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PUSH
YOUR BUSINESS

CeBIT 2011

Heart of the digital world

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TURKEY
CeBIT Partner Country 2011

CeBIT

cebit.com

HANNOVER
1-5 MARCH 2011

Ladies and Gentlemen,

Nowhere else in the world is the pace of change faster than in the IT sector. Digital technologies have become the main arteries of our professional and private lives. In its role as a cross-sectional technology and driving force behind innovation, ICT has a decisive impact on all levels of business activity and all areas of our everyday lives. The consumer has become a user, a supplier and a mirror of market trends.

As the heart of the digital world CeBIT delivers up-to-the-minute answers to these changing parameters. We have refined our concept and created a transparent, user-oriented line-up.

At CeBIT 2011 visitors and technology enthusiasts will be guided to the exhibitors via four platforms: CeBIT pro, CeBIT gov, CeBIT life und CeBIT lab. Each of these platforms is tailored to the interests of specific user groups and provides an optimum basis for bringing together top-level decision-makers – from both suppliers and users.

CeBIT is the interface between the present and the future, between users and manufacturers, and between discussion and action. It is a vibrant place full of inspiration – a place where we can join forces and generate new growth.

We will work with you to ensure that your appearance at CeBIT is as successful as possible. We look forward to offering you new modes of presentation and new support services in 2011. As a result you will be able to maintain contact with your target groups 24 hours a day, 365 days a year. Capitalize on the opportunities available at CeBIT 2011. Our committed team will be glad to help and advise.



See you at CeBIT 2011.

Yours sincerely,

A blue ink handwritten signature, appearing to read 'Frank Pörschmann', written in a cursive style.

