

Recommended by:

CeBIT Guide

Solutions for a digital world.

HANNOVER, GERMANY
10 – 16 MARCH 2005

The world's leading ICT event.

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Deutsche Messe AG
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CeBIT

Deutsche Messe AG

Messegegelände

D-30521 Hannover

Tel. +49-511/89-0

Fax +49-511/89-3 26 26

www.cebitt.de



>> Can you really see the future?

Our everyday lives are changing fast. New technologies are opening up new possibilities. At CeBIT 2005 you'll be able to tune into the solutions that will determine tomorrow's digital world.

CeBIT 2005 will focus on integrated ICT solutions as opposed to stand-alone products. The show is divided into three clearly structured sections: "Business Processes", which focuses on solutions and services for the implementation and optimization of ICT-based workflows; "Communications", which centres on fixed-line telephony, mobile telephony and networks; and "Digital Equipment & Systems", which showcases computers, digital entertainment, storage solutions, office automation, equipment and accessories.

Around 6,000 exhibitors and 100,000 experts from all over the globe will provide unique insights into current developments and future perspectives. CeBIT 2005 is universally acknowledged as the world's largest and most comprehensive platform for information and communication technology.

See the future of integrated business processes.

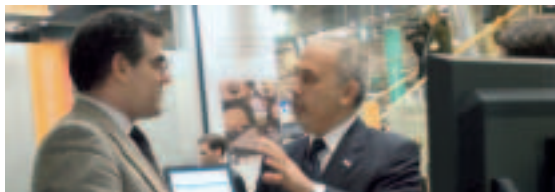
Companies are now exposed to global competition and have to tailor their business processes accordingly if they want to cut costs and minimize the time to market of new products. A key priority is to organize and coordinate worldwide resources in the areas of development, production, sales and services. Smart ICT systems play a key role in optimizing information flows and logistics processes.

At CeBIT 2005 exhibitors from more than 60 countries will present a complete array of products and systems in Hall 1 and Halls 3 – 8. In terms of depth and breadth CeBIT is the world's number-one trade show for suppliers and users of business process solutions.

See the future of IT outsourcing services.

The IT outsourcing market is growing at an annual rate of more than 20 percent. This booming sector will be featured as a separate display category in its own right in Hall 8 at CeBIT 2005. The display will be the world's biggest platform for IT outsourcing solutions.

The exhibits will be augmented by the high-profile IT Outsourcing Solutions Forum staged in association with BITKOM, Gartner and Information Week.



- Document Management Solutions, Storage Solutions, Hall 1
- System Software, System Management, Networks Management, DB Software, Middleware, Development Tools, Operating Systems, Administration Systems, IT Services, Hall 3
- Business Intelligence, Knowledge Management, Content Management, Business Content & Electronic Publishing – COMINFO, Hall 3
- Enterprise Applications (ERP, CRM, SCM), Halls 4, 5, 6
- Manufacturing Execution Systems (MES), Hall 6
- Automatic Data Capture (ADC), Hall 6
- Human Resources Management, Operational Data Capture, Personnel Time Recording, Hall 6
- Security, Hall 7
- IT Outsourcing Services, Hall 8

Special presentations/forums

- **New!** DMS Forum, Hall 1
- **New!** Forum for Business Intelligence (BI) & Knowledge Management (KM), Hall 3
- **New!** Business Content & Electronic Publishing Forum – COMINFO, Hall 3
- **New!** Enterprise Applications Forum, Hall 5
- SME Forum, Hall 6
- CeBIT Job & Career Market, Hall 6
- HR CC – Human Resources Competence Center, Hall 6
- **New!** Marketing Solutions Area, Hall 6
- World of Solutions, Hall 6
- CefIS – Center for Information Security, Hall 7
- Security Software Area, Hall 7
- **New!** IT Outsourcing Solutions Forum – powered by BITKOM, Gartner and Information Week, Hall 8
- **New!** eWorld – Future of learning, working and performance, Hall 6

Conferences

- Data Protection Forum, Convention Center (CC)
- BSI Presentations, Convention Center (CC)
- IT Freelancer Congress CeBIT 2005, Conference Area of Hall 1
- TeleTrusT Conference

See the future of smart communication.

