At ARIA, Tour Bus Area

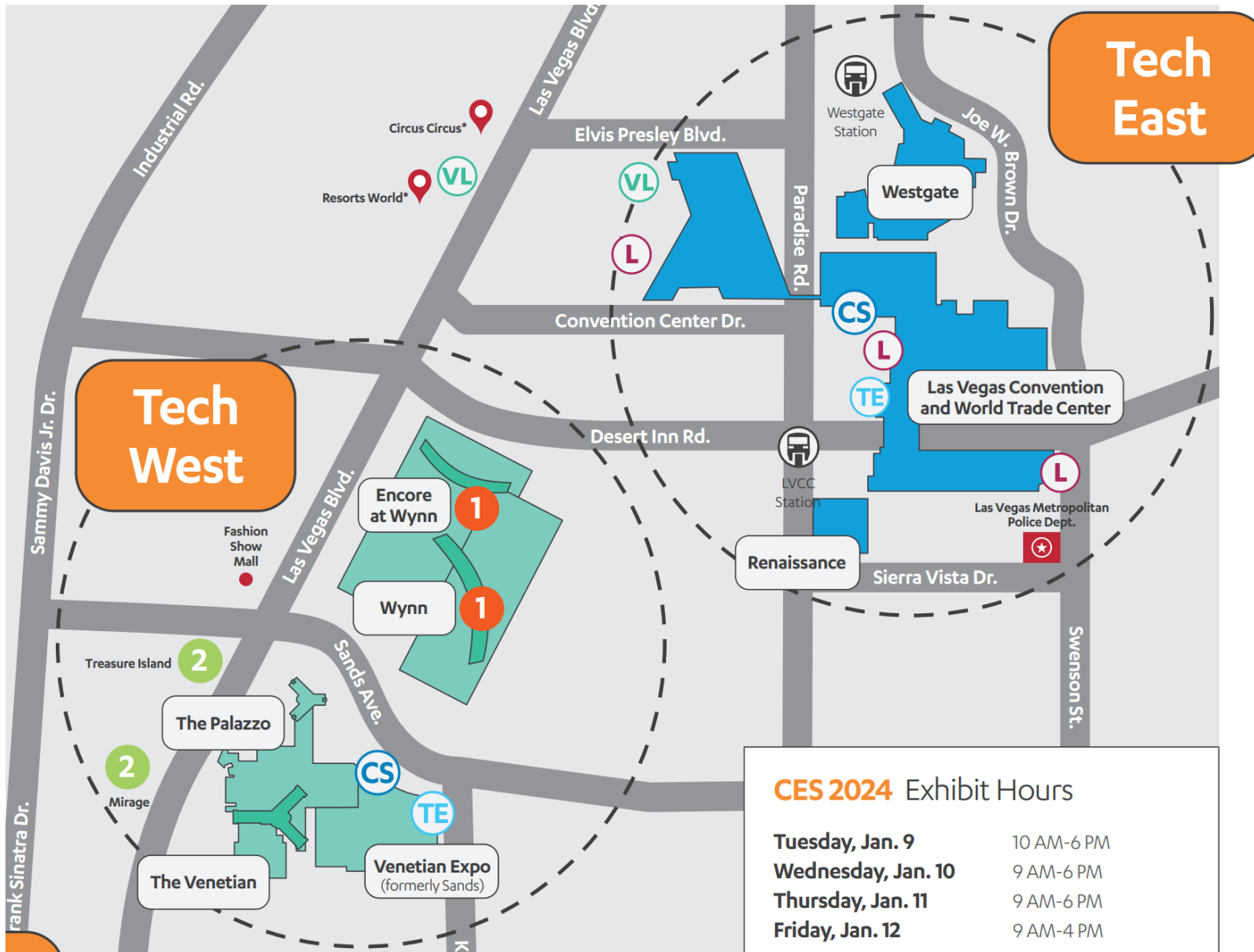
9	Excalibur Luxor	Tour Bus Area/Rotunda Entrance At Excalibur, Tour Bus Area/Rotunda Entrance
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## WALKING DISTANCE

Renaissance	Walking distance to the LVCC
Resorts World	Walking distance to the LVCC
Venetian/Palazzo	Tech Express on property
Westgate	Walking distance to the LVCC



# 호텔-전시장-전시장 이동 교통편 - 무료 셔틀 버스



### Key

- C Space Shuttle/Route 8
- Hotel
- Las Vegas Monorail
- LVCC Loop
- Tech Express/Route 10
- Vegas Loop

Explore CES exhibit venues at [CES.tech](https://ces.tech).  
As of Oct 17, 2023. Locations subject to change. Map not to scale.

