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 eGOVERNMENT
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Visitor Guide



cebit.com
 HANNOVER
 6-10 MARCH 2012

Heart of the digital world

Heart of the digital world

Discover the power of CeBIT 2012: from 6 to 10 March Hannover/ Germany will be a magnet for suppliers and users from all those sectors in which professional ICT technology plays a pivotal role. The world's leading ICT show represents an excellent opportunity to hold productive discussions and tune into the latest trends and innovations. The four platforms CeBIT pro, CeBIT gov, CeBIT life and CeBIT lab will deliver high-tech solutions tailored to your individual requirements.

Hot topic in 2012: "Managing Trust"

Trust in the security of digital systems is in the collective interests of business, consumers and the political community – and is a necessary condition for the sustained growth of the international ICT industry. Enhanced trust and security will depend on the intelligent interplay between citizens, technology suppliers and the general legislative framework. This will be one of the major management challenges in the coming years.

CeBIT Global Conferences 2012

Over a period of four days (6 to 9 March 2012) the CeBIT Global Conferences will provide a complete overview of the current trends in the world's core markets. More than 3,200 visitors from over 100 countries are expected to attend the high-profile keynotes, talks and panel discussions.

Partner Country Brazil

Brazil – Latin America's leading player in the area of information technology and the outsourcing of business processes – will be featured as the Partner Country at CeBIT 2012. Make sure you visit the attractive central presentation and the various themed pavilions.

Specials of CeBIT 2012

- CeBIT pro**
- BARC Business Intelligence Forum, hall 6
 - BITKOM ECM Solutions Park, hall 3
 - BITKOM Thin Client & Server based Computing, hall 4
 - Broadband World, hall 13
 - CeBIT C3 Conference, hall 6
 - CeBIT Destination ITS, hall 11
 - CeBIT Forum Auto ID/RFID, hall 5
 - CeBIT i-land, hall 16
 - CeBIT Studio Mittelstand, TV Center, hall 17
 - Cloud Computing World, hall 4
 - Code_n12, hall 16
 - CRM expo@CeBIT, hall 6
 - ECM Area & Forum, hall 3
 - eCommerce Park & Forum, hall 6
 - ERP Area, hall 5
 - Forum CeBIT in Motion, hall 11
 - Junge & Innovative Unternehmen, hall 6
 - Logistics IT Pavilion, hall 5
 - MPS Park, hall 3
 - M2M-Zone, hall 12
 - Next level S3D, hall 15
 - Open Source, hall 2
 - OS X Business Park, hall 2
 - Professional Data Center, hall 11
 - Security Plaza, hall 12
 - Smart Home Forum, hall 13
 - Virtualisierungs- & Storage Forum, hall 2
 - VOI ECM Forum, hall 3
 - Webciety Conference & Area, hall 6
- CeBIT gov**
- Forum Health & Vitality, hall 8
 - Forum Public Sector Parc, hall 7
 - Forum Urban Solutions, hall 11
 - Government for you, hall 7
- CeBIT lab**
- CeBIT lab talk, hall 26
 - EEN future match, hall 26
 - Job & Career Market, hall 26
- CeBIT life**
- CeBIT sounds! stage, hall 22
 - Deutschland bewegt sich – Initiative der BARMER GEK, hall 22
- iF concept award, hall 8

CeBIT pro

Business IT (Halls 2–6, 12)

- Business Transformation, Cloud Services
- IT-Services/Managed Services/Outsourcing
- Enterprise Applications
 - Enterprise Resource Planning (ERP)
 - Customer Relationship Management (CRM)
 - Intralogistics Software Solutions
 - Business Intelligence (BI), Business Analytics
 - Business Process Management (BPM)
 - Enterprise Content Management (ECM)
 - Human Resource Management (HR)
- AutoID/RFID
- Logistics Software Solutions
- Point of Sale (POS)
- Embedded Software & Systems
- Open Source Solutions
- Software & System Management
- Output Management/Office Solutions
- Business Storage & Server Technologies
- Virtualisation, Cloud Computing

- Webciety – Internet Solutions
 - eCommerce
 - Digital Marketing
 - Web Content Management
 - Social Media
 - Mobile Services & Apps
 - Web Design & Technologies

- Security World (Hall 12)
 - Anti-Spam & Anti-Virus Solutions
 - Biometrics
 - Card Technology
 - Cloud Security
 - Managed Security Services
 - Network Security
 - Video Surveillance
 - Mobile Security
 - IT/IP-based Security

- M2M – Machine-to-Machine Communication (Hall 12)

- Banking & Finance World (Hall 12)

Business Communications & Networks (Halls 11, 13, P32, 33)

- Broadband Technologies & Solutions
- Next Generation Networks (NGN)
- Network Components
- IP Technologies/VoIP
- Data Center Technologies & Solutions
- Unified Communication
- Wireless Communication
- Mobile Solutions
- Smartphones
- Telematics & Automotive
- Intelligent Transport Systems

- Smart Home
 - Home Automation
 - Home Networks
 - Home Entertainment
 - Smart Grid/Energy Management
 - Home Appliances/Design

ICT Infrastructure (Halls 14–17)

