

Record-setting CeBIT 2011: Seven million business contacts in 45 hours!

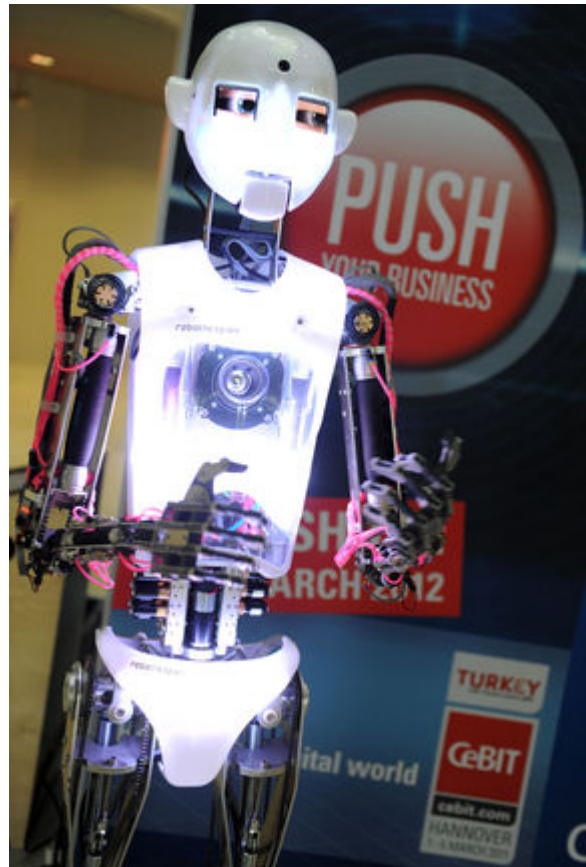
Four pillars carry the world's largest ICT event

Its innovative cloud computing focus topic and four-pillar structure made CeBIT 2011 a success beyond all expectations for the 4,200 companies that took part, and for Deutsche Messe.

Ernst Raue, Deutsche Messe Executive Board member responsible for CeBIT, expressed his satisfaction: "Many companies received significantly more leads than last year. **CeBIT generated more than seven million business contacts in 45 hours. This makes CeBIT the most efficient marketing and contact platform and a benchmark for creating business contacts worldwide.**" The CeBIT concept with its four pillars – **CeBIT pro**, **CeBIT gov**, **CeBIT life** und **CeBIT lab** – was very well received by exhibitors and visitors. **CeBIT figures** highlight the success of the most important global ICT exhibition. Many companies, including Oracle, HP, Xerox, Canon, Epson and Siemens Enterprise Communications, celebrated a comeback in 2011 and discovered CeBIT's new strengths. This year **Turkey** was the Partner Country to benefit from the trade show.

Cloud computing hovers over every hall

The data cloud had a place in every exhibition hall for **CeBIT pro**, **CeBIT gov**, **CeBIT life** and **CeBIT lab**. Professional and private visitors gathered information throughout the five exhibition halls about the trend towards migrating data processing and software to the Internet.



CeBIT numbers energize ICT!

There were **339,000 visitors** from **90 countries** at this year's CeBIT. **About 5,000 journalists** reported on the world's biggest ICT event, where **more than 6,000 innovations** were presented. It was the meeting place for **more than 500 CIOs** from international corporations. They came with **more than €50 billion of purchasing power**. **More than 4,200 participating companies** were registered at CeBIT 2011. They came from **more than 70 countries** and occupied a surface area of **172,000 square meters**. Additionally, two congress centers and three premium reception and meeting lounges were available to **more than 100 international delegations** from politics and business at the **Hannover exhibition center**. CeBIT hosted **1,800 high quality forums, presentations and discussion platforms**.

Behind the scenes at CeBIT...

220,000 cups of coffee, 100,000 liters of beer and 65,000 sausages.

15,000 people were involved in setting up the world's largest ICT summit, every evening **500 security guards** watched over the stands holding the latest international innovations. In the **service facilities** some **60,000 employees and assistants** watched over the well-being of exhibitors and trade show guests. Three cleaning companies with **1,000 workers scrubbed the stands and halls**. This year there were **41,000 riders each day** on the urban trains between the City and the exhibition center.

Gastronomic needs were catered to by **46 catering companies**. Counting the two congress and meeting areas they offered **15,000 place settings**.

25 restaurants provided an additional **7,000 place settings**, including the 38-meter high Cosmopolitan restaurant and the Münchner Halle with Bavarian atmosphere, food and music.

At the **world's largest exhibition center**, available year-round for all types of **events**, another **55 snack stands** also serve the needs of trade show guests.



