

Case in Point: Engaging Influencers and Landing Top Tier Coverage at CES

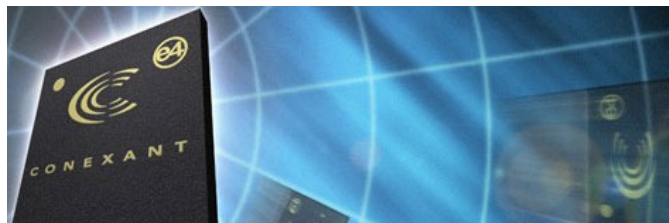
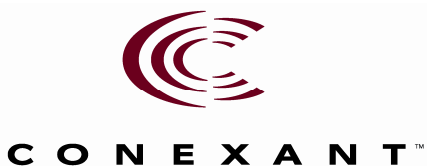
Conexant: From Public to Private – Entering a New Chapter

CES. It's the biggest tech event of the year. The future of consumer electronics is determined each January in Las Vegas. For the past two years, Conexant Systems, Inc. has taken CES by storm, looking to leverage the cache of the show to achieve multiple goals, not the least of which was forging a new identity.

With such a grand stage comes steep competition - new tech announcements surrounding CES are a dime a dozen. How to stand out from the crowd and be heard? Count on Lages.

Having recently transitioned from being publicly traded to privately held, Conexant needed a communications partner that could help usher the company's brand into a new chapter - while not losing sight of its rich past and many milestones. Also on the to-do list? Conexant wanted to expand public perception and become the go-to source for all things audio – as well as all things video surveillance. Clear messaging, building strong influencer relationships and securing visibility were necessary to squarely position Conexant as a noteworthy and valuable contributor well suited for its role as a top-tier provider of audio and video surveillance technology.

After being selected by Conexant as its Marketing Communications and PR partner, Lages had just 6 months before the launchpad event that would bring everything together and put the new Conexant on the world stage: CES. Armed with a new identity and on a mission, CES was the perfect platform for a re-energized Conexant to introduce its new brand – after all, audio and video surveillance are hot topics with consumers.



The Program

All roads lead to CES – shaping relationships, keeping influencers informed and staying top of mind keeps the door open for briefings, interviews, show meetings - and coverage. In the six months leading up to CES, Lages engaged in a large industry analyst outreach effort, focusing on fostering new relationships – and resetting existing ones with new messaging. Everyone from IDC and Forward Concepts to Gartner and Parks Associates signed up to learn more about the 'new' Conexant. Briefing top tier media was also a high priority, and heavy hitters such as Electronic Design and EE Times got the scoop from Conexant.

As part of the lead up to the show, Lages focused on changing the corporate culture of Conexant to more accurately reflect its new identity. Importantly, product managers used to describing their offerings in 'datasheet' terms needed to be trained to give each highly technical product a story that innovators of the next generation of consumer electronic products could relate to. Making the connection to hot applications such as smart TVs, USB headsets and video conferencing made Conexant's technologies accessible – and relatable.

To get the word out that Conexant was now firing on all cylinders in the audio and video surveillance spaces, a slew of new product launches were planned – 7 of which launched concurrently with CES 2012 and 2013. This high volume of activity represented a significant change for Conexant, who up until this point had been relatively quiet on the news release front. Strategically designed to reset perception, joint releases with well known audio industry players followed the new product announcements. Contributed articles were also secured, helping to establish the company as thought leaders and experts on audio technologies.

Relationships matter, and the bonds created at CES each year were cultivated and nurtured throughout the year by Lages - and then leveraged for the next CES.



The Results

Mission accomplished! Appointment schedules at both CES 2012 and 2013 were fully booked – with more than 20 members of the media and analyst communities interviewing – and some even videotaping - Conexant executives at their suite. Scores of coverage hits were secured, establishing Conexant’s credibility and positioning them as a major player through trusted media sources. These results gave management and sales staff excellent supporting material to share with key constituents and prospects and post on social channels.

“Conexant is leveraging its ‘voice’ roots, offering chips running its noise reduction, echo cancellation, spherical beam-forming algorithms, enabling voice commands in a large room.” – EETimes

“One of the next things people will want with their next Smart TV is voice command while sitting several feet away. During CES, Conexant was demonstrating its CX20865 Far Field Voice Input Processor SoC, the first dedicated Far-Field Voice solution with integrated Automatic Speech.” – Forward Concepts

“During a demonstration at the International Consumer Electronics Show earlier this year, Conexant showed off a new chip -- designed for a set-top or a TV -- that lets consumers speak a pre-defined command to turn a TV on or off, even in a noisy room. Included in Conexant voice input/control technology are a suite of algorithms, including acoustic echo cancellation, noise reduction, beam forming as well as pre- and post-processing.” – EETimes

“Conexant’s powerful speech processing chips can filter out any background noise while you ‘command’ your smart TV. – EDN

“Conexant has created a new set of advanced algorithms to help deliver a clear and easily understandable signal from a far-field voice.” – Product Design & Development

“Over at the LV Hotel Conexant dazzled with a demonstration of adaptive background noise filtering to improve the reliability of voice control systems for televisions. The demo consisted of a nearby loudspeaker playing back an art lecture while commands for TV operation were spoken. A graphical representation showed how effectively the background noise was filtered out completely. The second demo had a Skype conversation running with a TV on in the background and the remote caller walking around the room. I never heard one peep from the TV, and the remote caller was always intelligible.” – HDTV Magazine

“Conexant is at the forefront of Far-Field Voice processing technology,” noted Saleel Awsare, vice president and general manager for Conexant. “We provide the only turnkey solution, the necessary expertise and support that enables our TV OEM partners to provide the best-in-class experience that allows them to keep up with the advancements in the human voice interface for Smart TVs.” – eeWeb

“The CX20810, Conexant’s new high-performance, HD voice capture IC is targeted to voice interactive products, voice conferencing systems, Skype TV/STB webcam and surveillance. The far-field audio ADC with pre-amp, maximizes the signal-to-noise ratio of the microphone’s input path with a constant, low gain across a range of up to five meters.” – Electronic Design



EETimes, Electronic Products, Engineering TV, EDN, Product Design & Development, OCBJ, Wireless Design & Development, EE Web, Speech Technology, TMCNet, OC Register, socaiTECH, ECN, EE Herald, EE Daily News, Security Today, SOCcentral, Embedded.com, Electronic Design



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