- Display Technologies
- Computer, PC
- Notebooks, Netbooks, Tablet PCs
- Next level S3D (Hardware & Software, Applications)
- Cases, Coolers, Power Supplies
- Components, Graphics & Sound
- Peripherals
- Mobile & Personal Storage
- Mobile Phone Accessories
- Accessories, Bags, Supplies
- Visual & Audio Technologies, Imaging
- Consumer Electronics
- Digital Signage & Kiosk Systems
- Mobile Devices & Communication

- Planet Reseller (Hall 14/15)

- Code_n12 (Hall 16)

CeBIT gov

Public Sector Parc (Hall 7)

- Broadband
- Business Intelligence
- Cloud Computing
- D115 National Access Number
- De-Mail
- Document Management/Process Support/Archiving
- eGovernment 2.0
- eParticipation/eInclusion
- eTendering/Cross-platform Tendering
- Financial Management
- Geo-information Systems
- IT Security/Cyber Defence/Public Key Infrastructure
- Processes for IT Security and Emergency Planning
- IT Management/IT Controlling
- Public Safety and Internal Security
- Open Data/Open Government
- Outsourcing
- Personnel Management
- Process Registries and Libraries
- Shared Service Centers
- Social Media
- Web 2.0

Health & Vitality (Hall 8)

- AAL (Ambient Assisted Living)
- Apps in the Healthcare Sector
- Best Ager
- eHealth
- Healthcare Management
- Home Care Systems
- Generation 60+
- Mobile Health
- Prevention
- Telemedicine

Urban Solutions (Hall 11)

- Utilities and Waste Management, Environmental Protection
- Mobility and Logistics
- Communication, Data Protection and Data Security
- eGovernment, Public Safety and Security
- Healthcare

CeBIT lab (Hall 26)

Research & Visions

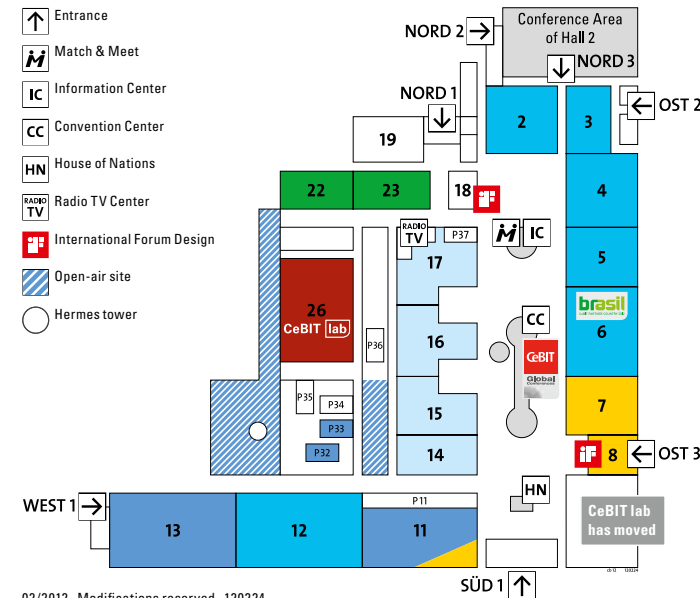
- Universities, Institutes
- Corporate Research
- Applied Research
- Basic Research
- Cluster
- Elite Universities, Top Institutes

New Technologies

- Future Internet
 - Internet of Things/of Services
 - Industry 4.0
 - Semantic Web
 - Open Cloud Technologies
- 3D Technologies
- Robotics – Humanoids, Game- and Servicerobots
- Urban Visions
 - Life in Danger/Disaster Management
 - Assisted Living
 - Efficiency/Green ICT Technologies
 - Mobility
 - Usability

Resources & Career

- Start-up/Spin-off
- Education, Jobs, Recruiting
- e-learning
- Law, Standardization, Regulation
- Venture Capital & Private Equity
- Investment & Funding
- Public Invest/Innovation Support



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CeBIT life

ICT Solutions for the Digital Lifestyle (Halls 22, 23)

- CeBIT sounds!
 - Music Hardware & Software
 - Internet Platforms
- Web & Media
 - Lifestyle Technologies
 - Mobile Media Solutions/Apps
- CeBIT Games
 - Games Community & Tournaments
 - Entertainment Software (Games)
 - Games Hardware & Components
- CeBIT Sports & Prevention
- Digital Drive
 - Automotive & ICT
 - Car Infotainment
 - eMobility
- intel® Extreme Masters (Hall 23)

- CeBIT Global Conferences (CC, Room 2)



Central Brazilian Pavilion (Hall 6)

Brazilian joint pavilions (Halls 7, 11, 12, 22, 26)

Gelbe Seiten

You can now use WLAN free of charge at the Exhibition Grounds with the support of Gelbe Seiten, a German business directory (registration required): www.cebit.de/en/wlan-gelbe-seiten

CeBIT Newsletter

Register for the free CeBIT Newsletter at www.cebit.de/en/newsletter and receive all the relevant information about the show. In addition, our subsidiary Deutsche Messe Interactive will supply you with regular news updates – all year round.



CeBIT on the social networks

Keep abreast of the key issues in ICT. Ask questions and swap ideas and information with other CeBIT visitors.

Smartphone app for mobile users

Via www.cebit2go.de you can access the dates and times of CeBIT events, as well as information about exhibitors and products. Alternatively, you can scan the adjacent code and download our free CeBIT smartphone app.





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