

The Planet is waiting. It is high time for retailers to register for the CeBIT partner program at www.cebit.de/competencestore_e, where you'll be rewarded handsomely for the small amount of effort involved.

ON YOUR MARK, GET SET, GO!

→ Running a successful business is a bit like running a race. Let's assume you're keeping stride with your competitors. Well, now it's time to step up the pace! Hannover-based Deutsche Messe is taking things to a new level, meaning even more action for specialist retailers at CeBIT 2010. The portal www.cebit.de offers all kinds of information to help you prepare for your appearance at the show. But the benefits for retailers don't stop just there. That's because CeBIT wouldn't be CeBIT if it didn't offer an extensive range of important themes, backed up by concrete support for resellers. Loads of services, tailored especially to your business, await you at www.cebit.de/competencestore_e. Registering for the partner program at CeBIT is just one of the things you can do to take the lead, since registered CeBIT Competence Store dealers will receive two free admission tickets, ensuring stress-free admission to the event for themselves and a person of their choice.

Any way you look at it, you win, since your registration – free of charge, nonbinding and cancelable at any time – entitles you to a comprehensive package consisting of POS material, free snack, coffee and lunch coupons at the Planet Reseller special display and an array of perks from different exhibitors. Read this newsletter to find out what to look for at CeBIT so you'll be in the starting blocks and ready to take off by the time the event begins.



Dear Reader,

Opening day of CeBIT is rapidly approaching. This year the event promises to be more exciting than ever, as an array of activities have been implemented especially for retailers. Now centrally located in Hall 14/15, the Planet Reseller features hot topics like virtualization, cloud computing, digital signage and kiosk technologies, along with the traditional array of product offerings. More than 82,000 trade visitors from Germany and abroad made Planet Reseller 2009 an ideal networking hub for gathering information, generating important leads and garnering advice. In 2010 vital technologies will be in the limelight, including tablet PCs, 3D office displays as well as home cinema, faster, more energy-efficient processors and much more.

An additional highlight you may already have read about in Competence News involves a critical topic over the next few years: **Connected Worlds**. This is where you'll find something to be optimistic about, since integrated living means integrated thinking and working which transcends narrow boundaries. This growing trend toward integration is also reflected in the new **CeBIT Sounds!** platform, since music is completely digitalized nowadays and therefore a topic of relevance for the ICT industry. **CU and hear U at CeBIT!**

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CeBIT PARTNER COUNTRY 2010



HANNOVER
2-6 MARCH 2010
cebit.com

HIGHLIGHTS 2010

- Tablets and "slates"
- Navigation aids for pros

NEXT LEVEL 3D

3D technologies have long been employed for applications like medicine, research, engineering design and product development.

But now Hollywood (e.g. through the new movie "Avatar") and consumer electronics manufacturers have teamed up to make 3D technology interesting for the private consumer as well. At CEBIT 2010 you'll find all aspects of this hot new topic at the Next Level 3D stand in Hall 16, including a 3D movie theater!



SECURITY WORLD

The more ICT solutions become part of our everyday lives, the more important the issue of security becomes. CeBIT 2010 has responded to this trend by establishing the new "Security World" display sector. Here the main focus is on innovations and software applications like authentication tools, card technology, biometrics, mobile security as well as network security, video monitoring and more. Located in Hall 11, this sector of the show features companies like Aladdin (now SafeNet), Avira, Cherry, GData and the German Federal Office of Security (BSI).



Hardware companies and media enterprises have their hopes set on tablets or "slates", poised to make a major impact in 2010.

TABLET COMPUTERS NEW MEGA-TREND

→ Tablet PCs have been around for years, but have had led a fairly marginal existence until now. Now these electronic dynamos are expected to help usher in the next revolution in mobile computing and media use. Right now the prerequisites couldn't be better: the touchscreen technology that tablet PCs employ has improved considerably over the past few years, and strong new partners from the publishing, music and film industry are desperately searching for new sales channels for their products. With the support of these partners, multimedia tablets – positioned between smart phones and notebooks – could well become hot items. In response to this new development, manufacturers announced a slew of new tablet PCs, also known as "slates", at the beginning of 2010. Corresponding devices are now available from Archos, Asus, Dell, Fujitsu, Hanwon, Hewlett-Packard and Lenovo, to name just a few. And although this could not be confirmed by the time we

went to press, there are increasing rumors that Apple also plans to bring a tablet to market. Self-appointed or actual "insiders" are already speaking of an "iSlate" in this vein, analogous to the Cupertino-based company's popular iPhone.

Most devices however are running the Windows 7 operating system, with its sophisticated touch control and handwriting input. Even more important than the hardware data and operating concepts: the future applications for this new category of computer. In the U.S. marketplace, where the first devices are already hitting the shelves, Microsoft is cooperating with Amazon and media companies like Time-Warner. Cooperative arrangements for Europe still need to be worked out, making CeBIT 2010 the perfect place to conduct negotiations and announce the results.



„We will look back on 2010 as the year we expanded beyond the mouse and keyboard and started incorporating more natural forms of interaction such as touch, speech, gestures, handwriting, and vision to control and manipulate computers and the applications that run on them.“

Steve Balmer, Microsoft CEO

CHARTING A COURSE FOR NAV EXPERTS

→ Following a protracted boom phase, the market for navigation devices and solutions is now under heavy pressure due to falling profit margins and "freebies". For this reason, the focus will be on solutions, strategies and business models at the "CeBIT in Motion" forum, once again forming a major part of the "Destination ITS" special display in 2010. This part of the show features Telematics and Navigation, Automotive Solutions and Transport & Logistics providers. The forum is located on the gallery in the eastern section of Hall 7, directly above exhibitor stands.



