

## Live at CES 2007



**This is so exciting.**

Approximately 250 press attended at 9am Sunday morning, January 7, 2007--our most-attended press event ever. Of course we got there at 6am still wondering how it would go and would the demo work. Lots of coffee helped and we sponsored a free breakfast with four other companies for the press. The demo was par excellence thanks to Mike Spilo's team.



**Hmmn, that's nice of them...**

Sakshi from NGTV1 was there with her Blogger-in-Residence Dave Zatz, who just loves the NETGEAR press bags. You can see his blog on the website. His last entry says how much he felt welcomed by the experts in 'customer satisfaction'. That's Kehli and Harmeet who volunteered Sunday morning to come over and help out. The ladies are in their new NETGEAR sweater sets, diligently picked out by Melissa.

## Lights! Camera! Action!

A very successful press conference, indeed! We made news all around the world. And for the next four days the EVA and Cordless demos were a non-stop media fest of interviews and video-taping including an HGTV Father's Day special on EVA. Debbie Williams and Vivek Pathela carried the day.



**Here's my card.**

It didn't hurt to give out a travel router as a thank you. Over 300 NETGEAR bags were stuffed with 5 "hot off the presses" news announcements and a CD as well. It was a packed house and many stayed after to ask questions. A good exchange of info and a good time was had by all and many people were relieved it was over. Oh, and they called Patrick on Skype and he was heard by everyone.



**Our blogger has to wear this.**



What did he say about Apple?

So these are the people whose careers were riding on the line that morning as the sun rose over the Venetian. I think they earned a reprieve for a year, so give them all a round of applause. Debbie Williams, Vivek Pathela, David Henry and Mike Spilo. And don't forget to thank the PR teams and Doug Hagan, who promises to create [www.nomorepressconferences.com](http://www.nomorepressconferences.com).



Better than D-Links location going down.

And to jump ahead and tell you about all the metrics, first the leads - 4000. A new record and right on target. (2006 we got 3000.) And that's not counting the business cards from SMB and service provider group who had an excellent show according to David James. They deserve more space next year. We had those crowd gatherers jumping for four days and they love being busy. Add to that 1000 new community sign ups at the info counter making 30,787 total. The CES page on Netgear.com got 6,119 hits. The EVA8000 got 688 and the blog got 760 so far.

Now, on to the show Monday. The first thing you saw going up the massive escalator to South Hall 4 was this poster courtesy of DS2. Then you trudged to the booth, maybe getting a latte if you're lucky. Maybe next year a kitchen in the staff lounge. The floor is one of the busiest in the show, sometimes impassable on the main aisle. It's so bad I never leave the booth and never see any exhibits.



Doug-'next year 5000'



What was new this year in the booth? Ten magnificent museum display cases we created with Phillip and the PLMs that were well liked by all attendees. (Now making their way to the lobby of 4500.) A blogger writing room with a printer and staff lounge with a meeting planner-in-residence full-time. Three frig's and a new AV room and 4 new graphic fabrics and lots of giant printed posters telling the NETGEAR story in images. Lots of stacked product boxes



**You, who's your daddy?**

And if that isn't enough, add some NetWorkshops for a thousand more leads. Jamie's seminar held them spellbound. He was a busy person who definitely had the whole company's reputation on the line and he excelled. Yeah, that was easy.



**Are you kidding me?**

For some reason, this year we didn't have to chase people down to get to work at the demos. So we instituted the Frank Refol award for the most demo time ever to Frank Refol. And my second vote would go to Chris Field who never let his eyes off business networking. That booth across the way gave us a lot of problems at first until we worked it out time wise for the shows. CES could have closed us all down for the unruly traffic jams.

from Gerri that were hot news on CRN. How did we get so many leads? Of course, the tricks. It's the entertainers, stupid. How anyone goes to this show, spends \$500k and doesn't do this is beyond me. It's not rocket science, its people science—they like to win and be entertained in Vegas. And they like free stuff like our famous buzz dice and no one does it better than NETGEAR, so sales tells me overhearing compliments at all the bars in town. Just pile in 60 people each show in this miniscule theater and you got it made. The IPR is the secret.



**Did I say early 2007?**

Of course they were all helped by the magician's in the black box who sat on 200 amps of electric chair power for 4 days with no breaks (yup, that's what it takes to put on these shows.) They managed the filler modules, the comedy show, NetWorkshops, NGTV1 interviews and the streaming webcasts with the Sony remote camera. I had to take them to dinner a lot so they wouldn't kill me.



**You haven't seen anything yet.**



**I think we got some momentum.**

This was the year of YouTube and Doug Hagan said make us look like YouTube. So I said, give me some more money and here we have it. NGTV1, the new brand for the community. With 8 large Plasma's, 4 for the video wall, lots of Flash and graphics and the remarkable Sony web camera we pulled it off; once again defying the odds and beating D-Link and Belkin to the future (I saw Belkin reps sneaking through the booth with their heads down.)

So what is NGTV1? Why it's Sakshi interviewing Patrick Lo and being broadcast to the employees and community around the world. And yes, it's still on the website if you want to see it along with others from Microsoft, Intel and Skype. I hope we don't lose Sakshi to CNET.



**Sakshi, this is very important.**



**Nobody does it better.**

And there was still time for romance. If anyone missed the NETGEAR bachelorettes, here they are. We might have updates in the Spring, but for now everyone behaved themselves. Lisa Hawes and Wylea saw to that. Maybe it was the sweaters instead of the usual baggy men's shirts from before. Other booths were jealous. And don't forget the company dinner Wylea did and ten people got the first ever Znet awards for rising beyond the challenges to produce the finest CES ever: (Hien, Anthony, Robert, Lap, Melissa, Frank, Wylea, Gerri, Montelle, Joselyn and Adam, who got the support-at-home award) Not to mention Phillip Pyo who got the 'You're Special' award and cowboy hat from marcom.

Oh, awards, that's why we came. To pick up our 7 record-breaking awards. Including a Best of CES from CNET. And we should have won the overall. And don't forget the press: Google News shows the Associated Press wire story has appeared on over 105 online outlets, and almost certainly in dozens of print newspapers. It included a paragraph on the Digital Entertainer HD, including price and "Follow Me" functionality mention. 47 of the 49 meetings scheduled in the booth took place, which is an amazing number. Multiple hits in San Jose Mercury News, Investor's Business Daily, Barron's, New York Times, Business Week. Inclusion in a Reuters wire story that has appeared in over a dozen outlets. Since the start of CES, we've accumulated 60 pages of Google hits when you type in "Netgear" -- at 10 links per page, that's 600 links.

- Chicago Tribune's high 5 CES gadgets
- Laptop's Best of CES picks
- GigaOm's top 5 CES trends
- Dean Takahashi (San Jose Mercury News) top 10 CES trends
- Sci-Fi Tech's top 11 CES gadgets
- Forbes.com's Top Technologies of 2007

No one can guess the monetary value of all this but it's priceless and maybe unrepeatable.

And we can't say enough about the SmartBooth search engine that directed people to our booth and had one of the highest vendor scores. Then there were the three Podcasts and the 12 blogs—all directed by Sakshi and recorded by Roberto and his team on [www.netgear.com](http://www.netgear.com) in real time. And lastly, thanks to the sales teams and managers for never-ending meetings in our new conference rooms with all the big retailers and they still had time to man the demos. And not one complaint the whole show.

And so everyone give yourselves a hand, you made company history.



Wylea, get another cabinet.



Money, see Doug.



We're NETGEAR.

Just more photos.