Frank Pörschmann, Senior Vice President CeBIT

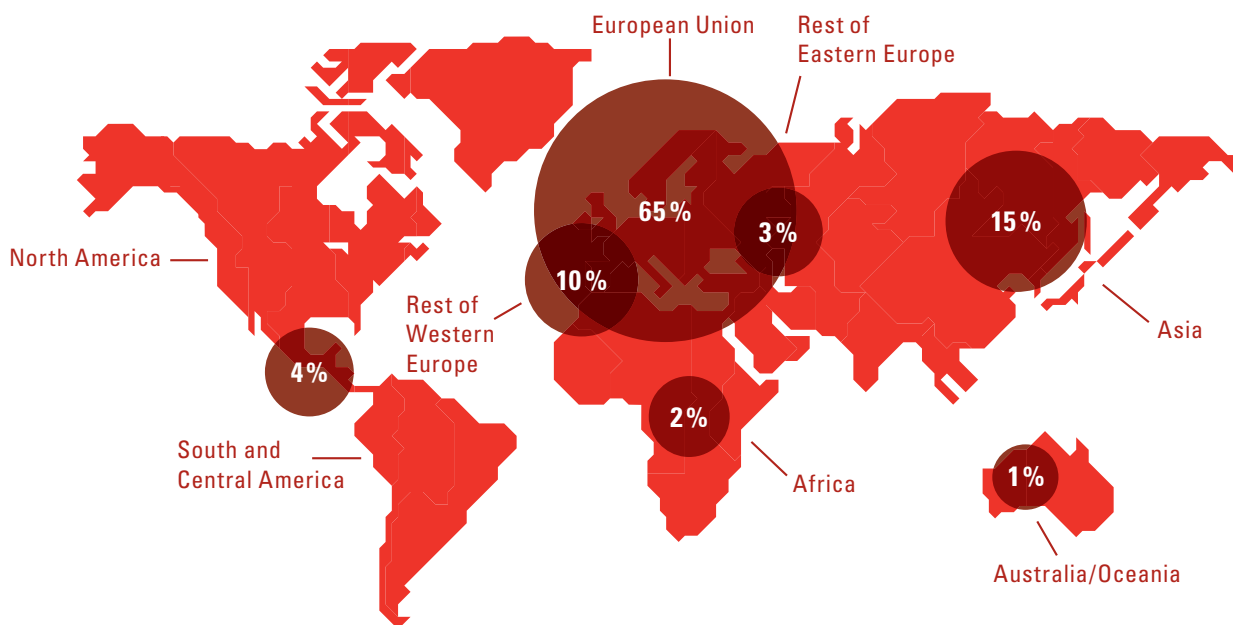
Success is measurable

→ By exhibiting at CeBIT you can put your company on the growth track. Thanks to its clear structure, effective support services, sophisticated visitor management and wide-ranging media services, CeBIT is the ideal place to generate new international leads. PUSH YOUR BUSINESS!

- **334,000** visitors from **83** countries
- **20%** of the professional visitors come from abroad
- **6 million** business contacts
- **74%** of the visitors are responsible for investment projects
- **€ 10 billion** investment volume
- **More than 5,000** journalists and bloggers
- **More than 20 billion** media contacts
- **100** business delegations from all over the globe

The "After Show Report" for CeBIT 2010

The heart of the digital world continues to beat on the Internet. All the facts and figures relating to CeBIT 2010 are available in our digital round-up at: www.cebit.de/exhibitorservice



Breakdown of the foreign visitors at CeBIT 2010

Ten good reasons for success

CeBIT adapts itself flexibly to the challenges of the market, thus creating the optimum basis for efficient lead generation. More service, more contacts, more visitors and more opportunities – **under a single unifying umbrella!**

1

CeBIT is the **most important ICT event**. It is the central meeting-place for market leaders and top decision-makers world-wide from a complete spectrum of user industries. CeBIT is a unique networking platform and attracts CIOs from the world's biggest companies.

2

Key **trends and innovations** originate directly from the heart of the digital world. CeBIT is the perfect place to unveil new products and assess market reactions. Many products that now move the world first saw the light of day at CeBIT.

3

Many major **social and economic projects** can be traced back to CeBIT. A driving force behind technological progress, CeBIT is the place where future industry standards are defined.

4

We assist you with your promotional activities. With the help of our broad-based **marketing services** your existing and prospective customers will head straight to your exhibition stand.

5

Lucrative business deals are clinched at CeBIT. In 2010 alone, **investments worth € 10 billion** were finalized – in just five days.

6

The world focuses on CeBIT. More than **5,000 journalists and bloggers** report directly from the heart of the digital world and inform your potential customers about tomorrow's products and trends.

7

At the **CeBIT Global Conferences, as well as at numerous symposiums, lectures and forums**, you will have the chance to swap information and present your company in the best possible light.

8

All year round, the CeBIT **Internet platform** enables you to generate new leads and achieve maximum coverage of your target audience.

9

If required, our professional **exhibitor service team** will assume responsibility for the complete organization of your company's presentation at CeBIT.

10

The four platforms at CeBIT

→ CeBIT 2011 will bring together suppliers and users in the context of four integrated platforms. And you reap the benefits of this optimized concept.

The four platforms create a strong user-oriented structure and ensure that you reach your target audiences more efficiently than ever before. **PUSH YOUR BUSINESS!**

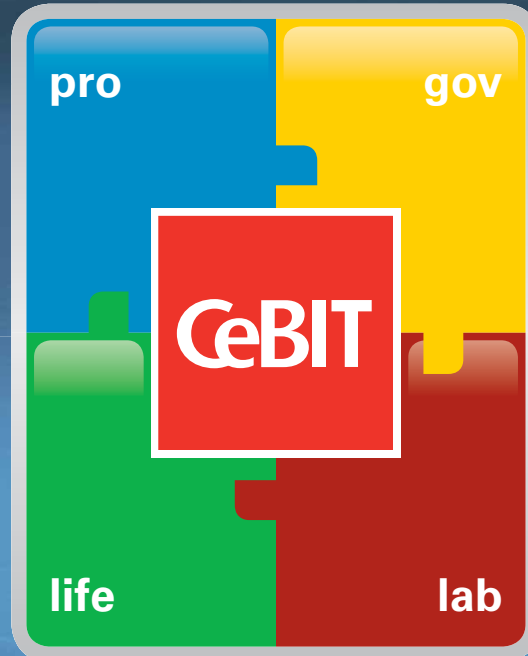
- Clear concept that brings together suppliers and users in the most efficient way possible
- Clear signposting for optimum navigation
- Special presentation formats that allow CeBIT exhibitors to achieve even greater impact

