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## Visitor Guide



cebit.com

HANNOVER  
1-5 MARCH 2011



Heart of the digital world

Heart of the digital world

→ Come and discover the heart of the digital world. From **1 to 5 March** CeBIT, the world's No.1 industry showcase, will focus on a broad spectrum of key issues and trends. The ICT sector is the driving force behind innovation and is the main artery along which we now conduct our business and private lives.

Subdivided into **CeBIT pro**, **CeBIT gov**, **CeBIT life** and **CeBIT lab**, CeBIT brings together suppliers and users with maximum efficiency. Make sure you are part of the action – at CeBIT 2011!

### Hot topic in 2011: “Work and Life with the Cloud”

→ Cloud services are a major growth factor in today's global IT industry. The themed presentation “Work and Life with the Cloud” at CeBIT 2011 will illustrate specific examples of cloud computing and reveal its impact on the way we work and live.

### CeBIT Global Conferences 2011

→ With around 4,000 attendees from more than 100 countries, the CeBIT Global Conferences are a major magnet. Under the heading “**The power of creativity and innovation**” high-caliber speakers from all over the globe will provide a comprehensive overview of the key digital technology markets.

### Partner Country Turkey

→ Turkey is an attractive and expanding market for high-tech enterprises. The German ICT industry and CeBIT have selected Turkey as the official Partner Country in 2011. Turkish exhibitors will figure prominently at CeBIT 2011 – at a central Turkish pavilion as well as within various themed showcases.

### Dates

**Duration:** Tuesday 1 March to Saturday 5 March 2011

**Opening hours:** Daily from 9 a.m. to 6 p.m.

From 1 to 4 March 2011:

No admission for children/juveniles under 16 years of age. Valid ID must be shown.

On 5 March 2011:

Admission for children/juveniles aged 8–15 only if accompanied by supervising adults. No admission for children under the age of 8.

### Prices

<b>One-day ticket</b>	advance sales	<b>€ 34</b>
	at the ticket office	<b>€ 39</b>
<b>Full-event ticket</b>	advance sales	<b>€ 77</b>
	at the ticket office	<b>€ 87</b>

**Reduced one-day ticket** at the ticket office **€ 18**

Reduced tickets are valid on 5 March 2011 for school-children, students and persons doing military service/alternative community service. Valid ID must be shown. Disabled persons will be entitled to reduced admission on all five days of CeBIT 2011.

#### One-day and full-event tickets are available via:

- the Internet: [www.cebit.de/tickets\\_e](http://www.cebit.de/tickets_e)
- your local Deutsche Messe representative

All prices include VAT. – Modifications reserved.

**Travel:** Information about travel packages, charter flights, coach travel and international travel agents can be found at: [www.cebit.de/visitorservice](http://www.cebit.de/visitorservice)

**Accommodation:** To book “Deutsche Messe Selected Hotels” go to [www.hannover.de/hotels/cebit](http://www.hannover.de/hotels/cebit) or call us at +49 511 12345-555.

**Services:** We offer a broad spectrum of services for visitors – for example, our special matchmaking platform and the Visitors' Lounge. Detailed information is available at: [www.cebit.de/visitorservice](http://www.cebit.de/visitorservice)

## CeBIT pro

### Business IT (Hall 2)

- Server Technologies
- Business Storage
- Virtualization
- Open Source Solutions

### Business IT (Hall 3)

- Enterprise Content Management
- Software & System Management
- Professional Output/Office Solutions
- Mailing Solutions

### Business IT (Hall 4)

- Enterprise Resource Planning
- Business Intelligence
- Business Process Management
- Service Oriented Architecture
- Customer Relationship Management
- Communications

### Business IT (Halls 5/6)

- Enterprise Resource Planning
- Business Intelligence
- Business Process Management
- Customer Relationship Management
- Human Resources Management
- Access Control
- Vertical Market Solutions
- Managed Services
- Digital Learning Solutions (Hall 6)

### Webciety – Internet Solutions (Hall 6)

- Web Content Management
- eCommerce
- Web Design & Technologies
- Web 2.0 – Enterprise 2.0

### Telematics & Automotive World (Hall 7)

- Telematics & Navigation
- Automotive Solutions
- Transport & Logistics
- M2M – Machine-to-Machine Communication
- ITS – Intelligent Transport Systems and Services

### AutoID/RFID (Hall 7)

### Banking & Finance World (Hall 11)

- Financial Solutions
- Software for Banking & Financial Services
- Card Technology for Banking & Finance
- Equipment & Systems

### Security World (Hall 11)

- Anti-Spam & Anti-Virus Solutions
- Security Tools & Services
- Biometrics
- Card Technology
- Cloud Security
- Managed Security Services
- Network Security
- Video Surveillance
- Mobile Security

### Business Communications & Networks (Halls 12/13, Pavilions 32/33, Pavilion 11 A–B, open-air site)

- Fixed Line & Network Solutions, Infrastructure
- Broadband Solutions
- Enterprise Mobility
- Unified Communication
- Wireless Technologies
- IP Communication
- Enterprise Solutions
- Data Centers
- Carriers & Providers
- Telecommunication & Internet Services
- Network Components
- Network Computing Software & Services
- Mobile Devices & Communication

### Broadband World (Hall 13)

### ICT Infrastructure (Halls 14–17)

- 3D Technologies
- Accessories & Bags
- Cases, Coolers, Power Supplies
- Components, Graphics & Sounds
- Computer, Notebooks, Netbooks
- Consumer Electronics
- Digital Signage & Kiosk Systems
- Display Technologies
- Mobile Phone Accessories
- Mobile & Personal Storage
- Peripherals
- Point of Sales

### Planet Reseller (Halls 14/15)

## CeBIT gov

### TeleHealth (Hall 8)

- eHealth
- Telemedicine
- Healthcare Management

### Public Sector Parc (Hall 9)

- ICT Solutions for the Public Sector
- eGovernment Solutions (municipal, state, federal and European Union)
- Solutions for Municipal Public Utilities, Public Sector Enterprises and Service Providers
- Geoinformation Systems and Services

## CeBIT life

### Smarter Living (Halls 19/20)

- Smart Home
  - Home Automation
  - Smart Metering/Smart Grids
  - Home Entertainment
- Networks/Service Providers
- Service Providers
- eMobility
- Health/Wellness
- AAL – Ambient Assisted Living
- Security
- IT Standards & Technologies
- iF concept award

### Content & Technologies (Halls 19/20)

- Web & Media
  - Connected TV/Internet TV
  - Online Publishing
  - Content & Solutions Provider
- Apps
- Tablets
- eBook readers
- Smartphones
- Navigation/Car Infotainment
- CeBIT games
  - Online & Browser Games
  - PC & Video Games
  - Mobile Gaming
  - 3D Gaming

### CeBIT sounds! (Hall 22)

- Music Technology
- Music Software
- Music Distributors
- Music Players
- Electronic Instrument Manufacturers

### Intel® Extreme Masters (Hall 23)

## CeBIT lab

### green IT (Hall 8)

### Research & New Technologies (Hall 9)

- Applied Research
- Basic Research
- Corporate Research
- Start-ups, Spin-offs
- green IT – Efficiency
- Web 3.0 – Internet of Things & Services
- Assisted Living
- 3D Technologies
- Ambient Intelligence
- Standardization
- Future and Innovation Consulting

### Conference Area (Pavilions 34/35)

### CeBIT Global Conferences (CC, Room 2)

