



CENTER OF EXPERTISE
WIRELESS AUTOMATION

Special Display for
Wireless Communication Technology

GET NEW TECHNOLOGY FIRST
19-23 APRIL 2010

HANNOVER MESSE 2010 / PARTNER COUNTRY

ITALIA



**HANNOVER
MESSE**

FOCUS ON WIRELESS TECHNOLOGIES

As mobile automation solutions play an increasingly important role, the demand for wireless communication continues to grow. Reflecting this trend, HANNOVER MESSE is once again staging its highly successful special display Wireless Automation.

Hall 7 will present a display of components and complete solutions for communications technologies such as ZigBee, Bluetooth and WLAN. WirelessHART is of special interest to visitors from the process industry as it enables them to combine components from different manufacturers with existing systems.

A new focus topic in 2010 will be M2M applications, telemetry and telecontrol. The exchange of data between devices via private and public wireless networks streamlines business processes and resource management. This means increased potential for manufacturing industry. Market research organizations therefore expect strong growth in this market.

“To ensure that our customers can operate a wireless connection successfully, direct personal contact and advice are essential. That’s why the multidisciplinary HANNOVER MESSE with the Center of Expertise Wireless Automation is a must for me.”
(Dipl.-Ing. Thomas Schildknecht, Schildknecht AG)

“In 2010 the Institute for Automation and Communication (ifak) will once again be bringing its know-how to the Center of Expertise Wireless Automation. This serves to focus attention on issues that are equally relevant for users and manufacturers.”
(Dr. Lutz Rauchhaupt, ifak)

SUPPORTING PROGRAM

ADVICE CLINIC AND SPEAKER'S CORNER

The Center of Expertise Wireless Automation offers more than just an exhibition space – it provides a platform for the direct exchange of know-how. In recent years Speaker's Corner has become firmly established as the central meeting place and debating forum for visitors. Exhibiting firms can present their products here in the form of lectures, giving them a chance to demonstrate their expertise and experience. Potential customers can be specially targeted in the run-up to the show and invited along as guests. The open format of the forum also serves to attract the attention and interest of other visiting professionals from neighbouring display areas. Meanwhile a team of experts from the Institute for Automation and Communication (ifak) in Magdeburg acts as a go-between to foster direct contact between trade visitors and exhibitors. End users with specific questions or issues relating to wireless industrial communication are directed by the team towards exhibitors who can assist them further.

Finally, the Center of Expertise Wireless Automation is well placed to attract visiting professionals from allied disciplines at HANNOVER MESSE.

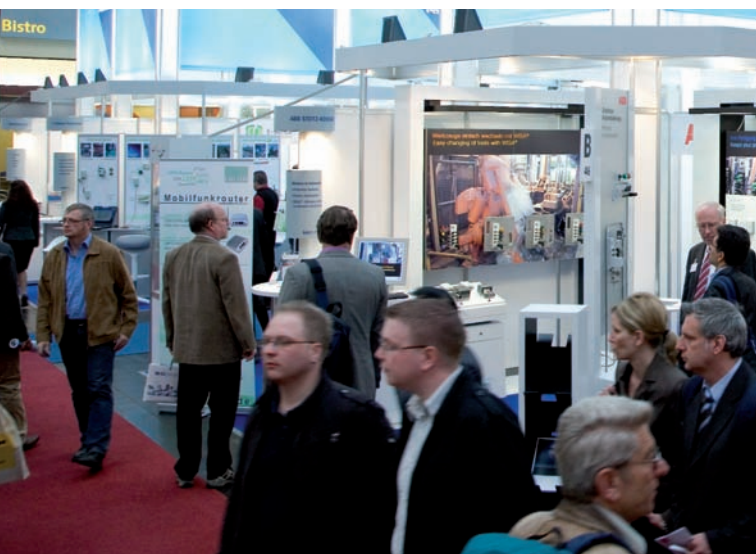


POTENTIAL AUDIENCE

WHO WILL BE THERE?