CeBIT pro

Professional ICT Solutions for
Business Operations

CeBIT gov

ICT Solutions for the
Public Sector



CeBIT life

ICT Solutions for
Consumers

CeBIT lab

Research & Development
for Innovative ICT



CeBIT pro: Professional ICT Solutions for Business Operations

→ Targeted at top-level decision-makers from industry, commerce and the skilled trades, as well as procurement specialists and self-employed professionals, CeBIT pro showcases innovative solutions for all business sectors. Here you will encounter professional users who are searching for efficient and competitive solutions.



»Ericsson has been a partner of CeBIT for many years. We are very happy that CeBIT has been successful in opening up the most important topics of the ICT and multimedia industries with the exhibitors in such an ambitious way, as well for making use of independent focus sessions such as Green IT and Broadband World to create an optimal economic platform for exhibitors and visitors alike.«

Jens Karolyi, Vice President Marketing and Communications, Ericsson GmbH, Düsseldorf, Germany

Efficiency for every type of business: the topics at CeBIT pro

- Enterprise Applications
(ERP, ECM, BI, CRM, BPM, HR)
- Server Technologies
- Business Storage/Virtualization
- Open Source Solutions
- Software & System Management
- Professional Output/Office Solutions
- Managed Services
- Business Communications & Networks
- Broadband Solutions
- AutoID/RFID
- Learning & Knowledge Solutions
- Webciety – Internet Solutions
 - Web Content Management
 - eCommerce
 - Web Design & Technologies
 - Web 2.0 – Enterprise 2.0
- Planet Reseller
- Security World
- ICT Infrastructure
 - Computers, Notebooks, Netbooks
 - Consumer Electronics
 - Peripherals
 - Mobile Phone Accessories & Devices
 - Graphics, Sounds
 - Cases, Coolers
 - Display Technologies
 - 3D Technologies
 - Imaging & Photography
 - Point of Sales, Kiosk Systems & Technologies
 - Digital Signage
 - Storage
 - Accessories, Devices
- Banking & Finance World
- Telematics & Automotive World
- ...

Your target groups

→ Present your company to decision-makers in the following sectors:

- Industry
- Skilled trades
- Commerce
- Services
- Procurement
- Self-employed professionals

Specials

- AutoID/RFID Solutions Park & Forum
- Banking & Finance Community Club
- Broadband World
- CeBIT in Motion
- CeBIT Job & Career Market
- CeBIT Open Source Forum & Park
- CeBIT Studio Mittelstand
- EAW – Enterprise Application World
- ECM Forum + ECM Area
- Next level 3D
- OS X Business Park
- Professional Data Center@CeBIT
- Professional Output
- Showcase Live + Digital VOI Post GmbH
- Storage & Virtualization Forum
- Webciety Forum
- ...



CeBIT gov: ICT Solutions for the Public Sector

→ CeBIT gov will embrace the established highlights Public Sector Parc and TeleHealth. Public Sector Parc showcases the vital role of IT systems in modernizing government and public administration, while TeleHealth focuses on new technologies for doctors' surgeries, hospitals and pharmacies. You too can benefit enormously from this uniquely comprehensive line-up of solutions for the public sector.

