

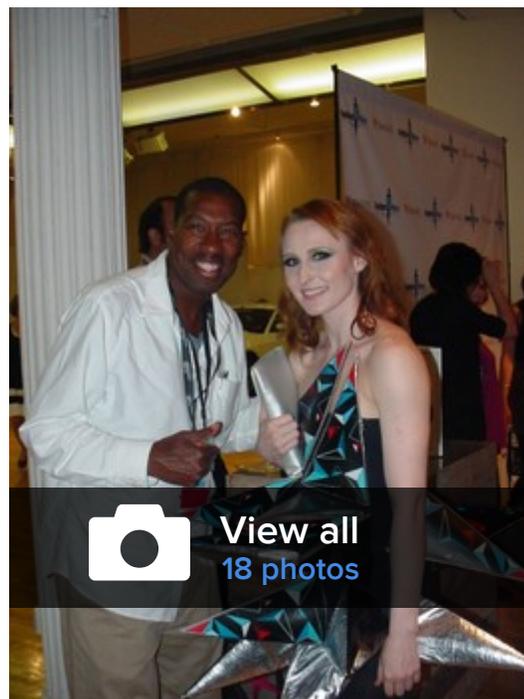
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CE Week NYC 2013, the Overview

June 29, 2013

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It was enlightening, full of fun and lessons, and very much about business matters. Here was the chance to meet a lot of new people, inclusive of those who are technology experts, entrepreneurs, CEOs, sellers, analyst, press, and previous acquaintances. They represented the world, from NYC, California, London, and Austria, just to name a few places. Some were established; others were just beginnings or looking to expand; but, all understood the importance and possible economics from being there. The products showcased included the simple to the complex, wrapped in the type of innovation now available and those of the future, giving you opportunities to hold, play with, ask questions, and ponder their place in the market.



Photos by Keith McFarland



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In the backdrop of CE Week NYC, this hub of activity, taking place from June 24 thru 28, offered a number of summits. In an upcoming series of articles, you'll get a taste of what's anticipated for the TV and car markets; in addition, you'll get a perspective of what companies are grappling with, the buzz emphasis relating to consumers, hot tech items vs. those who's future is being questioned, and much more. In the context of covering this show, you get a sense that happenings associated with innovation reflect normal business challenges. The inquires still entail how to position your product and or services; determining your target market; knowing your competition; responding to either opportunities or threats; pricing and cost; achieving and sustaining profitability; best marketing practices; benefits of good customer service vs. dangers of bad social media press; etc.

This presentation on the world of technology provides us with reminders; among them pursues a course of moving forward, whether improving one's lifestyle, increasing professional success, or building up a community, as a starting point. As noted from a movie, it's a means to get out of the barrel of those looking neither forward nor willing to evaluate changes coming down the pike. Even more so, where a consumer or business is located may not be the critical requirement. For example, one can appreciate the branding and accolades associated with a variety of places; but delving into today's gadgets, to illustrate, do not place one above the other. In fact, these devices aim to enhance where you desire to live, things enjoyed, and bettering mechanisms for socializing; so forth and so on. Ultimately, in accordance, the nature of human nature still has a fondness for the human touch, travel, and interacting face to face with people. Appropriately, the pictures show a take on the networking, discussions, and trends surrounding technology, in its part of CE Week 2013.



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