More than 206,000 trade visitors came to HANNOVER MESSE in 2009, 102,000 with the specific intention of finding out about the latest trends in automation. These impressive numbers are due partly to the extensive international publicity and visitor advertising campaign carried out by Deutsche Messe. The campaign is targeted at senior technical personnel and decision-makers who are looking for modern communication solutions, especially wireless systems. The Center of Expertise attracts visitors from a broad spectrum of industries:

- > Mechanical and plant engineering
- > Automotive industry, incl. component suppliers
- > Electrical engineering and electronics
- > Process industry
- > Energy
- > Engineering and planning offices
- > Consulting firms
- > Systems houses
- > Facility management services

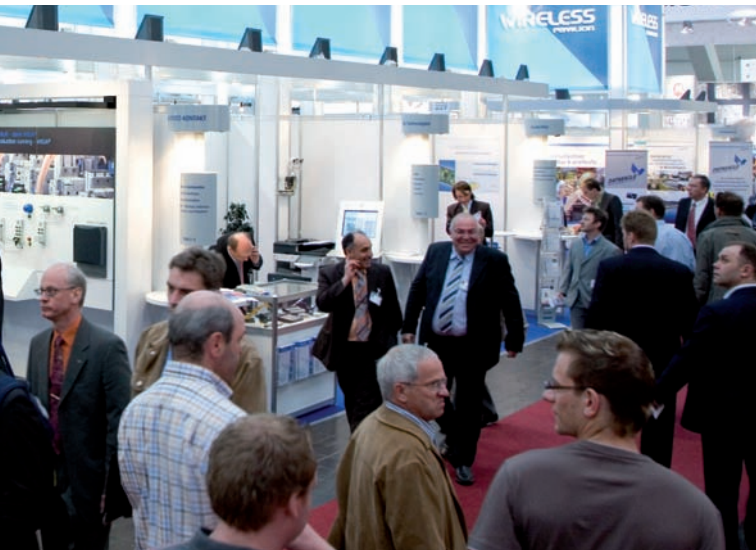


THE RANGE OF EXHIBITS

WHAT'S ON DISPLAY?

Exhibitors can showcase components, systems and services for the following technologies:

- > M2M application, telemetry and telecontrol (e.g. with GPRS, EDGE, UMTS and UMTS900)
- > Near Field Communication (NFC)
- > Wireless solutions for the process industry (e.g. WirelessHART)
- > Wireless Sensor Networks (e.g. ZigBee)
- > Wireless I/O systems (Bluetooth, WLAN etc.)
- > Wireless solutions with fieldbus connection (e.g. CAN, PROFIBUS/PROFINET)
- > Wireless solutions for driverless transport systems and overhead monorail systems
- > Wireless location-finding (e.g. GPS, WSN)
- > Wireless modules for integration into automation devices
- > Wireless remote controls
- > Services for the planning, integration and commissioning of industrial wireless solutions



YOUR STAND AT HANNOVER MESSE

Reserve
now!

> Bare stand space (no stand)

Design your own presentation to project your corporate image.

Cost: € 184 per m² *

* plus one-off registration fee of € 300 and a visitor promotion charge of € 29 per m² of rented stand space (all plus VAT).

> Stand space plus stand

You have a choice of three all-inclusive stand packages: Classic, Comfort or Premium. More information at hannovermesse.de/fairpackage

> Group presentation

Book the space you need alongside other exhibitors – from 5 m². Additional services such as stand assembly, furnishing pack, use of Business Lounge and catering service, stand security, daily cleaning, etc.

Cost: € 670 per m² *

* plus fixed charge of € 300 for visitor promotion charge, plus a 10% supplement for corner stands, all plus VAT

YOUR MARKETING SERVICES

The following services are included in the price for all exhibitors:

- > Option of contributing to Speaker's Corner
- > Entry in the Wireless Automation press pack
- > Year-round presence on the HANNOVER MESSE website, with information about your company and products
- > Exhibitor passes, unlimited number of complimentary tickets for your invited business guests, etc.

AT YOUR SERVICE!