Boosting efficiency in the public sector: the topics at CeBIT gov

- eGovernment
- eHealth
- Geoinformation systems
- Smart Cities
- Homeland Security/Disaster Prevention
- Telemedicine
- eEducation
- Public Infrastructure
- Broadband Communication
- Healthcare Management
- ...

Solutions to the burning questions of the future

→ What impact will innovative digital solutions have on the public sector and infrastructure? CeBIT gov is the ideal place to showcase cutting-edge solutions in the area of public administration, healthcare, defence/homeland security, education, transport infrastructure, energy and water supply.

Your target groups

→ Meet key decision-makers in the following sectors:

- Public administration
- Healthcare
- Defence/homeland security
- Education
- Transport infrastructure
- Energy and water supply

»eGovernment is a process of constant innovation and change. CeBIT offers an outstanding platform for presenting successful eGovernment projects and to meet with both the public and business.«

Dr. Markus Brakmann, Speaker, Ministry of the Interior of North Rhine-Westphalia, Düsseldorf, Germany



Specials

- Forum Public Sector Parc
- Future Care
- TeleHealth Forum

»CeBIT is the undisputed number one. Here, we are able to attend to our existing contacts but are also accessible to new customers. InterSystems uses the interface between TeleHealth and Future Care. We serve both areas and thus cross-link our themes. An outstanding interface between the worlds.«

*Thomas Mironiuk, Marketing Programs Manager,
InterSystems GmbH, Darmstadt, Germany*



CeBIT life: ICT Solutions for Consumers

→ Information and communication technology has a determining influence on the way we live and work. Technologies are converging fast, accompanied by massive leaps in performance. The Internet serves as a central backbone and communication medium. Mobile devices, high-power hardware, on-line entertainment and social networks will be the key components in the exciting line-up at CeBIT life. This is your chance to reach your target groups and capture the attention of the media and consumers.



»We were particularly satisfied with the trade fair. We had an enormous number of visitors to our stand, professionals as well as customers and consumers. But the most important thing for success at the fair was the positive reaction from the specialized trade and other sales and distribution partners. In this regard, CeBIT once again lived up to the expectations of its seasoned exhibitors.«

Tobias Kratz, Product Marketing, Aiptek, Willich, Germany

ICT Solutions for Consumers: the topics at CeBIT life

Content & Technologies

- CeBIT sounds!
- CeBIT games
- CeBIT connects – Social Networks
- Apps
- Web & Media
- Consumer Electronics
- Mobility
- Mobile Phone Accessories & Devices
- Display Technologies
- Imaging & Photography
- Notebooks und Netbooks

Smarter Living

- Smart Home
- eEducation
- Health/Wellness
- Security
- Providers
- Design

Get to grips with tomorrow's markets

→ Digital technology has become an indispensable part of our everyday lives. To an increasing extent IT users are directly involved in the production of content. This has a direct impact on purchase decisions. In their role as well-informed patients, music fans, parents, bloggers and loyal brand enthusiasts, consumers also exert a strong influence on the design and development of new products. Enter into a dialogue with new consumer groups and demonstrate that you can come up with solutions geared to customer requirements.

Your target groups

→ Your future customers come from the following areas:

- Dealers
- Purchasers
- Communities (Net Generation, Digital Natives...)
- Professionals
- Best Buyers
- Parents
- Gamers
- Music Industry
- Content Industry

Specials

- eHome
- Gaming Competitions
- Concerts
- Special Interest Areas
- Themed Tours

»The first edition of CeBIT sounds! was a success for Musicload. In addition to numerous – and in some cases groundbreaking – discussions between members of the music industry and the IT sector, we also had an opportunity for intensive communication with customers and potential partners.«

Joachim Franz, Head of Musicload, Darmstadt, Germany



CeBIT lab: Research & Development for Innovative ICT

→ Our future depends on innovations. Targeted at universities and research organizations, CeBIT lab is the central forum for presenting forward-looking projects and discussing the key scientific trends. This is your chance to showcase your visionary concepts to a broad audience consisting of product designers and corporate development specialists from all industrial sectors, as well as investors and PR/media companies.