Communication technology is revolutionizing the way we live and work. Computers, mobile phones and the Internet are converging fast. New types of network are paving the way for smart communication.

CeBIT – the world's biggest ICT event – highlights the latest trends and focuses on the potential of modern communication. At CeBIT you can find out how the 3G networks are standing up to the test of practical application. Carriers and providers will demonstrate how telecommunications (fixed line, mobile and wireless) and the Internet are converging to form a seamless platform.

Telematics and navigation are making a broad impact – on logistics and transportation, as well as on factory automation and the healthcare sector.

To an ever greater extent networks and network-related services are determining the way we do business. This manifests itself in the growing trend towards communication via Internet protocol (IP)

To sum up: here at the world's biggest telecoms fair you'll find answers to all the burning questions about future communication.

- Mobile Communications, Telecommunications & Internet Services, Halls 11, 12, 26, Pavilions 32 – 36, Open-air Site
- Telematics & Navigation, Broadcasting, Hall 11
- Fixed Line, Halls 12, 13
- Networks, Halls 14 – 16

Conferences

- IfKom – Innovations Forum, Conference Area of Hall 1 (Conference Room "Brüssel")
- German Broadband Summit, Convention Center (CC)
- 50th Conference of Railway Engineers



See the future of digital processes.

Visions of a digital world have been around for a long time. Only now, however, is it possible to put these visions into practice – in technical, economic and personal terms. The fusion of previous separate broadband technologies has become a reality. Ahead of us lies a period of strong growth. Smart digital technologies will play a pivotal role – in business and in the private sphere. More than ever before ICT will be the driving force behind market growth. All-in-one solutions, multifunctional devices and sophisticated consumer electronics will be indispensable parts of our everyday lives.



- Digital Photography, Digital Imaging, Hall 1
- Storage, Halls 1, 20
- Computers (PCs, Notebooks, PDAs), Digital Entertainment, Games, Consumer Electronics, Halls 1, 2, 23
- Peripherals, Cases & Components, Hall 19
- Display Technologies, Consumer Electronics, Hall 21
- Motherboards & Components, Hall 22
- Sound & Graphics Cards, Digital Entertainment, Games, Hall 23
- Cases & Coolers, Hall 24
- Peripherals, E-Home Equipment, Equipment & Accessories, Hall 25

Special presentations/forums

- Digital Imaging Area, Hall 1
- Smart Event, Hall 21
- Planet Reseller, Hall 25
- Digital Lifestyle Home, Hall 25
- World Cyber Games 2005
- Samsung Euro Championship, Hall 27

Conference

- WirtschaftsWoche Technology Forum

See the future of financial services.

"Banking & Finance" in Hall 17 is a mine of information about innovative IT systems and smart equipment for banks and financial services providers. The spotlight will also be on vertical solutions for the finance and banking industries.

In 2005 "Banking & Finance" will be augmented by the special presentation "Card Technology". Here you'll be able to gain a detailed insight into the enormous potential of card systems – as identification media and as storage media for digital images and music.



- Furnishings and Technical Equipment for Banks and Savings Institutions
- Banking Equipment
- Electronic and Mobile Financial Services
- Cash Management Systems
- Vertical Solutions for Finance and Banking
- Financial Services
- Financial Intelligence Services
- Card Technology

Special presentations/forums

- BANK-FINANZ-SYSTEME, Hall 17

For further information go to: www.cebit.de

Public Sector Parc (eGovernment) Hall 9

See the future of electronic government.

In 2005, the Public Sector Parc will present the world's biggest line-up of information and communication technology for e-government and public services. Private companies as well as public-sector institutions (local, regional, national and European) will use this opportunity to showcase their modernization projects and strategies.

The Public Sector Parc (Hall 19) is targeted at decision-makers in politics, public administration, public utilities and private-sector enterprises. It will be augmented by the "E-Government Forum" – a high-profile information and discussion platform focussing on the key issues confronting the public sector.

- E-government, Mobile Government
- Security, Digitale Signatures
- E-health, Facility Management
- Financial Management, E-payment
- Consulting, Business Intelligence, IT Outsourcing, IT Leasing
- Public Private Partnerships
- Human Resource Management
- Parliamentary/Council Information Systems
- Content/Document Management Systems, Editorial Systems
- Biometrics
- Emergency and Disaster Management
- Geographical Information Systems
- E-procurement
- Application Service Providing & Integration
- Web Services, Open Source
- CRM – Citizen Relationship Management
- E-learning, IT in Schools

Conferences

- Government Procure Seminar
- bdvb Forum

See the future of scientific knowledge. Now in Hall 9!

