

# CeBIT Destination ITS

**PUSH**  
YOUR BUSINESS

**CeBIT**

**HANNOVER**  
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[cebit.com](http://cebit.com)

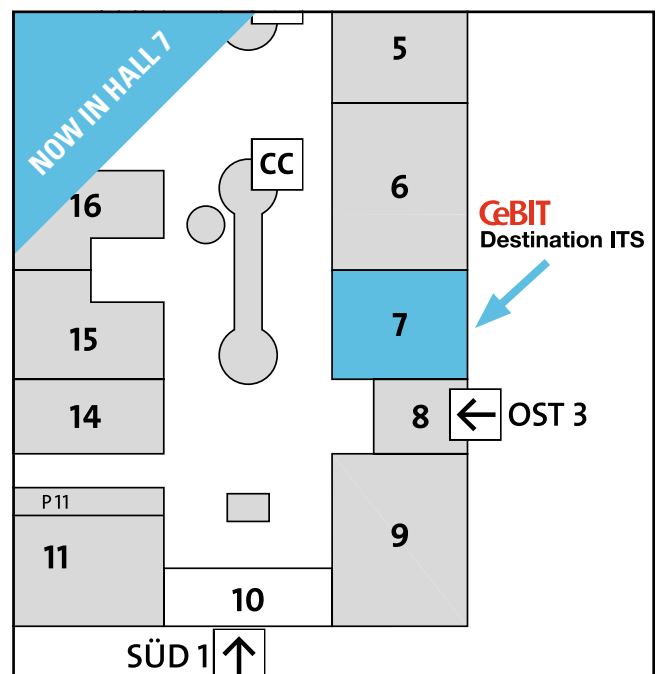
The world's No. 1 marketplace for digital business

## WHERE EVERY DIRECTION LEADS TO SUCCESS: CeBIT DESTINATION ITS AT CeBIT 2010

→ CeBIT is a driving force behind digital business. The hugely successful trade fair displays **Telematics & Navigation**, **Automotive Solutions** and **Transport & Logistics** take to the stage in 2010 with a new title: **CeBIT Destination ITS**. Whether mobile navigation and infotainment systems, cooperative driver and traffic assistance systems, solutions for efficient fleet management or intelligent traffic management – this is the only showcase embracing the whole spectrum of intelligent traffic telematics. This unique platform offers an excellent opportunity to meet top decision-makers, develop your business and discover new ideas and innovations. Take advantage of this platform so, you can really “push your business”!

## NEW NAME, NEW HALL: NEW IMPETUS FOR YOUR BUSINESS

→ A key element of CeBIT for many years, Telematics & Navigation, Automotive Solutions and Transport & Logistics have now been brought together under the title CeBIT Destination ITS. In future this presentation will take place in Hall 7, which boasts an excellent location. Its proximity to the display categories Business IT and Public Sector Parc means that even more decision-makers from industry, commerce and the public sector will visit your stand. Other keynotes such as geo-information systems and AutoID/RFID are also located nearby. CeBIT Destination ITS is not merely a future-oriented event and the no. 1 meeting-place for this sector – it will also serve as an aid to help your company achieve its business objectives.



“Blaupunkt is a manufacturer of technical consumer goods, so our life blood has always been new product ideas and innovations. Our innovations presented at CeBIT 2009 – the Internet car radio and the ‘SafeDrive’ driver assist system – were overwhelmingly positively received by the international trade visitor public, and discussed in detail in trade meetings.”

*Frank-Erik Toma, Member of Executive Management, Blaupunkt, Hildesheim, Germany*

# CeBIT DESTINATION ITS

## COME AND HEAD FOR SUCCESS!

→ CeBIT Destination ITS is the only major show dedicated to the complete spectrum of technology. Thanks to its tried-and-tested concept the event is the most important meeting-place and the leading showcase for mobile communications with the emphasis on technology that is more secure, efficient, environment-friendly and mobile. Above all, it is geared to visitor needs and has a global profile. The benefits are obvious.

### Promising contacts

In 2009 over 38,000 trade visitors attended the display categories Telematics & Navigation, Automotive Solutions and Transport & Logistics. Approx. one third were decision-makers with concrete purchasing plans. This is the place for contacts! Specialist conferences and networking events add to the opportunities for exchanging ideas and meeting top people from the worlds of business, politics, science and technology.

