

Now or never

>> Every journey, no matter how long, always begins with the first step. For CeBIT 2009, this means registering for Planet Reseller as quickly as possible. Registration for you as trade visitors and VIPs at www.cebit.de/planetreseller_e was opened on 15 January 2009.

Trade visitors only

Only representatives from resellers, manufacturers, distributors, systems houses, industry associations, and the media will be granted access to Planet Reseller. Find out who else will be there for your business on pages 2 and 3. We recommend that you use this list to create a daily itinerary to ensure that you can explore the CeBIT business world at your leisure.

And while you're at it, why not register as a Competence Store Partner at www.cebit.de/competencestore_e? Registration only takes a moment and, in return, Deutsche Messe will provide you with free PoS material, which you can use to reinforce your professional image in your commercial correspondence or your window display. You

will also receive vouchers granting you free admission to CeBIT 2009 plus all necessary information on CD.

It's all about the preparation

Once you've got this far, all that's left for you to do is organize your accommodation and finalize your personal travel arrangements. Don't worry – Deutsche Messe is on hand to help here, too. Our website www.cebit.de/planningyourtrip has all the information you need to book your trip online – from travel and accommodation to all-inclusive deals. It also lists a range of available tourist services for your convenience.

This way, you have time to use the PoS material to your benefit, visit the new website www.cebit.com to get an initial idea of the variety of products offered by specific companies, and leave some time free in your Planet Reseller schedule. After all, you won't want to miss all the informative and fascinating innovations that CeBIT has to offer outside the Planet Reseller. ■

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Dear Reader,

>> The countdown has started. There's now just a few weeks to go until CeBIT – the world's biggest fair for IT and ICT – opens its gates once again in Hannover. If you haven't done so already, don't forget to register for "Planet Reseller" and as a Competence Store Partner. The benefits of registration are explained below.



Come in and find out about the latest industry trends – CeBIT 2009 features all the key topics and trends from the IT, telecommunications, and CE industry. Help and support are available on-site.



HANNOVER
3–8 MARCH 2009
cebit.com

Visitor info



>> EBI is the electronic visitor information system at CeBIT.

There will be more than 90 information terminals on the exhibition grounds and in the entrance areas to help visitors pinpoint the exhibitors they are looking for. Trained operators will be on hand to help.

Printing at CeBIT – for all target groups

>> Professionals on the lookout for professional output and document management solutions are sure to come up trumps at CeBIT 2009 when they visit Hall 3 and Planet Reseller. Hall 26 will be the prime destination for end users interested in imaging + printing. Despite the wide range of solutions in both areas, they all have one thing in common – a clear focus on environmental sustainability and energy efficiency. That is why “green printing” is high on the agenda at CeBIT 2009. Manufacturers will be showcasing eco-friendly consumables and print processes, energy-efficient terminals, and intelligent solutions for document management. After all, the highest savings are made when a page does not have to be printed at all. For example, the latest multi-function centers from Brother are currently in great demand. The new MFC-490 CW 4-in-1 model is a copier, fax, and scanner in one. It boasts 6-color print quality with just four cartridges and prints both text and photographs. What’s more, it is equipped with a WLAN server and prints directly from USB sticks and memory cards. It costs EUR 189.



Brother MFC-490 CW (EUR 189).



Biometrix GmbH	C104
Brother International GmbH	L111
BUFFALO TECHNOLOGY LTD	F100
BulkgsM Ltd.	B103
Bundesverband Technik des Einzelhandels e.V.	PRI
CCM GmbH	C104
Cell One Mobile LLC	B103
Celos Computer GmbH	H102
Cherry	H103
Cirkuit Planet S. L.	G102
CMP Weka-Verlag GmbH & Co. KG	PRI
ComDis s.r.o.	F100
ComLine GmbH	F129
Competence Store	PRI
compuBase	E105
ComTeam Systemhaus GmbH	L100
CRN - Gläserne Redaktion	E106
CRN - TV-Studio	E104
Data Basebank / ICT Group	I107
DCI Database for Commerce and Industry AG	H102
Devil AG	F131
Dicota GmbH	M104
Distribution GmbH	B103
ElectronicPartner Handel GmbH	L100

Full house for resellers

>> In the run-up to the event www.cebit.com offers a complete range of products from IT, telecommunications, consumer electronics, and digital imaging. At the event itself, top products from a wide range of manufacturers will be on display at Planet Reseller.

2L International B.V.	F100	AOC International (Europe) GmbH	F105
ACER Computer GmbH	L115	api Computerhandels GmbH	I115
Actebis Peacock GmbH	F100	Autodesk GmbH	K103
ad-fontes GmbH & Co. KG	F110	Azlan	K103
AEG Power Solutions GmbH	K109	B & B Publishing GmbH (CE-Markt)	B103
Akcent Computerpartner	K124	BenQ Deutschland GmbH	F124

Sat Nav makers respond to price decline



Navigon Starter (EUR 109).

>> Despite all the talk of a sales boom, the prices of mobile navigation systems are coming under severe pressure. This is stirring up the market. For example, Bosch recently sold the retrofitting business of its long-standing brand Blaupunkt to a financial investor – along with its mobile plug-and-play navigation system and car hifi component segments. However, the buyer – Aurelius AG in Munich – intends to maintain Blaupunkt as an independent brand. Some manufacturers, such as

Panasonic and Magellan, are withdrawing from the market for mobile navigation systems altogether. Other brand manufacturers are trying to counter the falling prices by offering low-cost entry-level models. Market leader Tomtom kicked things off in fall 2008 with its “One Regional” system (EUR 149) and now Navigon is getting in on the act with its “Starter” system, an ultra low-cost model (see photo). Equipped with maps covering Germany, Austria, and Switzerland, the manufacturer’s recommended retail price is EUR 109. Other Sat Nav manufacturers will be showcasing their products at CeBIT 2009 in Halls 14 and 15.

