

NOTABLE LAUNCHES AT CES

- 1974 Laserdisc Player
- 1970 Videocassette Recorder (VCR)
- 1981 Camcorders
- 1991 Compact Disc Player
- 1985 Nintendo
- 1985 Digital Versatile Disc (DVD)
- 1998 High-definition Television (HDTV)
- 1999 Digital Video Recorder (DVR)
- 2000 Digital Radio
- 2001 Microsoft Xbox
- 2003 Blu-ray Disc
- 2005 Internet Protocol TV
- 2008 Organic Light-emitting Diode (OLED) TV
- 2009 3D HDTV

50 YEARS OF Tech and Glitz

The Consumer Electronics Show, the most popular platform for tech companies to showcase their products before they hit the market, is turning 50 this month. Launched on June 24, 1967, in New York City, CES, organised by the Consumer Technology Association, is now held in Las Vegas in January every year and has for the past few years had a host of automakers taking part. *ET Magazine* walks you through the illustrious history of the show, the landmark gizmos that debuted there, and also a longstanding controversy that has little to do with tech

— G Seetharaman

CES THROUGH THE YEARS

- 1967** Held between June 24 and 28 at the Hilton and Americana Hotel in NYC, the show has 117 exhibitors and 17,500 attendees. It is a spinoff of the Chicago Music Show, which had hosted tech exhibits till then
- 1969** Panasonic shows off its 1.5-inch TV
- 1971** Moves to Chicago, with 275 companies taking part
- 1972** Attendance hits 40,000
- 1973** CES is now held twice a year
- 1978** First show in Las Vegas; till 1995 a summer show is held in Chicago and a winter show in Vegas
- 1984** Each of the two shows attracts 1,00,000 people
- 1992** Last of Apple's official appearances at CES
- 1994** Four shows in all: two in Chicago and one each in Vegas and Mexico City
- 1995** Last show in Chicago
- 1999** From this year on, CES is held once a year in Vegas
- 2015** CES Asia launched in Shanghai
- 2017** Has over 4,000 exhibiting companies and around 1,84,000 attendees, including 7,600 journalists

BOOTH BABES

A permanent fixture at the show since inception have been the women hired by exhibitors to attract a mostly male crowd to their stalls. Called "CES guides" in the 1960s and 1970s, the controversial term "booth babes" came into existence in the mid-1980s when the models came to be scantily clad. Despite calls for an end to the practice of using promo models, which is the norm in tradeshow across the board, it continues at CES, with some websites even listing the "hottest babes" at the show