



CEA's Gary Shapiro to Keynote 2015 M-Enabling Summit on Smarter Living for All

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BETHESDA, MD (March 12, 2015) – The Consumer Electronics Association (CEA) and the **M-Enabling Summit** are pleased to announce Gary Shapiro, president and CEO of the Consumer Electronics Association (CEA)®, will keynote the fourth annual **M-Enabling Summit**. The **Summit** will take place June 1-2, 2015, at the Renaissance Arlington Capital View, in Arlington, Va. The theme of this year's event is "Smarter Living for All."

A lifelong proponent of innovation and head of the International CES®, the world's gathering place for all who thrive on the business of consumer technology, Shapiro will discuss how the latest technology advances and accessibility innovation will transform the lives of seniors and persons with disabilities, and will ultimately benefit all consumers.

Internet of Things, cloud-based solutions, wearable technologies and mobile innovations, all featured topics at this year's **Summit**, are rapidly transforming the way accessible and assistive technologies are designed and made available to millions of users. Shapiro's keynote will emphasize the unprecedented momentum of innovation which brings to market ground-breaking solutions for new user interfaces, environmental sensors and remote controls with life-changing implications for persons experiencing mild to severe visual, hearing, physical, and intellectual disabilities.

As the world's leading influencers in the technology space, both CEA and its affiliated CEA Foundation are committed to advancing accessible technologies, products and services. CEA sees these as essential success factors for a greater technology adoption by the fast-growing population of seniors and persons with disabilities. *"The global adoption of smart, always-connected mobile devices creates unprecedented opportunities for the consumer electronics industry to dramatically improve the quality of life for seniors and people with disabilities,"* said Gary Shapiro. *"I'm honored and excited to discuss the life-changing possibilities of technology at the 2015 M-Enabling Summit."*

Of particular interest to **M-Enabling Summit's** participants will be Shapiro's perspectives on the implications of mobile devices remote sensor and control capabilities, as well as the Internet of Things for the design and production of mainstream consumer electronics.

Universally-designed technologies enable users of all abilities, including senior citizens, to use technology to live independently, work competitively and fully participate in society. *"The 2015 M-Enabling Summit will unveil truly revolutionary applications and services for persons with disabilities,"* anticipated Axel Leblois, G3ict's president and executive director, and the **Summit's** co-organizer with E.J. Krause & Associates. *"The speed of innovation in the electronics industry and the creativity of mobile app developers, service providers and manufacturers are creating an entirely new competitive landscape for accessible mobile solutions interacting with users' environments."*

Julie Kearney, CEA's vice president of regulatory affairs, added, *"CEA and the consumer technology industry have long been committed to supporting access to technology for seniors and people with disabilities. We are thrilled to support the M-Enabling Summit and proud to have Gary Shapiro kick off its fourth edition. This is an important forum to promote the latest innovations in accessible products and services."*

The **M-Enabling Summit** brings together professionals, corporations, service organizations, and technology thought leaders, June 1-2, in Washington, D.C., for an all-inclusive conference and showcase focused on innovative solutions, mobile applications, connected devices, and services for the growing market of seniors and users of all abilities. The **M-Enabling Summit** is co-organized by G3ict and E.J. Krause & Associates. It is a must attend event for any organization whose customers include senior citizens and persons with disabilities.

For additional information on registering to attend the 2015 M-Enabling Summit please visit: www.m-enabling.com

About CEA:

The Consumer Electronics Association (CEA) is the technology trade association representing the \$223 billion U.S. consumer electronics industry. More than 2,000 companies enjoy the benefits of CEA membership, including legislative and regulatory advocacy, market research, technical training and education, industry promotion, standards development and the fostering of business and strategic relationships. CEA also owns and produces the International CES – The Global Stage for Innovation. All profits from CES are reinvested into CEA's industry services. Find CEA online at CE.org, DeclareInnovation.com.

About G3ict:

G3ict – the Global Initiative for Inclusive Information and Communication Technologies – is an advocacy initiative launched in December 2006 in cooperation with the Secretariat for the Convention on the Rights of Persons with Disabilities at UNDESA. Its mission is to facilitate and support the implementation of the dispositions of the Convention on the Rights of Persons with Disabilities (CRPD) promoting digital accessibility and Assistive Technologies. Participating organizations include industry, academia, the public sector and organizations representing persons with disabilities. For more information, please visit www.g3ict.org.

About E.J. Krause & Associates:

For more than 30 years, E.J. Krause & Associates, Inc. (EJK) has been a worldwide leader in exhibition and conference management. EJK is one of the largest privately held exhibition management companies in the world, with offices on four continents. EJK produces a growing portfolio of over 40 events, serving 14 different industries. We excel in creating global brand leading events, bringing companies together to network and generate business. For more information please visit www.ejkrause.com