You'll find our contact details on the back of the leaflet.

HIGH-CALIBRE KNOW-HOW TRANSFER

The opportunity to give a presentation at Speaker's Corner and the advice clinic offered by the team of experts from ifak promote closer contact between visitors and exhibitors.

INSIGHTS INTO TOMORROW'S TECHNOLOGIES

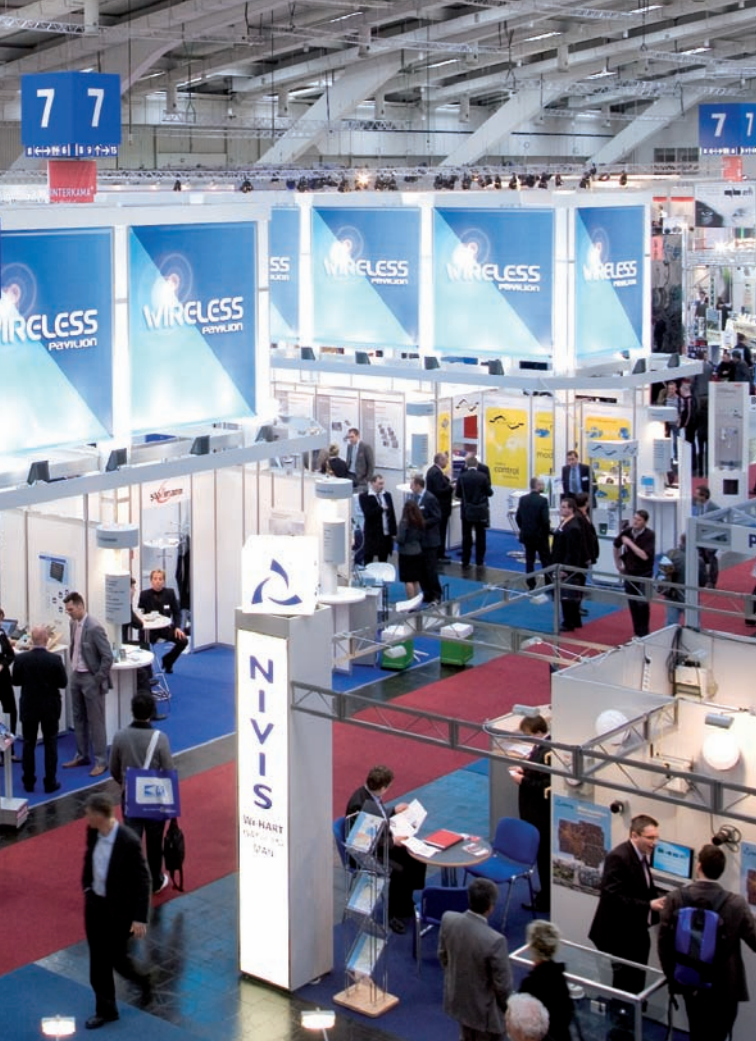
Trade visitors are looking for innovations that will ensure that their businesses can remain competitive. Topics such as WirelessHART and machine-to-machine communication enjoy top priority.

CROSSOVER BENEFITS

The Center of Expertise Wireless Automation is popular with visiting professionals from Process Automation (INTERKAMA*), Factory Automation and Industrial Building Automation.



Speaker's Corner always attracts a big audience.



JUST GIVE US A CALL



Deutsche Messe
Hannover - Germany

Deutsche Messe
Messegelände
D 30521 Hannover
Tel. +49 511 89 0
Fax. +49 511 89 326 26
hannovermesse@messe.de



Emanuel Marra
Project Management
Process Automation (INTERKAMA)
Wireless Automation
Individual stands
Tel. +49 511 89 31146
Fax. +49 511 89 31149
emanuel.marra@messe.de
www.hannovermesse.de/wireless



Nils Fickler
Project Management
Wireless Automation
Group presentation stands
Tel. +49 511 89 31818
Fax. +49 511 89 31819
wireless-hannovermesse@
messe.de
www.messe.se/wireless

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www.hannovermesse.de



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