



CeBIT
Competence Store

Let's go **CeBIT**

With just a few weeks to go till the world's largest trade show for IT, telecommunications and consumer electronics opens its doors in Hannover, it's superlatives all the way. From 4 to 9 March, Hannover will once again play host to manufacturers, developers, users and resellers. Market-ready products and pioneering ideas will be showcased and discussed – and orders will be placed. CeBIT 2007 generated business totaling an impressive € 11 billion!

Watched closely by countless journalists and media representatives, the industry will be setting new standards to ensure its success and strong growth.

CeBIT 2008 will continue to uphold the event's tradition of innovation. Highlights in 2007 included new Voice over IP (VoIP) and IPTV services, mobile TV

and IT security. Among the special displays really worth a look this year is "design: driving innovation". The extremely topical and highly significant issue of "Green IT" will also be under the spotlight at CeBIT. Printing costs and security are also becoming an area of ever greater concern to your customers. Find out everything you need to know at "Professional Output" in Hall 7. The "Telematics & Navigation" display category, meanwhile, will be showcasing a number of promising developments that are waiting to hit the shelves. And last but not least, the live outdoor demonstration of driver assistance systems just to the north of Hall 26 is sure to be spectacular.

Don't miss the flagship show for digital technology. We look forward to seeing you in Hannover.



HOT-LINKS

Tickets

Advance sales of admission tickets started in mid-January 2008. Take advantage of the great early-bird prices. As well as saving money, you'll avoid having to queue at the entrance.

Simply go to www.cebit.de/tickets_e

You can also organize your personalized badge for Planet Reseller in advance using the registration form at www.cebit.de/planetreseller_e

A day ticket for CeBIT 2008 costs € 33 in advance (€ 38 on the door). A ticket for the full event costs € 71 in advance (€ 81 on the door). Concessionary day tickets are only available at the ticket booths and cost € 17.

Catalogue

You can order the CeBIT 2008 catalogue for € 26.50 two weeks before the show by going to www.cebit.de/catalogue

Alternatively, phone + 49 180/500 06 89 to order your catalogue or admission tickets.

Let your Competence Store do the talking

At the tender age of six, Planet Reseller is all set for a growth spurt. The retailing center will be 50% larger this year, covering an area of around 10,000 m² in Hall 25. Many major distributors and manufacturers from Germany and the rest of the world have already announced they will be at the show to answer your questions and take orders.

The center will be open from Tuesday through Sunday for you to have a quiet chat, make new contacts, ask any questions you may have and do business.

The Competence Store team will be manning Planet Reseller's central information stand to provide you with all the advice and information you need.

Don't worry if you haven't registered as a Competence Store yet – it's easy and won't cost you a cent! Simply go to www.cebit.de/competencestore_e

Take advantage of the benefits offered by the scheme, including our advertising materials pack which you will be sent automatically.

In February, all registered Competence Store partners will be sent a book of vouchers that can be redeemed at CeBIT 2008. These vouchers entitle you, among other things, to a CeBIT 2008 catalogue CD-ROM and lunch at Planet Reseller.

HOT-NEWS



LCD displays for all budgets

With no less than nine new models in its VA range, Viewsonic now offers more choice for those looking for a reasonably priced high-quality LCD display. The flat-screen monitors have a whole host of features and are ideal for day-to-day office applications, videos and graphics. Representing excellent value for money, they are aimed at the entry-level market where budgets are often tight. Customers can choose from new 17 to 22 inch models with a 16:10 widescreen or conventional 5:4 aspect ratio.

Supercomputers the size of a laptop

Researchers at IBM claim to have made a breakthrough in processor design that could see supercomputers the size of laptops. The key to this new technology is the use of light pulses instead of electrical signals. According to IBM, this technology interlinks the individual cores of a chip, making it possible to have thousands of cores on a single chip. The Wall Street Journal reported that the first chips incorporating the new technology could be on the market in less than five years.

The Asus family printer

Asus, one of the world's leading manufacturers of WLAN products, is the ideal solution for simple and inexpensive home printing. An ever greater number of families own more than one computer, but they normally share a printer. The Asus WL-520GU combines a wireless router with a printer server. Standard printers can be connected to the WL-520GU via a USB interface, making it easy for several computers to use the printer at the same time. This not only saves money but is also quick and efficient. The printer has a recommended retail price of just € 69.

A sneak preview of tomorrow's bestsellers

CeBIT's new structure is clearer than ever before, ensuring that visitors will be able to find their way around even faster (see also Edition 21). "Home & Mobile Solutions" and "Technology & Infrastructure" in Halls 14-16, 19-25 and 26 are a must for resellers.

Your journey into the future starts here. Benefit from the vast array of ideas being showcased by developers – from practical everyday solutions to games for techies and entertainment pure and simple. CeBIT gives you a sneak preview of future new arrivals on the market and the must-have products that will become your money-spinners.