Our future depends on innovations: the topics at CeBIT lab

- Applied Research
- Basic Research
- Corporate Research
- Start-ups, Spin-offs
- Web 3.0 – Internet of Things & Services
- green IT
- Assisted Living
- 3D Technologies
- Ambient Intelligence
- Standardization
- Innovations consulting
- ...

Welcome to the world's biggest research platform

→ CeBIT lab is the direct interface between ideas and commercial application. It is the place where visions are transformed into prototypes. The world's most important ICT research platform, CeBIT lab attracts senior policymakers, plus large numbers of highly qualified attendees. Join forces with us to shape the future agenda of the ICT industry.

Your target groups

→ Present your innovative solutions to an expert audience from the following sectors:

- Industrial Companies and Service Providers
- Product Development/Business Development
- Strategic Procurement/Company Management
- PR/Media and Politics
- Investors/VCS
- Young Talent

»For Fraunhofer, CeBIT remains the most important trade fair in the ICT field. This year, we were able to find ideal positioning for the themes of 3D TV, new identity cards and Green IT, as demonstrated by the outstanding numbers of visitors both in the Future Parc and at our stand.«

*Welf Zöller, Press and Public Relations, Fraunhofer
Headquarters, Fraunhofer Gesellschaft e.V., Munich, Germany*



Specials

- future convention
- future match
- future talk
- Innovations Award

»CeBIT is what keeps the digital world grounded. This is very important because at CeBIT, real people look into real eyes and understand what form the digital society should take. If we stop meeting here, then the technical feasibility will become too far removed from what we feel and what we want.«

*Reinhard Karger, Head of Corporate Communications,
German Research Center for Artificial Intelligence,
Saarbrücken, Germany*

Become part of the world's most important digital network – the CeBIT Global Conferences

→ The CeBIT Global Conferences rank as the world's leading congress for the ICT industry. In 2010 around 4,000 guests from more than 100 countries attended the CeBIT Global Conferences. Opinion leaders and decision-makers get to grips with the major issues confronting the ICT industry in the context of keynotes, talks, panel discussions and round table discussions.

www.cebitt.de/cgc_e



Jon Iwata, Senior Vice President Marketing & Communications, IBM Corporation



Michael Jones, Chief Technology Advocate, Google & Founder Google Earth

CeBIT Global Conferences at a glance

Venue

→ Hannover Exhibition Grounds, Convention Center (CC), Room 2

Dates & times

→ 1–5 March 2011, every day from 10.00 a.m. – 1.00 p.m.

You can play an active role

Speakers

As from 2011 it will be possible to submit online applications to speak at the CeBIT Global Conferences. You also have the option of proposing speakers. Please submit your application/proposal to:

www.cebitt.de/cgc_callforspeakers

“What’s next in tech” – product presentations

Beginning in 2011 you will also have the opportunity to showcase exciting and innovative products/technologies at the CeBIT Global Conferences. Please send your application to:

www.cebitt.de/cgc_nextintech_e

Round table discussions

The contributors to the CeBIT Global Conferences have the option of staging an exclusive round table discussion after they have delivered their lectures. The number of attendees will be limited to ten in each case.

Partners and sponsors

→ The CeBIT Global Conferences offer wide-ranging, modular sponsorship options. You are free to choose those sponsorship modules that are tailored to your company’s requirements and target groups, thus eliminating any wasted coverage. By combining all the modules you can generate more than one million valuable contacts. Further information is available at:

www.cebitt.de/cgc_partners



Focused and effective: the services at CeBIT

→ CeBIT offers a wide range of services designed to maximize the impact of your company's presentation. You can capitalize on the many years of planning experience of our professional CeBIT team. The spectrum embraces marketing services, press services and technical services: **PUSH YOUR BUSINESS!**

Further information is available at:

www.cebit.de/exhibitorservice

Invitation services

→ We will gladly assist you with cost-effective and broad-based invitation activities designed to boost attendance at your stand. In combination with complimentary admission tickets and/or e-tickets (included in the marketing fee), personal invitations are your passport to valuable new leads.

