

HP CES Calculator Booth Photos, Seven Years 2010 Through 2004

Richard J. Nelson



Fig. 1 – 2010 Private booth, Attach Group Products



Fig. 2 – 2010 Dirk Dykson and Enrique Ortiz.



Fig. 3 – 2010 Enrique Ortiz and Richard J. Nelson



Fig. 4 – 2009 South Hall HP Calculators



Fig. 5 – 2009 South American Region Enrique Ortiz



Fig. 6 – 2009 Calculator portion of HP's Booth



Fig. 7 – 2009 Jake, Richard, and Enrique



Fig. 8 – 2008, Calculator booth overview.



Fig. 9 – 2008, Annie Wang impresses a Casio attendee.



Fig. 10 – 2008 calculator literature rack



Fig. 11 – 2007, Calculator booth overview.



Fig. 12 – 2007 Gene Vincino and Rainer Boelzle

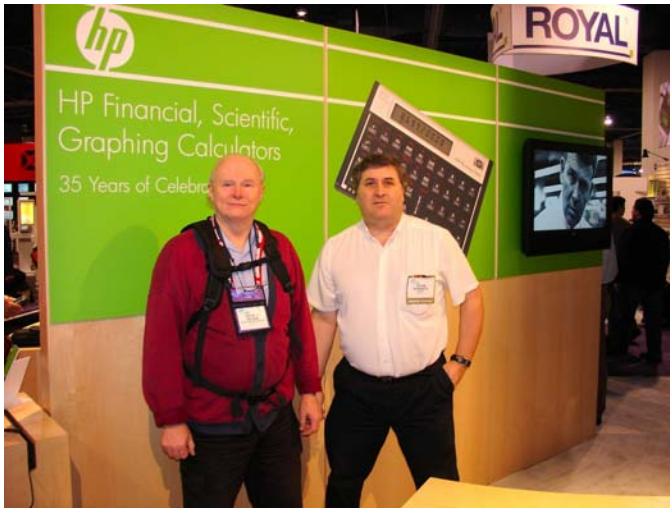


Fig. 13 – 2007, CES professionnels Richard & Jake



Fig. 14 – 2006 Gene demonstrates to a booth visitor



Fig 15 – 2006, calculators shown at HP booth



Fig. 16 – 2006, supplemental calculator literature
Richard wrote the hand out material on the left



Fig. 17 – 2006, Fred Valdez, Gene, and Annie Wang.



Fig. 18 - 2004 HP Booth, this was an "event" year.



Fig. 19 – 2004, Rainer tends booth, sparse & simple.

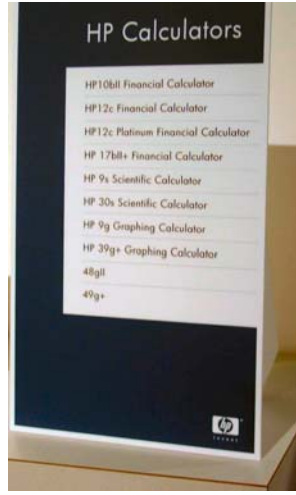


Fig. 20 - 2004, 10 models



Fig. 21 – 2004, literature



Fig. 22 – 2004, Gene & Cyrille tend the booth. HP especially celebrated this year with a calculator reception. See additional photos taken at this event



Fig. 23 – 2004, at HP booth where we watched HP President Carley Fiorina speak via. closed circuit TV.

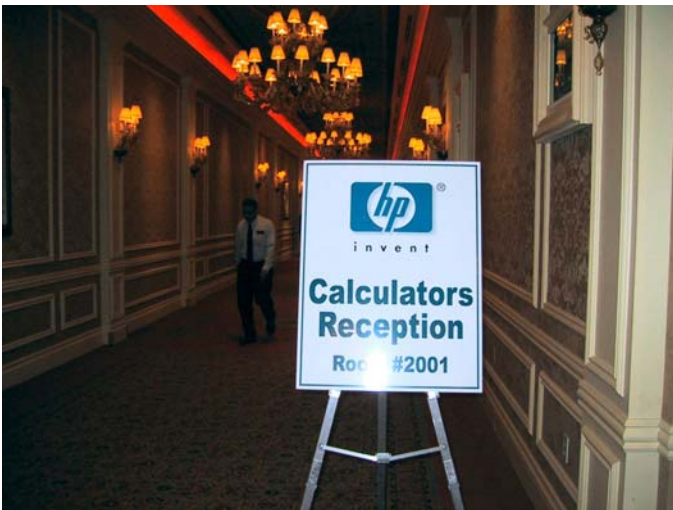


Fig. 24 – 2004, you needed an invitation to get in.



Fig. 25 – 2004, Cyrille and HP friends?

HP has had large and small booths at CES and has participated since the early days of the show when there was a winter and summer show in Chicago. After a severe winter in Chicago the winter version was moved to Las Vegas.

Fifteen years ago HP Calculators had their own booth separate from the Corporate booth. They are now combined.

The slow economy didn't allow HP to have a formal booth in 2010, but there was a private, by invitation only, booth as shown in the photos. Calculators became part of the Accessories group. 2011 will be the same in terms of the CES booth.



Fig.26 – 2004, Lee Quan, Gene, and HP friends?