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Barbara Krasnoff

The Interesting Bits ... And Bytes
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January 9, 2008 - 12:56 P.M.

CES 2008: You don't need a big booth to get attention

3 comments

TAGS: CES, gadgets, Sands

IT TOPICS: Mobile & Wireless, Personal Technology, Emerging Technology, Internet

There are actually two CES shows happening in Las Vegas this week. The one at the Las Vegas Convention Center is filled with booths the size of a typical NYC apartment (or bigger). It's loud. It's got every type of tech on view. It would take a day just to go through one section, never mind the whole thing. In short, it's overwhelming.

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The show at the Sands is different -- in fact, it's a bit old-fashioned. The booths are smaller (with one or two exceptions) and the vendors are smaller as well. In fact, when you stop by, you are much more likely to be talking to the guy who started the company, or to his chief IT staffer, than to the typical PR flack. (With all due respect to PR flacks, of course.)

A few years ago, when the Comdex business tech show used to take over Vegas, I would prow the periphery of the hall in order to find the smaller, up-and-coming companies who were hungry for success in the market, and who were sure that their ideas had the potential for being the Next Big Thing. Most of them didn't make it even though some of their products weren't half bad. But it was always interesting to talk to them. At CES, you'll find them at the Sands, the smaller venue for CES vendors.

For example, it was at the Sands that I found the **VieVu**, a small digital video camera that is designed to be hands-off -- you clip it to your shirt, push down the lens protector, and it records 640 x 480 video for up to about four hours. And there was **WildCharge**, a metallic pad that, according to the company, allows you to charge your mobile device by just laying it down on the pad (assuming the device has the appropriate add-on).

Other vendors were even more on the periphery, avoiding show floors altogether and showing up in small press gatherings or in the halls of the convention center. Everex, for example, used one of these events to launch what looks to be one of the latest in a group of ultramobile Linux-based notebooks: the 2-pound, \$399 **Everex Cloudbook** (from a design by **Via Technologies**), which uses the gOS Linux distro and sports a slightly less simplistic interface than the Asus EEE. I tried it out and was rather impressed -- except for the fact that the keyboard is missing the right shift key, which is going to bother anyone trying to touch type.

But the winner of the "get 'em where you can find 'em" vendor contest is **Zoho**, the online office suite, whose representatives were seen wandering the halls holding signs with the company name and chatting affably to anyone who cared to stop. And from what I could tell, quite a few did.

For more CES coverage, check out Computerworld's [News from CES 2008](#).

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Submitted by Anonymous on January 10, 2008 - 4:49 P.M.

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Lunch@Piero's is the boutique innovator and press event across from the Las Vegas Convention Center where the CloudBook and other mouthwatering ultra mobile devices were on display. Events like this are useful for focusing on new technologies. VIA, Everex, gOS and other cool companies were showing stuff that hasn't even hit the market yet. gOS showed their open source OS that looks a lot like Google (it's on the CloudBook) and OpenMoko showed the next version of their totally open Linux mobile phone. Other companies there were Corning with new glass substrates for OLED and LCD displays and GreenPlug, which is promoting a smart power supply that eliminates phantom power draw when devices aren't on. **FLIR Systems showed infra red visualization for cars.** Meridian Health, a major health provider in New Jersey was showing a sneaker that tracks Alzheimers patients. There were bunches of others. You can see blogs about these at www.lunchat.com/events.

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iron my shirt

Submitted by Anonymous on January 10, 2008 - 1:16 P.M.

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Lazy reporting

Submitted by Anonymous on January 9, 2008 - 6:12 P.M.

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In other words, I'm too lazy to do my homework on what's new and hot at CES so I'm just walking around aimlessly finding stuff and believing whatever they tell me without doing any additional research. Nice.

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