Contact management services

→ Our contact management services will help you to follow up valuable leads before, during and after CeBIT. An extended web presence, the new "Match & Meet" matchmaking service – plus our effective lead management tools – will enable you to generate new business.

Advertising and communication

→ Get your message across without any wasted coverage. By advertising at or near the CeBIT site you'll be able to reach your most important target groups. And via the cebit.com website you can ensure that your company remains the centre of attention 365 days a year. Contact us to find out more.

Press services

→ With the aid of our press services you can ensure that your company and its product innovations hit the headlines. We will help you to select the appropriate media channels and arrange the necessary contacts.

On-site services

→ In addition to technical services and modern communication solutions, we offer a wide range of on-site services, up to and including complete turn-key stands. If required, we can supply temporary staff to augment your CeBIT team. Simply contact us – we look forward to hearing from you.



Extended online coverage and tailored lead generation

→ Our new subsidiary Deutsche Messe Interactive GmbH (DMI) will help you to expand your business – 24 hours a day, 365 days a year – by identifying relevant target groups and generating qualified sales leads.

The core idea is as follows: Your potential customers require support with their individual selection and procurement processes. Your company offers the relevant content and products.

How the system works: DMI not only carries out direct marketing campaigns, but also delivers relevant information about industry-specific issues via its web portals. In this way DMI brings you together with potential customers. This is your passport to efficient and productive matchmaking.

Contact us for further information:

**Tel. +49 511 33060-100 or info@messe-interactive.de
www.messe-interactive.de**

Reap the benefits of DMI's services

Direct marketing campaigns aimed at visitors – achieve optimum access to your target audience

- Individually designed campaigns aimed at top-level decision-makers
- More than 300,000 qualified B2B contacts in the databases of Deutsche Messe
- Flexible and customized solutions along the complete lead management value chain – also outside the trade show sector
- Matching with the right contacts at a time defined by you
- Competent support in connection with setup, implementation, reporting and in-depth qualification

Enhanced online presence – make sure your company is found on the Internet

- Publication of your company profile and product information on cebit.com as well as on the websites of leading specialist publishing houses
- Increased visibility for potential customers in the context of sector-specific suppliers, products and solutions
- Editorial support in connection with your publications
- Additional marketing and advertising opportunities on online portals at preferential rates
- Growing partner network for the editorial production of promotional materials
- Optimum integration of your marketing campaigns into existing DMI publication channels

Individual options for exhibitors



Tailor CeBIT to your individual requirements

→ Transform CeBIT into your own personal trade show. Do you want to participate actively in the opening ceremony or integrate your company roadshow into CeBIT? Would you like to contribute to the CeBIT Global Conferences or CeBIT Forums? CeBIT offers you a wide variety of participations and sponsorship options tailored to your individual requirements. To find out more simply contact us – the CeBIT team will be glad to advise you and put together a customized sponsorship package.

CeBIT Hotline +49 511 89-33155 or cebit@messe.de

Prices, terms and conditions

Basic charge (indoor space)	€ 210/m ²
Basic charge (open-air site)	€ 95/m ²

Stands with two or more open sides

High-visibility stands with two or more open sides are subject to an extra charge. For stands of up to 120 m²:

for stands open on two sides (corner stand)	25 %
for stands open on three sides (end stand)	40 %
for stands open on four sides (island stand)	60 %

Any space in excess of 120 m² will be charged at the basic rental price.

