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**THE CONSUMER ELECTRONICS ASSOCIATION LAUNCHES**  
**CEA TECHHOME SYMBOLS AT EHX**

*New Integrator Tool Incorporates Installed Home Technology into Blueprint Design*

**Arlington, VA, November 5, 2008** – The Consumer Electronics Association (CEA)<sup>®</sup> and Bedrock Learning announce the creation of the CEA TechHome Symbols package to streamline the process of installing technology into homes. CEA TechHome Symbols will assist architects, designers, builders and electronic systems contractors (ESC) in properly labeling technology on blueprints to ensure accurate placement of installed technology within a home. The symbols will be unveiled at the Electronic House Expo, November 4–7 in Long Beach, California.

“Technology integrators are an important partner in the development of a home,” stated John Tunnell, vice president, CEA Member Relations. “CEA TechHome Symbols give a visual representation of exactly where installed technologies should be placed on blueprints. By having one simple resource for these symbols, CEA is giving all parties involved a vital tool in building the digital home.”

CEA’s TechHome division developed the symbols package to give all participants in construction and design of a home an agreed upon guide when labeling technology. The symbols represent common categories of wired electronics including audio, communication, data and video, controlled devices, central vacuum, surge suppression, lighting and security.

“The Bedrock Learning team is excited to continue working with CEA and standardizing the symbols for use in documentation. Implementation is simple with the TechHome symbols in six different formats. Having the symbol files available on CD or for download on the Internet provides easy access,” said Helen Heneveld, president of Bedrock Learning. “CEA does an excellent job serving the home technology industry.”

CEA will premiere the CEA TechHome Symbols at EHX at the CEA booth (# 907) and the CD with the electronic symbols will be available for purchase at the EHX Bookstore following the show. Information on how to purchase the CEA TechHome Symbols can be found at [CEBuilder.org](http://CEBuilder.org).

**About CEA:**

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the \$173 billion U.S. consumer electronics industry. More than 2,200 companies enjoy the benefits of CEA membership, including legislative advocacy, market research, technical training and education, industry promotion and the fostering of business and strategic relationships. CEA also sponsors and manages the International CES – Where Entertainment, Technology and Business Converge. All profits from CES are reinvested into CEA’s industry services. Find CEA online at [www.CE.org](http://www.CE.org).

### **About Bedrock Learning, Inc.:**

Bedrock Learning is a globally recognized leader in digital home technology training and business support products. Through online courses, live workshops, and seminars, students have access to comprehensive training and preparation for certification, including the CEA-CompTIA DHTI+ certification. The company's full-color printed books and materials, along with unique business support tools provide the materials for success in the industry. To learn more, visit [www.bedrocklearning.com](http://www.bedrocklearning.com) or call 616.355.1418.

Follow the 2009 International CES on Twitter at <http://twitter.com/2009CES> and visit the [International CES Page](#) on Facebook.

### **UPCOMING EVENTS**

- **EHX Fall 2008**  
November 4-7, 2008, Long Beach, CA
- **CES New York Press Preview featuring CES Unveiled@NY**  
November 11, 2008, New York, NY
- **Future of Television East**  
November 18-19, 2008, New York, NY
- **CES Unveiled: The Official Press Event of the International CES**  
January 6, 2009, Las Vegas, NV
- **2009 International CES**  
January 8-11, 2009, Las Vegas, NV
- **Digital Music Forum East**  
February 24-25, 2009, New York, NY
- **Greener Gadgets Conference**  
February 27, 2009, New York, NY
- **EHX Spring 2009**  
March 10-14, 2009, Orlando, FL
- **Digital Patriots Dinner**  
April 22, 2009, Washington, DC
- **CEA Washington Forum**  
April 22 - 23, 2009, Washington, DC
- **LA Games Conference**  
May 20-21, 2009, Hollywood, CA
- **Digital Downtown**  
June 10-12, 2009, New York, NY
- **13<sup>th</sup> Annual CEO Summit**  
June 17-20, 2009, Dana Point, CA
- **2009 SINO CES**  
July 9-12, Qingdao, China
- **2009 CEA Industry Forum**  
October 18-21, 2009, Phoenix, AZ
- **CES New York Press Preview featuring CES Unveiled @ NY**  
November 11, 2008, New York, New York

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