Feel the pulse of future developments: "future parc" presents a complete spectrum of research and development projects in the ICT sector. The list of exhibitors includes universities, research organizations, institutes, as well as numerous spin-offs and start-up enterprises. This is your opportunity to view precursors of the next-generation ICT products and to tune into the ideas, developments and technological visions that will determine tomorrow's ICT markets.



future talk An impressive program of lectures and panel discussions will examine the future challenges facing the ICT industry.

future market Your chance to experience at first hand the ground-breaking technologies that will soon have an enormous impact on our everyday lives.

IRC – future match In the run-up to CeBIT 2005 innovative start-ups and spin-off companies will have the opportunity to profile their special capabilities on the Internet. Interested visitors can arrange appointments in advance.

For further information go to:
www.cebit.de/futureparc_e

Planet Reseller Hall 25

See the future of the distributive trades.

In 2005, dealers, purchasers and decision-makers will come together for the third successive time under the umbrella of "Planet Reseller". Distributors, systems integrators and manufacturers will present their channel-specific products, services and solutions. Planet Reseller in Hall 25 offers an excellent opportunity to establish contacts, finalize business deals and open up new sales channels.

During CeBIT 2005 more than 41,000 wholesalers and retailers used Planet Reseller as a source of in-depth information prior to placing orders.

New: Digital Lifestyle Home – Smart domestic engineering solutions in authentic surroundings.



- Communication on the central marketplace
- Confidential discussions in the separate meeting rooms
- Up-to-the-minute information at the business forums staged in cooperation with the German Federation of Technical Retailers (BVT)
- Exciting program of events on the central Planet Reseller stage*.

*powered by Computer Reseller News

See your future career path.



CeBIT ranks as one of the biggest careers markets for the ICT industry worldwide. Recruitment agencies, HR service providers and job exchanges will be on hand to assist visitors with their job searches and their individual career planning. Job seekers can find out about the latest trends

on the labour market and receive in-depth advice on how to launch successful applications. What's more, visitors will also have the chance to talk to the CeBIT exhibitors directly and enquire about career openings.

Well-known training institutions, as well as universities and colleges will inform visitors about career openings and advancement options. CeBIT 2005 – your passport to a great career!

The CeBIT Online Job & Career Market (Internet address: www.cebit.de/jobmarket_e) lists attractive vacancies in the ICT industry.

For further information go to:
www.cebit.de/jobmarket_e

SME Forum Hall 6

See the future of small and medium-sized enterprises.

Building on the highly successful premiere in 2004, Deutsche Messe AG and its collaboration partners will intensify their activities aimed at small and medium-sized enterprises (SMEs).

Throughout CEBIT 2005 the SME Forum in Hall 6 will be the first port of call for small and medium-sized enterprises. The goal is to analyze their requirements, suggest appropriate solutions, and point them in the direction of suitable "problem-solvers" among the CeBIT exhibitors.



The official "Best Practice IT" annual is a mine of practical information by SMEs for SMEs. We also recommend that you visit our dedicated research and contact platform at www.cebit-mittelstand.de

The activities targeted at SMEs during CeBIT 2005 are supported by the German Association for Information Technology, Telecommunications and New Media (BITKOM).

See the future now –
at CeBIT Hannover.



Business Processes
(Halls 1, 3–8)

Communications
(Halls 11–16, 26, Pavilions 32–36, Open-air Site)