### CES 2024 Exhibit Hours

Tuesday, Jan. 9	10 AM-6 PM
Wednesday, Jan. 10	9 AM-6 PM
Thursday, Jan. 11	9 AM-6 PM
Friday, Jan. 12	9 AM-4 PM

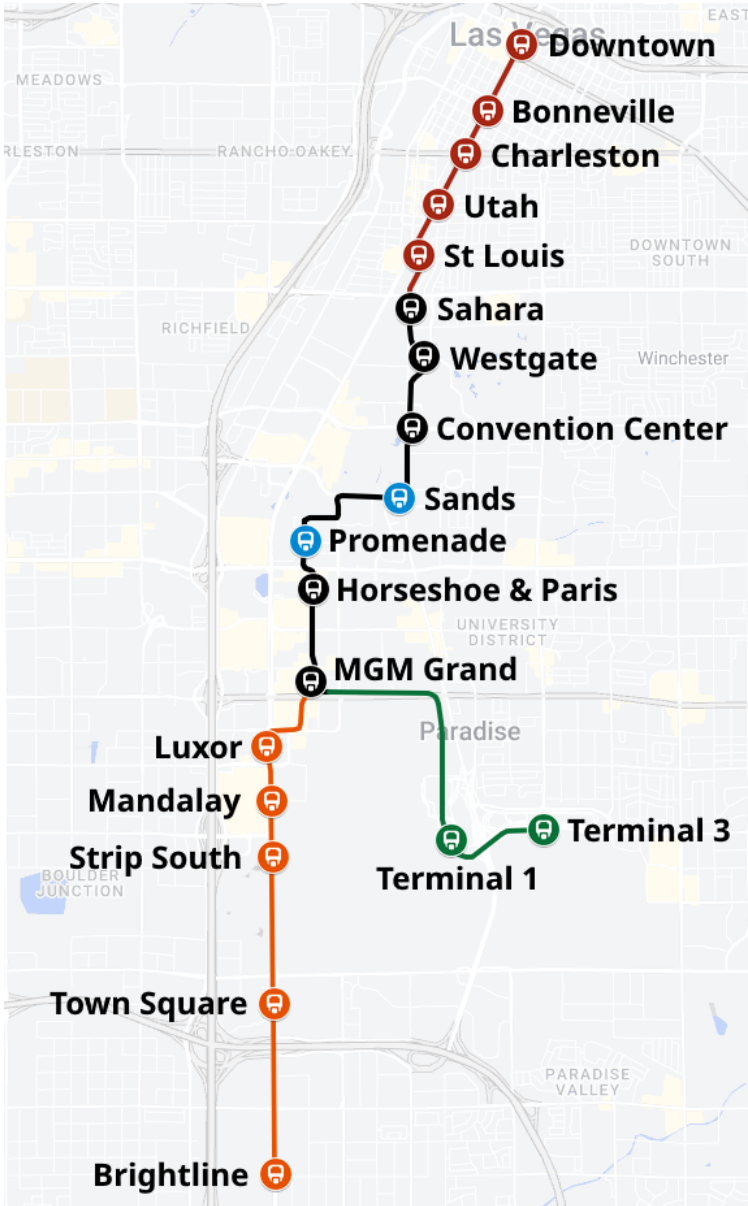


# 호텔-전시장-전시장 이동 교통편

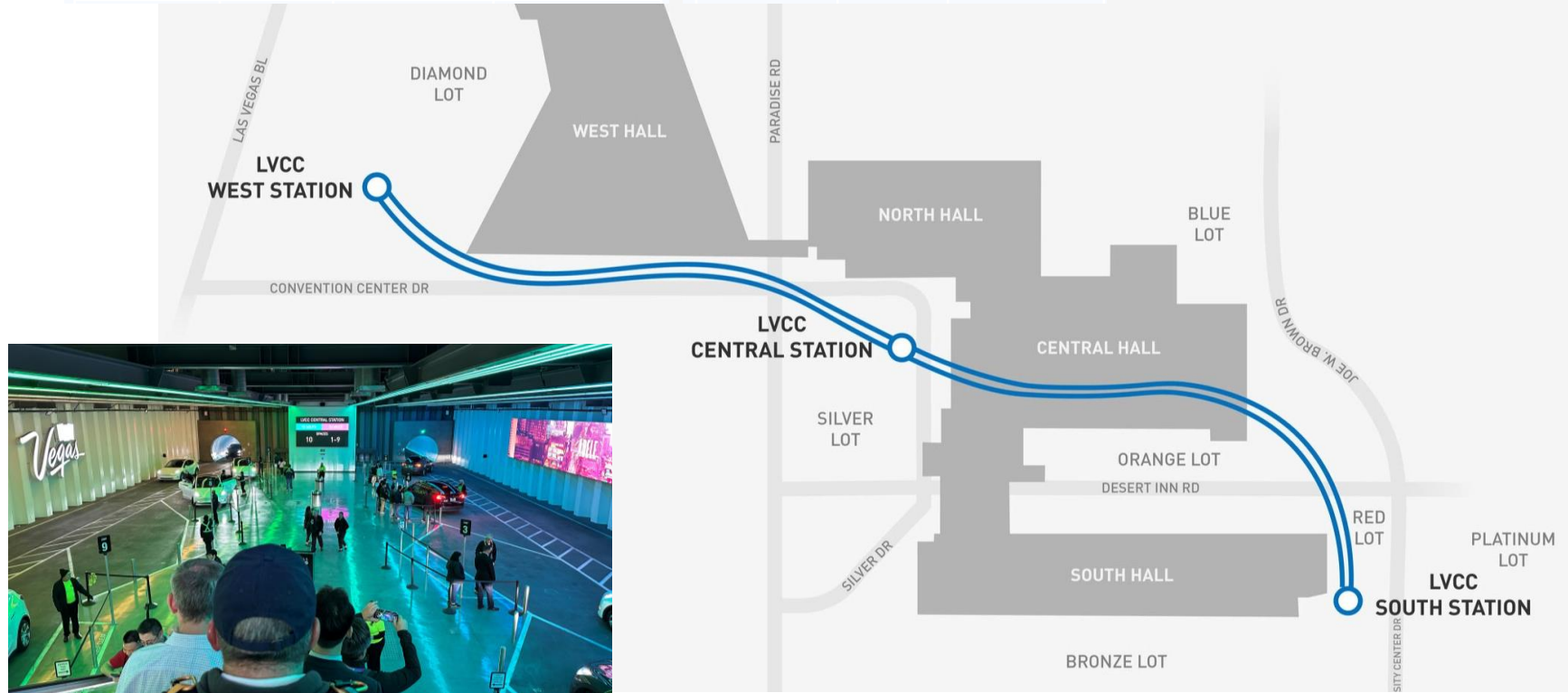


Las Vegas (Reid) 공항  
제3터미널(T3)에 있는  
Lyft/Uber Pickup Zone

# Monorail & LVCC Loop



Ticket	Full Fare	eTicket	Purchase	2 DAY PASS UNLIMITED	\$26	\$23.75	5 DAY PASS UNLIMITED	\$47	\$44.50
ONE-RIDE ONE-RIDE	\$6	\$5.50	<a href="#">BUY</a>	3 DAY PASS UNLIMITED	\$32	\$29.95	7 DAY PASS UNLIMITED	\$62	\$57.50
1 DAY PASS UNLIMITED	\$15	\$13.45	<a href="#">BUY</a>	4 DAY PASS UNLIMITED	\$39	\$37			





# 점심 및 식사, 팁

- ◆ 전시장에도 카페테리아, 푸드 트럭 등이 있지만, 미리 준비해 가볍게 해결할 것
  - 햄버거 세트가 15~20불 정도 + 대기 시간 2~30분 + 빈 테이블 찾는 시간
  - 에너지바, 음료를 챙겨서 1~2시간마다 조금씩 취식하면서 휴식 → 저녁에 맛있는 식사