Additional charges

Registration charge (lump sum)	€ 300
Marketing fee*	€ 39/m ²
Reduced marketing fee for stand space in excess of 1,000 m ²	€ 10/m ²
Space on the upper floor of two-storey stands (price for complete packages will be quoted upon request)	€ 77/m ²

Co-exhibitors

Registration fee (lump sum)	€ 300
Marketing fee* (lump sum)	€ 300
Participation fee (lump sum)	€ 800

Are you interested in exhibiting in various different sections of CeBIT? The CeBIT Team will be glad to advise: Tel. +49 511 89-33155 cebit@messe.de

*The marketing fee: What you get for your money

- Efficient access to additional target groups thanks to the all-year-round presence of your company and products on cebit.com
- Complimentary admission tickets (available in printed and electronic versions) help you recruit new customers and build customer loyalty
- Updating of your customer database using the registration details supplied by your invited guests
- Professional visitor advertising backed by an international, cross-media communication campaign
- Feedback from market research surveys helps you plan your presentation more effectively

fair-packages

→ Our fair-packages (Basic, Comfort, Premium) encompass stand space, stand construction and additional services – for example, cleaning, comprehensive insurance coverage and attractive marketing services.

“Basic” fair-package

Basic stand, plus additional services for an uncomplicated presentation at CeBIT.
Sample calculation: 15 m² row stand

€ 5,577

“Comfort” fair-package

High-grade stand featuring a structured ceiling and company logo on a back-lit panel, plus additional services.
Sample calculation: 20 m² corner stand

€ 8,935

“Premium” fair-package

High-visibility, open-plan stand featuring a tower with a revolving logo cube, plus additional services for a professional presentation at CeBIT.
Sample calculation: 25 m² corner stand

€ 12,101.50

Further information is available at www.cebit.de/fairpackage_e and in the fair-package factsheet. The services are described in detail in the Terms & Conditions.

Register online at:

www.obs.messe.de

PUSH
YOUR BUSINESS

Plan ahead with OBS

→ Our Online Business Service is a mine of useful information and also allows you to plan, book and administer your company's stand at CeBIT: PUSH YOUR BUSINESS!

www.obs.messe.de

- **Plan and calculate the costs** of your appearance at CeBIT 2011 – and exploit the benefits of online registration
- Book and administer your stand space – complete **transparency** and full control over costs
- **Order CeBIT services** – from a water connection to online advertising
- **Easy to use** – like an online shop system
- **Advice** and support via our OBS Hotline

OBS is the fastest and most direct way to sign up for CeBIT 2011. The data relating to existing exhibitors is already stored in the system ready for instant retrieval.

Thanks to the OBS calculator, you'll know in just a few minutes what your stand at CeBIT will cost.



The digital world: the international CeBIT network

At your service – worldwide

→ CeBIT has 60 representatives who operate in more than 100 countries. A detailed list of names and addresses is available at:

www.cebit.de/repraesentanten_e

CeBIT Events Worldwide

→ A global presence in a global market: CeBIT transcends national boundaries. CeBIT Events take place in nearly all continents.



CeBIT Australia:
31 May – 2 June 2011, Sydney, Australia

Australasia's leading Business and Technology Event

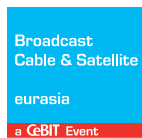
www.cebit.com.au



CeBIT Bilişim Eurasia:
6–10 October 2010, Istanbul, Turkey

International Trade Fair for Information Technology, Telecommunications, Software & Services

www.cebitbilisim.com



Broadcast Cable & Satellite Eurasia:
6–10 October 2010, Istanbul, Turkey

International Trade Fair and Conference for Satellite Communications, Broadcasting and TV Content – a CeBIT Event

www.cebit-bcs.com



BITS:
10–12 May 2011, Porto Alegre, Brazil

South America's Exhibition and Conference for Business IT – a CeBIT Event

www.bitsouthamerica.com.br

Takes place at the same time as CeBIT Bilişim Eurasia

Your contacts

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www.messe.de

Organized by



Deutsche Messe
Hannover · Germany



German companies are welcome to contribute to the German pavilions and take advantage of the attractive turnkey fair packages.