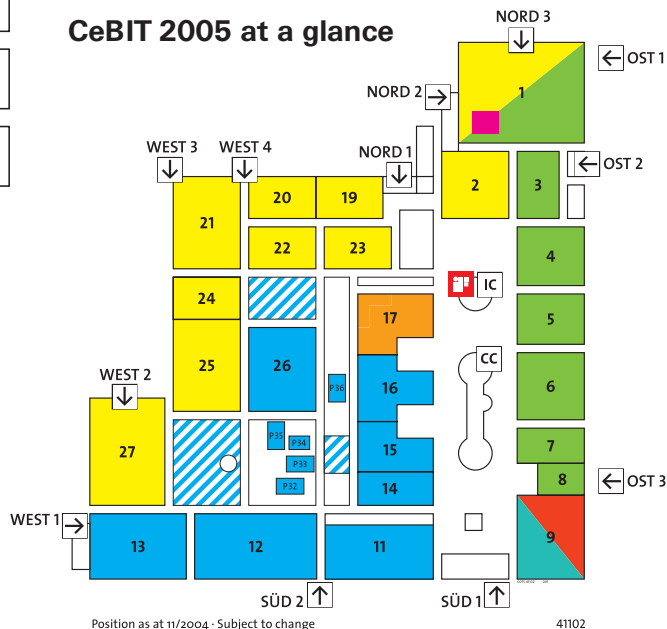
Digital Equipment and Systems
(Halls 1, 2, 19–25, 27)

Banking & Finance
(Hall 17)

Public Sector Parc
(Hall 9)

future parc
(Hall 9)

CeBIT 2005 at a glance



■ Conference Area of Hall 1

See the future at the CeBIT forums and conferences.

Global networking has never been more important than it is today. In addition to the 6,000 exhibitors, CeBIT 2005 will boast an extensive supporting program consisting of around 800 lectures grouped together in 16 forums. The spotlight will be on all the latest products, processes, market developments and solutions. CeBIT can justly claim to be the biggest ICT networking event anywhere in the world.

To help you plan ahead the provisional program will be available at the Internet address www.cebit.de/dailyprograms. As from January 2005 you will be able to use our convenient online search function in order to locate individual lectures, speakers, etc.



Conferences

- Data Protection Forum
- BSI Presentations
- IfKom – Innovations Forum
- bdvb Forum
- TeleTrust Conference
- WirtschaftsWoche Technology Forum
- European Commission Medici Framework
- IT Freelancer Congress CeBIT 2005
- Government Procure Seminar
- International Joint Venture Exchange Arca Nova
- Corporate Conference Deutsche Börse AG
- German Broadband Summit
- 50th Conference of Railway Engineers
- The Technology Industry Summit at CeBIT – Driving growth for ICT and business leaders

Special presentations/forums

- Digital Imaging Area, Hall 1
- DMS Forum, Hall 1
- Forum Business Content & Electronic Publishing – COMINFO, Hall 3
- Business Intelligence & Knowledge Management Forum, Hall 3
- Enterprise Applications Forum, Hall 5
- 2005 Heise Forum: Security and IT Law, Hall 5
- Human Resources Competence Center Forum, Hall 6
- Forum Mittelstand, Hall 6
- Marketing Solutions Area, Hall 6
- World of Solutions, Hall 6
- CefIS – Center for Information Security, Hall 7
- Security Software Area, Hall 7
- IT Outsourcing Solutions Forum, powered by BITKOM, Gartner and Information Week, Hall 8
 - German-Russian ICT Forum
 - Indo-German ICT Forum
 - German-Romanian ICT Forum
 - Sino-German ICT Forum
- Future Talk, Hall 9
- Public Sector Parc, Hall 9
- Bank-Finanz-Systeme Forum, Hall 17
- Smart Event, Hall 21
- Digital Lifestyle Home, Hall 25
- Planet Reseller, Hall 25



See the future at the CeBIT corporate lectures.

Leading companies send their top personnel to deliver lectures at CeBIT. These lectures cover a vast range of topics.

Admission is free. All you have to do is present your business card at the door.

Tip:

To avoid delays we recommend that you register in advance via the Internet. The final lecture program will be available as from the end of January at www.cebit.de/corporatelecture



For further information go to:
www.cebit.de/corporatelecture

The Technology Summit

The Technology Industry Summit at CeBIT – Driving growth for ICT and business leaders.

9 March 2005 – Congress Centrum Hannover

On the eve of CeBIT 2005 the ICT industry elite will come together and engage in top-level networking. The venue will be "The Technology Industry Summit at CeBIT – Driving growth for ICT and business leaders" on Wednesday 9 March at the Congress Centrum Hannover. This VIP forum is organized by Economist Conferences, London, in cooperation with Deutsche Messe AG, Hannover.