Navigation aid: the "CeBIT in Motion" forum features specialist presentations and information on all aspects of telematics and navigation.



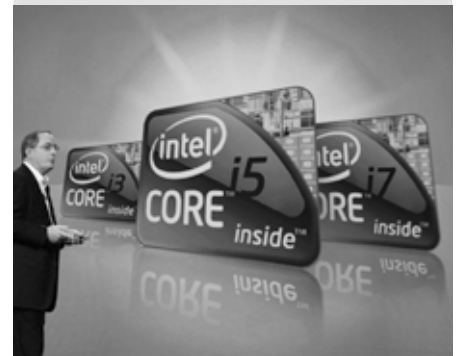
Magnet for automotive specialists: the Navigation Day symposium on 5 March.

Apart from presentations, the forum also features panel discussions and user-focused discussions. Further information is available at www.cebit.de/inmotion_e.

And navigation experts who are looking to further expand their knowledge base will have a perfect opportunity to do this at the "Navigation Day" symposium on 5 March 2010. Taking place for the third time, this event is a "must" for navigation market specialists. The program schedule and relevant participation fees are available at <http://www.cebit.de/77194>.

PROLIFIC INTEL

Intel has announced a virtual armada of new processors, including the expansion of the Core i Series (Core i7, Core i5) by the new Core i3 entry model (codename "Arrandale" for mobile, and "Clarkdale" for stationary computers). For the first time the new chips have not only the dual-core CPU, but also an integrated graphics chip, intended to provide better performance and extended operating times for low-end notebooks. Another new processor consists of an improved version of the "Atom" netbook chip, with integrated memory controller and graphics chip to allow for even more reasonably-priced netbooks.



VISITOR SERVICE

Already packed your bags for your trip to CeBIT? Everything already organized? If not, then you'll want to visit our website at www.cebit.de/visitorservice to do your planning online. This is where you'll find all the important information on getting to the exhibition center, staying in Hannover as well as on the exhibition itself. A downloadable fact sheet contains all the information you need, from opening times to admission prices.

And, speaking of admission: You can conveniently order tickets for additional visitors via www.cebit.de/tickets_e

EXHIBITOR AND PRODUCT SEARCHES

→ Are you interested in planning your visit in advance to save valuable time at the event? The CeBIT portal, maintained 24/7 by Hannover-based Deutsche Messe, will help you do just that. As of the end of January 2010 you'll find detailed information on the exhibiting companies and their products and services at www.cebit.de/exhibitorsproducts. In addition, hall maps and lists of exhibitors are available to ensure you won't miss any of the relevant offerings. The website is regularly updated, guaranteeing fast and effective exhibitor and product searches.



Use the handy CeBIT exhibitor and product website to plan your "route" at the event.

HIGHLIGHTS 2010

- Planet Reseller
- Connected Worlds

THE PLANET!

Compact orbit: Planet Reseller will occupy halls 14/15 at CeBIT 2010. New exhibitors from virtually every field have registered this year, including Fujitsu Technology Solutions, Belkin, Globo-Service, Muncall, Paragon and Wave Computer Systems.

Even GSD Remarketing, which plans to show retailers how they can earn handsome margins selling "used IT". Just Rams, Freecom, COS Memory and Chips & More will present products and services from the hot field of mobile data storage.

And digital signage is also playing an increased role for ICT resellers. Conclusion: Your registration at www.cebit.de/planetreseller_e is an important first step, guaranteeing trade visitors prompt admission to this "must" event.

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CONNECTED WORLDS

→ How will we live and work in the world of tomorrow? Which devices and gadgets will define our daily routines? The keynote theme of "Connected Worlds" at CeBIT 2010 refers to a phenomenon which long ago began to take shape. After all, the entire world is already networked via the Internet. And at many firms communication via Web 2.0 technologies is already commonplace: customers, suppliers, employees – the whole world is "connected", something which has inspired manufacturers to develop entirely new hardware and network infrastructures. By using mobile end devices like Internet-capable mobile phones or tablets, the user can not only organize business processes, but also optimize everyday chores and digital residential functions.

Just how this all comes together is the subject of a special display by the Connected Living Association, which will demonstrate how software-based digital assistants can be used to connect an array of different devices. Occupying around 400 square meters in Hall 9, the special display ("The Home of the Future") will recreate a home network that allows for the integration and management of many different kinds of electronic appliances. Based on a manufacturer-independent architecture, the network uses an energy assistant to help the owner save on heating and

lighting costs, while a digital kitchen assistant supports the owner in preparing healthy, balanced meals. Many other "assistants" help control and monitor the house via wireless communication and the Internet.

But "Connected Worlds" offers even more: apart from networked home, it also features topics like Broadband World (Hall 13), Webciety (Hall 6), Destination ITS (Hall 7), RFID technologies and Tele Health (Hall 8).

These solutions may not be making the world any smaller, but they are definitely making it less complex. And since it's all about networking companies, customers and suppliers, the Connected Worlds Run is also taking place on the evening of 4 March at the Exhibition Center. Team spirit is of the essence here, as "networked" teams will participate in a joint marathon crisscrossing the entire exhibition site.



Fully connected: The keynote theme of CeBIT 2010 permeates all aspects of this year's event.

SOUNDS ALRIGHT

Music is not only in the air; it has also become a highly digital business. From source to the marketing, music is now being handled via computer technology. Reason enough to pick up on this topic at CeBIT Sounds! and present your latest business ideas. This event brings together major and minor labels, media and brands, hardware and software producers and numerous Internet enterprises. But you don't need to be a business professional to attend — even private music aficionados will find this a fascinating platform, guaranteed to strike a positive chord in Hall 22.