  - 조식이 제공되지 않는 호텔 투숙 시, 접이식 커피포트/라면포트
  - 레스토랑에서 팁은 20% 내외로 (팁이 계산에 선 반영된 경우도 있음)





# 기타 준비물

- ◆ 편하고 가벼운 복장 및 신발 : 온도는 최저 영상 1도 ~ 최고 영상 13도 사이
- ◆ 보조배터리, (셀카봉), 명함 충분히 : 사진 찍고 녹화하다 보면 오전 중에罄
- ◆ 물, 간단한 음식 : 전날 저녁 혹은 아침에 근처 편의점에서 미리 구입
- ◆ 이들을 넣을 가벼운 가방 : 태블릿 등 무거운 거는 절대 넣지 마세요!!
- ◆ 호텔에서 사용할 전원 아답타, 충전 케이블, 멀티탭 등







# 출국은 여유 있게

- ◆ 대부분이 12~13일 떠나므로 공항이 매우 혼잡하고 수속에 3시간 정도 걸림
  - 미국 국내선을 타더라도 상황은 마찬가지로 3-4시간 이전에 공항에 도착하도록 할 것







# Thank You!!

For more information, please visit

- 사물인터넷 카페 : <http://cafe.naver.com/iotioe>
- 김학용 블로그 : <http://blog.naver.com/honest72>
- <https://www.facebook.com/hakyong.kim.12139>

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- phone : 010-4711-1434
- e-mail : [iotstlabs@gmail.com](mailto:iotstlabs@gmail.com)