"The Technology Industry Summit at CeBIT – Driving growth for ICT and business leaders" will begin at 10.00 a.m. and end at 5.30 p.m. The main sponsor of this high-profile event is IBM Deutschland GmbH, Stuttgart.

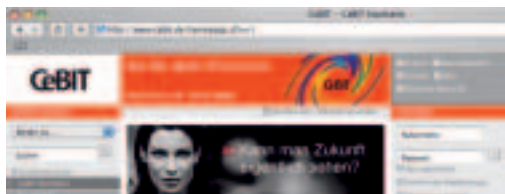
Further information and registration forms
(in English) are available at
www.economistconferences.com

Economist Conferences

The Economist

See the future online – 365 days a year.

You can experience CeBIT 365 days a year – on the Internet. Via www.cebit.de you can obtain the latest information about exhibitors, products, conferences, company presentations, forum events, admission prices, travel arrangements, as well as cultural attractions in and around Hannover.



Register online and reap the benefits.

If you register online in advance of CeBIT 2005 you'll receive the following benefits:

- Online CeBIT planner (can be downloaded to your PDA)
- Admission to company presentations
- Personal name badge:
 - your 'business card' at CeBIT
 - free admission to the Visitor's Lounge
 - free Internet access at the Visitors' Lounge

For further information go to: www.cebit.de

CeBIT Events Worldwide

See the future worldwide.

CeBIT
asia

International Trade Fair
for Information Technology, Telecommunications,
Software & Services
11 – 14 May 2005, Pudong/Shanghai, China
www.cebit-asia.com

CeBIT
australia

Australasia's leading event
for Information and Communications Technology
24 – 26 May 2005, Sydney, Australia
www.cebit.com.au

CeBIT
eurasia
Bilişim

International Trade Fair
for Information Technology, Telecommunications,
Software & Services
6 – 11 September 2005, Istanbul, Turkey
www.cebitbilisim.com



Broadcast
Cable & Satellite
eurasia
a CeBIT Event

International Trade Fair and Conference
for Satellite Communication, Broadcasting
and TV Content – a CeBIT Event
24 – 27 November 2005, Istanbul, Turkey
www.hf-turkey.com

ISCe
Satellite &
Communications
a CeBIT Event

ISCe – International Satellite & Communications
Exchange Conference and Expo – a CeBIT Event
31 May – 2 June 2005,
Long Beach, California, USA
www.isce.com

European Information Technology Observatory 2005.

The new edition of the EITO (published in English only) is available in March 2005.

Up-to-date and valid information plays an increasingly important role in business and political-making. The EITO is an indispensable source of information in marketing and technology for

- European market players
- users of information and communications technology (hardware, software and services)
- trade organisations, trade fair visitors and exhibitors
- market analysts
- politicians
- organisations involved in R&D, standards and education relating to ICT
- media



To place your order please contact:

Deutsche Messe AG
Dept. 310 · Messegelände
30521 Hannover/Germany
Fax +49-511/89-3 31 02
Online EITO orders: www.eito.de



The EITO analyses emergent topics on 350 pages full of statistics and information:

- each country is analysed by product area
- 150 tables of detailed data
- 80 figures or graphs
- definitions and alphabetical index

The content of EITO 2005:

Part One:

- ICT in Europe – The European Commission's view
- ICT in Europe – The Industry's view
- The ICT market in Europe
- The technological evolution of ICT

Part Two:

- The online content market and distribution in Europe
- The European market for consumer electronics

Part Three:

- Statistical Outlook

Price per copy: book or CD-ROM € 80

Book plus CD-ROM € 100 (incl. VAT, excl. postage)

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Fax +49-511/33 64 45 12, info@travel2fairs.com,
www.travel2fairs.com

Accommodation

Travel2Fairs arranges accommodation in hotels, apartments and private rooms. Various categories are available.

- Exhibition Grounds: Travel2Fairs, Information Center (IC)
- Hannover Airport: Arrivals Level C
- Central Station ("Hauptbahnhof"):
HTS, Ernst-August-Platz 2

Rail travel

In combination with an overnight stay Travel2Fairs offers reduced-price rail travel from all railway stations in Germany. Prices start at € 103, including accommodation in a private room.

