



**IEEE CCNC 2011 to Explore Latest Consumer Communications & Networking Technologies from January 9 – 12 in Las Vegas
Leading International Experts to Showcase Newest Advances in On-Demand Entertainment & Information Communications at Premier Industry Event**

NEW YORK, NY (October 21, 2010) – The IEEE Communications Society (ComSoc), the leading worldwide professional organization dedicated to the advancement of communications technologies, will host the 8th Annual IEEE Consumer Communications and Networking Conference (CCNC) from January 9 – 12, 2011 at Planet Hollywood Resort & Casino & Hotel in Las Vegas, Nevada.

Held concurrently with the Consumer Electronics Show (CES), IEEE CCNC 2011 was organized by international consumer electronics experts to drive the advance of wireless and wireline communications that will one day provide on-demand access to both entertainment and information anytime, anywhere, regardless of time or location. This includes detailed analyses of nearly every technological area ranging from cognitive and peer-to-peer networking to services designed to ensure ease-of-use, security and stunning interactivity for all users.

During the course of CES, attendees will also have the opportunity to learn more about IEEE CCNC 2011 and IEEE ComSoc initiatives by visiting booth #36285 located at South Hall 4 within the Las Vegas Convention Center. Throughout the event, IEEE ComSoc representatives will be on-hand to provide detailed information and offer demonstrations on the:

- SMYLE prototype developed by Drakontas to help groups of users easily share locations, text messages, photos and even graphical annotations in a real-time collaborative environment that is automatically updated with street maps
- Informational and industry value of the Society's Consumer Communications and Networking Conference
- Many benefits offered by the IEEE Wireless Communications Engineering Technologies (WCET) Certification Program and the organization's ongoing array of live and virtual training programs
- IEEE's package of educational webcasts, webinars and Tutorials Now online programs

“Over the past eight years, IEEE CCNC has provided the consumer electronics industry, academics, professional researchers and students from different parts of the world with an extremely important venue for interacting and exchanging valuable ideas and experiences,” says Anugeetha Kunjithapatham of Samsung and the IEEE CCNC 2011 Vice Co-Chair “It has also been an ideal platform for presenting and gathering visionary ideas, breakthroughs, and cutting edge research performed at some of the largest consumer electronics companies in the world.”

On Sunday, January 9, this premier international event will commence with a full-day of workshops dedicated to topics like “Personalized Networks,” “Digital Rights Management,” “Intelligent Vehicular Communications,” “Social TV: The Next Wave,” “Social Networking,” “eHealth Platforms, Services & Applications” and “Digital Entertainment, Networked Virtual Environments & Creative Technology.” The conference will then proceed over the next three days with the presentation of more than 300 keynotes, technical and special sessions, business panels, tutorials and demonstrations designed to showcase the latest developments in home and consumer networking, enabling technologies and novel applications and services.

Highlighting the agenda will also be the keynote addresses of noted communications authorities such as Dr. Kari Pulli, who heads a team of international experts working on the next array of mobile imaging technologies at the Nokia Research Center in Palo Alto, California; Dr. Monica Lam, who is a professor of Computer Sciences at Stanford University and the co-author of the Dragon book, which is also formally known as *Compliers, Principles, Techniques and Tools*; and Dr. Kiho Kim, who is the director of the “Future IT Research Center” at the Samsung Advanced Institute of Technology (SAIT) of Samsung Electronics.

In addition, throughout the course of the event researchers, developers and academia from around the world will lead numerous business panels in discussions detailing the latest developments and technical solutions in areas ranging from wireless networking for consumer electronics, entertainment and multimedia networking and automotive multimedia to multiplayer networked gaming, next generation IPTV, social media and personal broadcasting.

Other significant IEEE CCNC 2011 events will include the presentation of hundreds of demonstrations, technical papers and works in progress summarizing the newest breakthroughs projects, applications, visionary ideas and preliminary studies in wireless consumer communications and networking, smart spaces and personal area networks, multimedia entertainment networking and services, peer-to-peer networking and emerging consumer technologies.

On Wednesday, January 12, the conference will then conclude with a day of tutorials highlighting “State of the Art Research Challenges and P2P Networking,” “Cognitive Radio Networks,” “4G - Next Generation Mobile Applications,” “Wireless Mesh Networking Advances and Architectures,” “Consumer Network Standardization,” and “Technologies and Applications for Connecting All Your Electronic Devices with Personal Networks.”

Anyone interested in attending IEEE CCNC 2011, networking online with colleagues or other attendees and/or receiving conference updates on a regular basis are invited to visit <http://www.ieee-ccnc.org/> and/or follow event news on IEEE CCNC on Twitter, Facebook, Flickr

and LinkedIn. Additional conference information can also be received by contacting Heather Ann Sweeney of the IEEE Communications Society at 212-705-8938 or h.sweeney@comsoc.org.

IEEE CCNC 2011 is hosted by the IEEE Communications Society, which has over 40,000 members and is the second largest of IEEE's 38 technical societies. Founded in 1952, IEEE ComSoc is recognized as a major international forum for the exchange of ideas on communications and information networking. The society is also an international sponsor of global publications, conferences, certification and educational programs, local activities, technical committees and standardization projects.

###