### Impressive presentation facilities

You'll also benefit from the new location in Hall 7, which offers ideal facilities for live demonstrations in the indoor and outdoor areas, as well as networking, seminars, conferences and other themed events.

### Comprehensive overview

Apart from the presence of all the major companies, the diversity of the content is also impressive. Keynote themes will range from the proposed EU guidelines on the introduction of intelligent traffic systems and the optimal use of location-based information and services to innovations in Car2X and Sat-Nav communications. Use the benefits provided by CeBIT Destination ITS to put your business on the right track.



## THE RIGHT SETTING FOR YOUR PRESENTATION: THE DISPLAY CATEGORIES

### TELEMATICS & NAVIGATION, AUTOMOTIVE SOLUTIONS AND TRANSPORT & LOGISTICS

#### Navigation & Information

- End Devices
- Location Based Services (LBS)
- Digital Maps
- Satellite Navigation  
(Agriculture, High Precision Services)
- Mobile Net FCD

#### Traffic Management

- Traffic Information Centres
- Data Capture & Detection
- Parking Management
- Public Transportation  
(Passenger Information, eTicketing)
- Road User Charging

#### Safety & Security

- Car2X (Car2Car, Car2I)
- HMI (Human-Machine Interaction)
- Certification and Standardization
- Advanced Driver Assistance Systems (ADAS)
- Vehicle Safety (eSafety, eCall)
- Traffic Information (TMC, TPEG)

#### Entertainment & Leisure

- Audio and Video
- Satellite and Digital Radio
- Internet
- Infotainment

#### Transport

- Fleetmanagement
- Tracking and Tracing
- Tolling
- Freight and Terminal Security
- Truck Satellite Navigation

## AHEAD OF THE FIELD: THE HIGHLIGHTS



### **CeBIT in Motion – in tune with the trends**

The forum “CeBIT in Motion” is a joint initiative of the industry associations BITKOM, ZVEI, ITS Niedersachsen and ITS Network Germany, organized in cooperation with the trade fair organizers Deutsche Messe. Exhibitors may want to hold company presentations, or simply enjoy the opportunity to exchange the latest information and know-how with the international ITS community. There’s no better place to forge links with top figures from business, politics and the research community.



### **ICT in Motion – small input for a big impact**

CeBIT Destination ITS offers exhibitors the choice of an individual stand as well as participation in the joint display “ICT in Motion”. Irrespective of whether you opt for a 9, 12 or 15 m<sup>2</sup> turnkey stand, taking part is a good decision that will help you promote your business.



### **Live demonstrations – show visitors what you can do**

Let your expertise speak for itself! Demonstrations attract even more interest in your solutions. Live indoor and outdoor product demonstrations are always popular. Thanks to our Indoor GPS you can have online demonstrations at your stand.

**Benefit from a great new location which facilitates new business leads and contacts from neighbouring displays!**



“CeBIT is the ideal platform because it brings together all the industry’s important sectors – IT, content and the automobile industry. There is a real dialogue and interdisciplinary exchange. We are more than satisfied with the quality of the talks that take place.”

*Dr. Bernd Rech, Research, Driver Information Systems, Networked Mobility, Volkswagen AG, Wolfsburg, Germany*

# SEE YOU AT CeBIT 2010!

## SOME INTERESTING FACTS FOR YOUR COMPANY

### Visitor breakdown – your potential clients at a glance

- Over 38,000 trade visitors from Telematics & Navigation, Automotive Solutions and Transport & Logistics
- 74 % of the trade visitors are involved in purchase decisions
- Over one third of all decision-makers intend to invest
- Over half of the trade visitors attend no other ICT event

### Some great options – for great presentations

- Individual presentations in the exhibition area
- Joint display “ICT in Motion”
- Live demonstration of your solutions in the hall or on the open-air site
- Participation in the forum “CeBIT in Motion”

“CeBIT is the leading ‘ideas exchange’ for picking up on the latest trends before they appear in the marketplace. You can really engage with your customers and partners here, because everyone is inspired by the great atmosphere.”

*Carsten Leininger, Managing Director, iPublish Ganske Interactive Publishing GmbH, Munich, Germany*

**You want to boost your business? Then return the enclosed application form without delay!**

More information can be found in the enclosed brochure for CeBIT 2010 or online at: [www.cebit.de/destination\\_e](http://www.cebit.de/destination_e)  
If you have any further questions, please don't hesitate to contact us. A member of the team will be pleased to advise you.



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