

8 January 2009

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[Nero Showcases Products at CES 2009](#)

The apps prove the company's policy to deliver liquid media technology



Nero will promote its products at CES 2009
Nero

Nero representatives have announced yesterday that the company would be present at the 2009 edition of CES with several live demonstrations of its most recent products, namely [Nero Move It](#), [Nero 9](#), and Nero LiquidTV | TiVo PC. This year's edition of CES (Consumer Electronics Show) will take place in Las Vegas, starting today, January 8th, until January 11th.

During this event, Nero will showcase various products at its booth, more precisely at the AMD-sponsored Nero Theater, in the Las Vegas Convention Center, until January 10th. Besides presenting its latest software, the company will also offer OEM partner products trials, as well as promotional giveaways. The schedule for the presentations is as follows: Nero 9 will be the first one to be introduced to the audience, at 11 A.M.; the next ones to succeed are PT, Nero LiquidTV | TiVo PC, at 1 P.M., whereas PT and Nero Move will be showcased at 3 P.M.

These applications are part of the newly expanded product line that represents the endeavor of Nero to deliver liquid media technology, which implies that TV and PC are merged, and that digital entertainment content is easily moving across a wide range of devices. The company aims to enable liquid content creation and distribution at any time, any place, and on any type of device. The consumers will be given the freedom to simply enjoy their videos, music, and photos, no matter the type of hardware or file format - this can be achieved by taking an innovative approach to solution development, based on the standards of a unique neutral platform.

In addition, Richard Carriere, the current Nero US president, will take part in a discussion at Digital Hollywood at CES, tomorrow, January 9th, at 3 P.M., entitled "The Television, the PC, Online Video and the Digital Consumer Experience." This discussion will be focused on the consumers' usage of the TV as a gateway to entertainment and information. Furthermore, the panel will include topics such as the interactive TV, IPTV, PVR TV, or the broadband-based TV, but it will also approach the numerous ways that can be employed by users for utilizing and accessing all content and programming.