Air travel

Travel2Fairs organizes package arrangements (return flight, accommodation, admission tickets) from various starting points within Germany. From Munich, for example, you pay € 245, including hotel accommodation.

Other services

Car rental, shuttle service, group arrangements, baggage service, excursions, interpreters, visits to companies, airline tickets, helicopter service, aircraft charters, etc

Baggage service – pre check-in

BFM Incoming & Traveller Services GmbH

- Hannover Airport, Arrivals Level C
 - Exhibition Grounds, Entrances NORD 2 and WEST 1
- Reservations can be made via Travel2Fairs
Further information is available on the Internet
(www.cebit.de/visitorservice) or from Travel2Fairs.

Hannover – always worth a visit

Hannover offers a wide range of culture and entertainment. Further information about tourist attractions, events, nightlife, etc. is available on the Internet (www.hannover.de) or by phone (+49-511/123 45-555).

Travelling to Hannover

Direct train services to Hannover Messe/Laatzten station

For further information contact www.bahn.de
or phone +49-1 18 61.

By car

Travel tips and route plans are available on the Internet

Local transport links:

Airport → Messe station:

S-Bahn service 6: 25 – 30 minutes

Airport → Central Station:

S-Bahn service 5: 16 minutes

Airport → Messe heliport:

Helicopter shuttle: approx. 9 minutes

Meravo Helicopter GmbH, Tel. +49-7136/60 51, Fax /23 3151,
info@meravo-helicopters.de, www.meravo-helicopters.de
Reservations on arrival: Hannover Airport, Arrivals Level A

Central Station → Messe NORD:

Tram services 8/18/E: 18 minutes

City → Messe OST:

Tram services 6/16: 23 minutes

Combined travel and admission tickets

Admission tickets will entitle you to free bus and rail travel (DB: second class only) in the greater Hannover region ("GHV") on the day of your visit. For further information about Hannover's local transport network go to www.gvh.de

Further services for visitors at the Hannover Exhibition Grounds.

EBi

The Electronic Visitor Information System (EBi) provides an instant update on CeBIT as well as the exhibitors and their products. More than 80 EBi terminals are located at strategic points around the Exhibition Grounds.

Visitors' Lounge

Information Center (IC), entrance to Room 32. The ideal place to hold business talks in a quiet and relaxed atmosphere.

On-site facilities

Numerous shops and service outlets are available at the Exhibition Grounds.

Further information about travel (e.g. coach excursions and charter flights), accommodation and your stay in Hannover can be obtained from: **www.cebit.de/visitorservice**



Dates

Duration of CeBIT 2005:

Thursday, 10 March to Wednesday, 16 March 2005

Opening hours: Daily from 9.00 a.m. to 6.00 p.m.

Admission

- One-day ticket

Advance sales: € 32 At the ticket office: € 37

- Seven-day ticket

Advance sales: € 70 At the ticket office: € 80

- Day tickets for students/school pupils (at least 15 years old) valid only on Saturday, Sunday and the last day of CeBIT: At the ticket office: € 17 (Sale of individual tickets only at ticket office – proof of pupil or student status necessary).

Group tickets: € 17 per person. Group orders (with proof of pupil or student status) can be placed with Deutsche Messe AG, Fax +49-511/89-3 26 49.



Advance ticket sales

One-day and seven-day tickets are available via:

1. Internet service "fast & easy" (www.cebit.de)
2. Hotline +49-180/5 00 06 89 (12 ct./Min.)
3. Fax +49-221/9 59 40 68
4. Travel centres of Deutsche Bahn AG
5. Foreign representatives of Deutsche Messe AG

Advance catalogue sales

Price: € 25 (excl. postage & packaging)

Catalogues are available two weeks prior to CeBIT 2005 from:

- LETTERSHOP BRENDLER GmbH, Magdeburger Str. 6,
30880 Laatzen/Germany, Tel. hotline: +49-5102/93 59-15,
Fax +49-5102/93 59-40, messe@lettershop-brendler.com
- Online catalogue orders: www.cebit.de

Payment by credit card (American Express, Diners, Visa, Euro/Mastercard). Please remember to state your credit card number and card security number when ordering.

All prices include VAT. (If VAT rate changes, prices will be adjusted accordingly.)