Whatever you do, make sure you look in on the halls exhibiting the latest generations and applications of PCs and notebooks, consumer electronics, display units, cell phones, home entertainment systems and printing solutions. Pick up some useful sales arguments, see how the gadgets interact and obtain a virtually complete overview of the market. Halls 14 to 16 represent a "platform for mobile communication". The key display categories here are "Automotive Solu-



tions", "Telematics & Navigation" and "Transport & Logistics". They are all focused very firmly on the future and are being brought together for the first time at this year's CeBIT. IT and electronics make cars even safer, and ever more sophisticated navigation systems are assuming an increasing number of tasks. Fleet management is just one example. These systems are also useful for warning you of a traffic jam on the road ahead – or even for recommending a good restaurant!



Useful brochures

Valuable tips for visitors

You will find everything you need to know about CeBIT – from how to get here and opening times to a hall plan – in our visitor brochure available at www.cebitt.de/visitorservice

Planet Reseller in a nutshell

If you're after more background information or a provisional list of exhibitors, take a look at our Planet Reseller brochure. Order your copy via the Competence Store hotline on + 49 511/167 67-467 or go to www.cebitt.de/planetreseller_e for the CeBIT website's Planet Reseller pages. You can also register here and print out your own Planet Reseller badge.

the realms of science fiction

If you have an inquiring mind and want to know what the future has in store, or if you have customers who are forever asking questions, the "Technology & Infrastructure" display category has all the answers. Manufacturers from all over the world will be exhibiting everything from components to peripherals based on the latest technologies.

List of Planet Reseller exhibitors

Company	Booth No.	Company	Booth No.
A EINS I.T. GmbH	D106	Maxdata AG	C102
ACER Computer GmbH	M106	McStyle	D103
Actebis Peacock GmbH	B105	Memorysolution GmbH	P100
ad-fontes GmbH & Co. KG	E100	Mention Software GmbH	G103
AEG Power Supply Systems GmbH	D102	Microtrend	K107
AF International	D100	MSI Technology GmbH	P101
Akcent Computerpartner	K107	Nextbase GmbH	F104
api Computerhandels GmbH	I100; M102	Network Computing	Planet Reseller Information
Audioline GmbH	B112	Nova	B120
Avid Technology GmbH c/o Pinnacle Systems	B100	Olidata SpA	C103
Avnet Technology Solutions GmbH	K109	Orfik d.o.o.	K103
B & B Publishing GmbH	B112	Packard Bell Deutschland GmbH	P103
BFG Technologies Inc.	K108	Partners in Europe AG	C105
Buffalo Technology UK Ltd	C120	PC live Distribution	F102
Bundesverband Technik des Einzelhandels e.V.	O101	PC-Spezialist	K107
Bytec GmbH	C118	PC Tools Inc.	F105
Celos Software GmbH (C-ENTRON)	G103; D106	PEARL Agency GmbH	N103
Cherry GmbH	G106	Piment International SA	B112
CMP Weka-Verlag GmbH & Co. KG	Planet Reseller Information	Pilot Computerhandels GmbH	N100
ComTeam Systemhaus GmbH	H100	pro connect Verlag GmbH	B112
CNET Networks Inc.	D106	proDAD GmbH	F102
Continue Software GmbH	I103	Profiler Verlag GmbH	B112
COS Distribution GmbH	K106	Quintec GmbH	C111
CRN - Gläserne Redaktion	A101	Rainbow Computer World SL	N101
CRN - Gläsernes Studio / TV-Studio	A100	Reallusion Inc.	F102
DANE-ELEC Memory S.A.	B122	Revo Technologies Ltd.	K105
DCI AG	G103	Rombus IT Distribution GmbH	K101
Distribution ² GmbH	E100	Secomp GmbH	P104
Dutch Team Computer Components BV	L102	SevenSeas Import Export SL	B112
eBay GmbH	D106	Siemens Enterprise Communications GmbH & Co. KG	L104
ElectronicPartner Handel GmbH	H100	Siewert & Kau Computertechnik GmbH	M101
ElectronicSales GmbH	E100	Smaccess SA	B112
ENO telecom GmbH	B112	SPEECH EXPERTS GmbH	E100
EOS Payment Solutions GmbH & Co. KG	E100	STS-Tecom GmbH	B112
Events & Services	Planet Reseller Information	Synaxon AG	K107
Fast Track PTE Ltd.	B112	T-Mobile Deutschland GmbH	D106
Freecom Europe GmbH	H108	Targus Deutschland GmbH	E104
Fukato GmbH	D105	Technologyshop SpA	C117
Futura-Verlag Rudolf Stephan GmbH	B112	TerraTec Electronic GmbH	F103
Gembird Deutschland GmbH	K101	Toolhouse DV-Systeme GmbH & Co. KG	H106
G.Skill International Enterprise Co LTD	I101	Topedo IT-Handels GmbH	K106
Hantz + Partner GmbH	M104	Toshiba Europe GmbH	E105
h. hiendl GmbH & Co. KG	B113	Tragant Computer GmbH	B114
Icon Resources & Technologies PTE Ltd.	B112	Trust Deutschland GmbH	G100
IDG Business Media GmbH	B112	Ultra-X BV	P107
iDowell S.r.l.	C116	Ultron AG	I102
IDSbox	M104	Vobis AG	K104
InformationWeek	Planet Reseller Information	Vaxxin Distribution BV	C112
International Distribution Systems S.A.	O102	visionapp GmbH	B115
ITscope GmbH	G103	WAP-Telecom GmbH	B112
Imar SpA	D103	WAY Vertriebs GmbH	P108
Joker AG/SA	C119	Yuraku GmbH	C104
KOSATEC Computer GmbH	L100	ZVEH - Zentralverband der Deutschen Elektro- u. Informationstechnischen Handwerke	O101
LG Electronics Deutschland GmbH	C110		
Logitech GmbH	H110		
Longshine Technologies Europe GmbH	E106		
Magix AG	F102		
Markement GmbH	K100		

