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About CEA

To expand the global consumer electronics industry and promote innovation through:

- Policy
- Industry Standards
- Market Research
- Events, including International CES[®]



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Driven by




CEA Bulletin

Recommended Practices for
Reducing Visual-Manual Driver
Distraction during Interactions with
Portable Electronic Devices

CEA-CEB30

Month, 2014

UNDER DEVELOPMENT




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is



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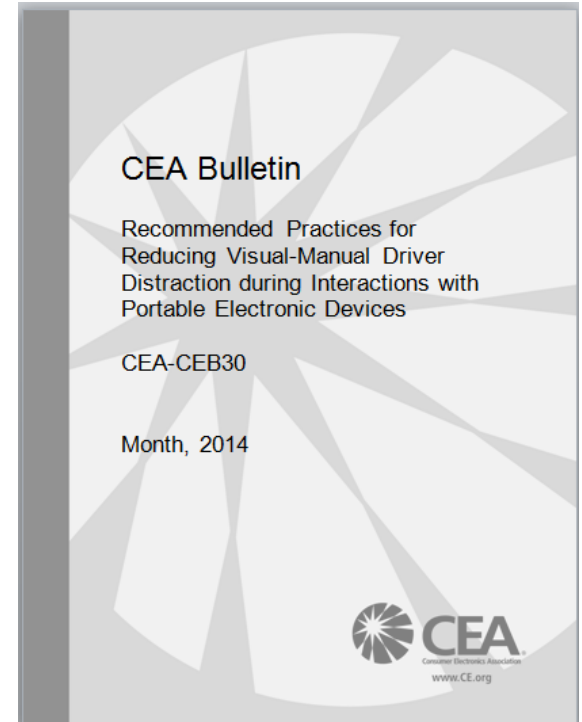


Driver-Device Interface Working Group

Created: May 22, 2013

People: 44

Organizations: 29



Progress Report

Review Phase I Guidelines

Develop basic principles

Drivers.

Portable device makers.

Software developers

Basic Principles

Do not obstruct driver's view



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Basic Principles

Easy for driver to see and reach



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Basic Principles

Appropriate controls

Basic Principles

Ability to alter, limit, eliminate display



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Basic Principles

One-handed operation should be possible

Basic Principles

Information should be easily readable



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Basic Principles

Feedback should be timely and clear

Basic Principles

Minimal driver attention to perform tasks

Progress Report

- Review Phase I Guidelines
- Develop basic principles
- Specific recommendations

CHILD SAFETY:

PROPER TELEVISION PLACEMENT MATTERS



THE CONSUMER ELECTRONICS INDUSTRY CARES

- Manufacturers, retailers and the rest of the consumer electronics industry are committed to making home entertainment safe and enjoyable.
- As you enjoy your television, please note that all televisions – new and old – must be supported on proper stands or installed according to the manufacturer's recommendations. Televisions that are inappropriately situated on dressers, bookcases, shelves, desks, speakers, chests, carts, etc.,

CHILD SAFETY:

PROPER TELEVISION PLACEMENT MATTERS



- **ALWAYS** make sure that the wall or ceiling where you are mounting the television is appropriate. Some mounts are not designed to be mounted to walls and ceilings with steel studs or cinder block construction. If you are unsure, contact a professional installer.
- Televisions can be heavy. A minimum of two people is required for a wall or ceiling mount installation.



MOVING AN OLDER TELEVISION TO A NEW PLACE IN YOUR HOME

- Many new television buyers move their older CRT televisions into a secondary room after the purchase of a flat-panel television. Special care should be made in the placement of older CRT televisions.
- **ALWAYS** place your older CRT television on furniture that is sturdy and appropriate for its size and weight.
- **NEVER** place your older CRT television on a dresser where children may be tempted to use the drawers to climb.
- **ALWAYS** make sure your older CRT television does not hang over the edge of your furniture.

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Homebuilder : Homeowner
Automaker : Driver



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Consumer behavior is key



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If consumers won't use it,
we failed



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Radio Spots – Week of 4/7



62,000



34,146



30,840



28,430



27,319



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Source: Radio Ink Headlines 4/15/14





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Thank you



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