Mobile fair planner



>> The mobile planner for Smart-phones is available under “Mobile Services” at www.cebitt.de.

Here, you can download and install the electronic catalogue for popular devices with a Java operating system, Windows Mobile, PalmOS and Blackberry.

ElectronicSales GmbH	F110	IVS GmbH	B103	RPC Logistics IND EST	B103
Embatex AG	E102	Joker AG/SA	E116	Samsung Electronics GmbH	K103, F100
ENO telecom GmbH	B103	Jöllenbeck GmbH	N100	SMC Networks GmbH	F100
EOS Payment Solutions GmbH & Co. KG	F110	LG Electronics Deutschland GmbH	E107	Seagate Technology GmbH	F100
Flir Systems AB	F100	Markement GmbH	K101	Sennheiser Vertrieb & Service GmbH & Co. KG	L107
Franklin Electronic Publishers (Deutschland) GmbH	G101	Mecan Distribution GmbH & Co. KG	B103	Siewert & Kau	
Freecom Technologies GmbH	F122	MediaRange GmbH	M100	Computertechnik GmbH	I100
Fujitsu Deutschland GmbH	L105	Mention Software GmbH	H102	Smaccess S.A.	B103
FUJIFILM Recording		Microsoft Deutschland GmbH	F100	Substantiel	I107
Media Germany GmbH	F100	Microtrend	K124	Synaxon AG	K125
Fukato GmbH	N103	MKS Software Management AG	F126	Sweetcover	I107
Gefen Distribution GmbH & Co. KG	K112	mse Software GmbH	H102	Tarox Systems & Services GmbH	F105
Gembird Deutschland GmbH	K102	MSI Technology GmbH	F120	Tech Data GmbH & Co. OHG	K103
Hama GmbH & Co. KG	C100	Nero AG	K127	Technologyshop SpA	E115
Hanseatic Bank GmbH & Co. KG	F110	Network Computing	PRI	Toolhouse DV-Systeme GmbH & Co. KG	K110
Hermes Logistik GmbH & Co. KG	F110	Nikon GmbH	F100	Tragant Handels und Beteiligungs GmbH (DeLock)	F100
Hyundai IT Europe GmbH	L110	Nova	I107	Trend Micro Deutschland GmbH	E117
IDG Business Media GmbH (Channelpartner)	E110	NT plus GmbH	F100	Ubifrance	I107
IDSbox	I107	Packard Bell	L130	Ultra-X BV	M102
Information Week	PRI	Pat Says Now GmbH & Co. KG	F130	Ultron AG	J105
Iomega International SA	E111	PC-Spezialist	K124	United Atlantic Bancorp. LLP	B103
itk group GmbH	F126	Pearl Agency GmbH	D100	Verbatim Limited	F121
ITscope GmbH	H102	Pilot Computerhandels GmbH	J104	Visionapp GmbH	D106
IT Stocklist GmbH	E101	Pro Connect Verlag GmbH	B103	Vobis AG	N102
		Profiler Verlag GmbH	B103	Western Digital Deutschland GmbH	H102
		QSC AG	C105		
		RHD - Ralf Huck Datentechnik	L125		
		rombus International GmbH	K102		

* Planet Reseller Information

Slimline PCs + home entertainment

>> The new-look CeBIT focuses on a whole range of additional topics, covering everything from business processes and security to public infrastructures and healthcare. That doesn't mean to say that products for end users are taking a back seat. Far from it! The following examples offer just a glimpse of the range of innovations on display at the show.

Net PCs gaining ground

Netbooks – affordable, slimline computers that deliver sufficient computing power

for surfing the Web, sending e-mails, and standard office work – are gaining in popularity as budgets shrink. For example, Asus is marketing its EeeBox, a stationary version of the successful EeePC, for just EUR 299. MSI is responding with its all-in-one computer "NetOn", which is available with an integrated 16 inch color display from just EUR 499. Please note: Both models can be expanded and modified with a series of options to meet the buyer's requirements.

However, intelligent systems that are equipped to perform several functions in-

side the user's home are also a big hit with today's buyers.

Multimedia with added extras

Take "ScreenPlay" from Iomega, for example. This external hard drive can be loaded with multimedia files from a PC and connected to a TV for playing music and videos via remote control. Another new face on the scene is the EVA 9150 set-top box from Netgear, which plays content either from its integrated 500 MB hard drive or from the Web using its streaming functionality. ■



The stationary EeeBox from Asus is available from EUR 299.

The Iomega Screenplay HD external hard drive (from EUR 149).



The EVA 9150 set-top box from Netgear is expected to cost EUR 399.



The "NetOn" all-in-one PC from MSI is available from EUR 499.

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Green IT World steps up a gear

>> Green IT was one of the talking points of CeBIT in 2008, and this trend will be taken to new heights at CeBIT 2009. This year, "Green IT World" in Hall 8 looks forward to support from the German Federal Ministry for the Environment, industry association BITKOM, and numerous high-

profile international exhibitors from the ICT industry. "CeBIT aims to use Green IT World to demonstrate how the ICT industry can play a key role in finding solutions for climate issues," underlines Ernst Raue, Deutsche Messe's board member in charge of CeBIT. ■