as per 10 January 2008 - subject to alterations

HOT-DATES

As in previous years, CeBIT will have far more to offer than "just" the latest products and solutions from exhibitors. Another outstanding program of events is scheduled for the Convention Center, **NORD/LB forum**, conference area in Hall 1 and the forums in Hall 8.

Industry visionaries and specialists will meet here to exchange ideas and views during the round table, panel discussions and keynotes. The events will be informative, provocative and highly topical. You can find all the details at www.cebit.de/gcg_e

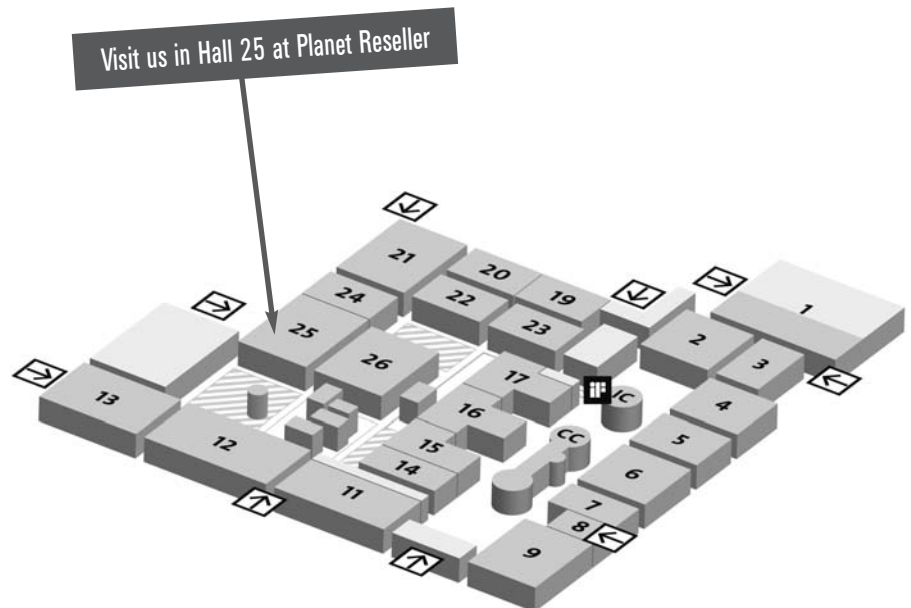
The events include lectures on the pressing issue of "Green IT" in the congress area in **Hall 8** – on Tuesday, 4 March, from 15.00 to 18.00 and on Wednesday, 5 March, from 14.00 to 18.00. The current climate debate has unsettled many IT users and they are looking for expert advice. Obtain the know-how you need at CeBIT.

You could also attend the **CeBIT Navigation Day in the Convention Center (CC), Bonn Room**. Choose between Thursday, 6 March, from 15.00 to 21.00, and Friday, 7 March, from 9.00 to 18.00.

These are just two of the many exciting events with high-profile participants. Take the opportunity to obtain all kinds of useful information under one roof. We look forward to seeing you there!

Exhibition center

hall layout



Stand 11/2007 · Änderungen vorbehalten November 2007 · Modifications reserved

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Everything you need to plan your journey

You'll find everything you need to make your visit to Hannover a complete success at www.cebit.de/travel

We'll take care of your travel arrangements and accommodation and tell you about all-inclusive deals and how to make the most of your trip to Hannover, leaving you to concentrate on running your business. As usual, you can rely on our professional colleagues from Travel2Fairs to cater to your every need.

Hotels

We have further improved our service for this year's CeBIT. Deutsche Messe has inspected numerous hotels for you and given over 80 of them the "Deutsche Messe Selected Hotel" designation. These hotels provide a high standard of accommodation that satisfies our visitors' key requirements. For an easy-to-use search mask, go to www.cebit.de/48826

Travel2Fairs also offers a number of different hotel packages and can book rooms in private accommodation.

**HANNOVER
GERMANY**
4-9 MARCH 2008

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