An excellent guide to CeBIT – an excellent guide to the digital marketplace

CeBIT **pro**

Business IT (Hall 2)

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

Business IT (Hall 3)

- Enterprise Content Management (ECM)
- 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 Resource 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, Open air-site)

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

ICT Infrastructure (Halls 14–17)

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

Planet Reseller (Halls 14/15)

Next level 3D (Hall 16)

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)
- IT Solutions for Municipal Public Utility, Undertakings, Municipal Establishments and Service Providers
- Geoinformation Systems and Services

CeBIT life

Smarter Living (Hall 19)

- Smart Home
 - Home Automation
 - Home Entertainment
 - Networks
 - Service Provider
 - Smart Metering/ Smart Grids
 - e-Mobility
 - Health/Wellness
 - AAL – Ambient Assisted Living
 - Security
 - Design
 - eEducation
 - IT Standards & Technologies
- iF concept award

Content & Technologies (Hall 20)

- Web & Media
 - Online Publishing
 - Connected TV/ Internet TV
 - Content & Solutions Provider
 - Apps (Development, Marketing, Stores)
 - Consumer Electronics/Multimedia
 - Tablets
 - e-reader
 - Settop-Boxen
 - Smartphones
 - Navigation/ Car-Infotainment
- CeBIT games
 - Online & Browser Games
 - PC- & Video Games
 - Mobile Gaming
 - 3D Gaming
 - Alternate Reality Games
 - Edutainment
 - Hardware, Components, Accessories

Content & Technologies (Hall 22)

- CeBIT sounds!
 - Music technology
 - Music software
 - Music distributors
 - Music players
 - Manufacturer of elec. instruments

Intel® Extreme Masters (Hall 23)

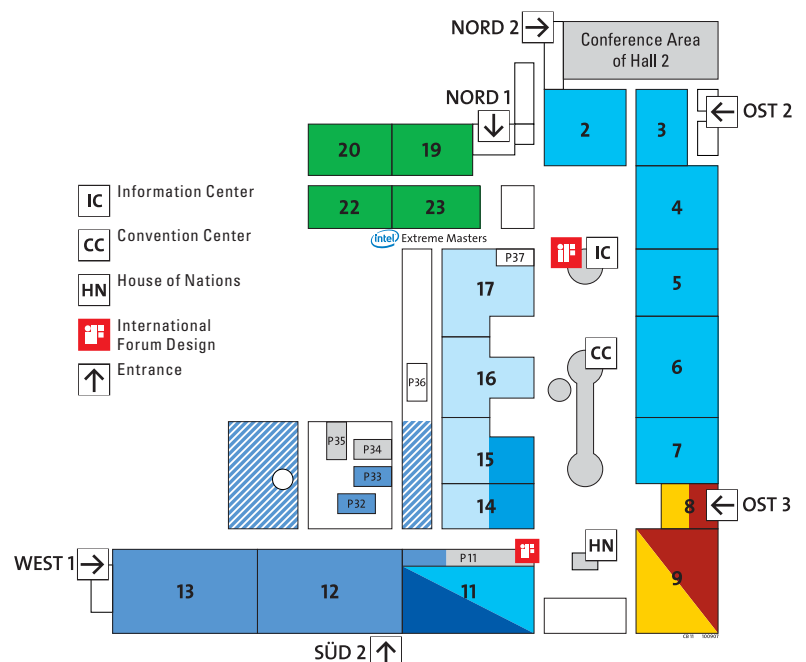
CeBIT lab

Halls 8, 9

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

Conference Area (Pavilions 34/35)

CeBIT Global Conferences (CC, Room 2)





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Hannover · Germany

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European Information
Technology Observatory
www.eito.com



International
Forum
Design
www.ifdesign.de

Heart of the digital world

CeBIT

cebit.com