On average the exhibition guests at one CeBIT consume:

90,000 sandwich rolls, 40,000 grilled sausages, 40,000 cutlets, 25,000 bockwürsts, 20,000 soups, 12,000 pigs knuckles, 10,000 steaks, 10,000 pizzas and 10,000 hotdogs, 320,000 bottles and cans of soda, water and juice, 220,000 cups of coffee, 100,000 liters of beer and 14,000 glasses of wine

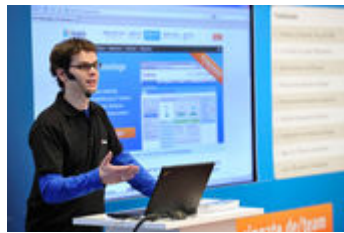
Communication technology at CeBIT

Exhibitors to the exhibition center could choose from **6,000 ISDN, 4,000 analog and 650 T-DSL and 1,000 additional connection points**.



CeBIT After Show Report 2011

CeBIT pro: Professional ICT solutions for companies



Cloud computing: CeBIT 2011 scores with the Internet cloud

The cloud computing focus topic was also in the foreground at CeBIT pro, with the **Cloud Computing World** area drawing many visitors. The offer ranged from sending news through a web-based Email service to simple storage of photos and films on the Internet, to highly complex business applications. **Cloud computing is booming with high double-digit growth rates.** The topic was also central to many interviews in the generally well-frequented **small business CeBIT Studio** in Hall 2.



CeBIT pro: Innovative business solutions for every sector

CeBIT pro: A huge variety of sectors came together here. For industry and skilled crafts, trade or service companies, buyers and independent professionals – the CeBIT pro platform offered innovative business solutions for everyone. The **Job & Career Market** in Hall 6 offered future prospects to young people. The latest technologies for organizing applications professionally and cost-effectively – that is **business IT**. Exhibitors presented today's solutions for Apple Mac and iPhone and for mobile business. Next to **Business IT** and **Cloud Computing World** were a further nine areas that welcomed business people and trade journalists. Webciety in Hall 6 displayed the latest trends in social networking and solutions for internet business. At **Telematics & Automotive World** the focus was on intelligent mobility technologies for traffic, logistics and transport, and **AutoID/RFID** included innovative technologies for product identification, such as the latest in barcodes, smart labels and biometrics. Banking professionals and financial service providers met in **Banking & Finance World** in Hall 11, as well as the IT security experts at **Security World**. **Business Communication & Networks** offered an impressive look at how phone, email, instant messaging and web conferencing are converging, and the **Broadband World** spotlight was on LTE (Long Term Evolution), a new technology for highspeed broadband connections. Mobility, speed and ease of use were also the watchwords at **ICT Infrastructure**. Exhibitors here had the entire breadth of ICT on display. The **Planet Reseller** dealer area also drew crowds with an attractive and significantly expanded offer of IT hardware, telecommunications, mobile storage and consumer electronics.

CeBIT After Show Report 2011

Business IT



Innovative and cost-effective technologies secure companies' futures

Speed and cost effectiveness – these are the two golden rules for business IT. To work competitively, companies need professional applications for cost-effective processes. Exhibitors at CeBIT 2011 displayed their newest technologies in five exhibition halls. Mobile business in particular, with smartphones, iPads and laptops – equipped with the right apps – opens up vast new possibilities.

Digital learning with virtual classrooms or simulators

Not just modern engineering, but also employees are responsible for their companies' success. This is where **digital learning** comes in.

Solving complex business tasks and challenges with modern standard software solutions together with more efficient processes and more comprehensive industry experience – that was the focus of Enterprise Applications in Halls 3 through 6. A joint display presented the “enterprise application world.” A significant component of the digital world is free **open source software**. CeBIT took on this topic and located the exhibitors in Hall 2. Prospects and experts met in the Open Source Park for exceptional presentations.

Managed Print Service (MPS) premiered at CeBIT 2011

The Managed Print Service (MPS) theme premiered at CeBIT 2011 in the MPS Park in Hall 3. "MPS is a consultancy service, where we take over companies' entire printing business. Many interested potential customers visited us. We are very satisfied," said Britta Giesen, public relations representative for Canon Germany. As expected, Enterprise Content Management (ECM) also attracted many visitors. Roger David, Managing Director at windream in Bochum, explained: "CeBIT 2011 once again fulfilled our expectations. The visitor numbers in Hall 3 at ECM show how important **increased efficiency with reduced costs** is to companies."

OSX Business Park: Solutions for Mac and iPhone

Business solutions for Apple's Mac and iPhone were on view at OSX Business Park in Hall 2. The joint stand grew to **260 square meters** this year **with 40 noteworthy exhibitors** from the Apple landscape. Partners included among others Fujitsu, Microsoft, FileMaker, Parallels and Kaspersky. On stage were products and presentations about specific business solutions.

CeBIT After Show Report 2011

Cloud Computing World



CeBIT 2011 zooms in on the data cloud

The leading topic at CeBIT 2011 was cloud computing. Businesses are increasingly outsourcing their storage space, data processing or software to service providers for storage in the cloud. This is why we talk about "Work and life in with the cloud."

"There is no topic today that is as meaningful to providers, professional and private users as cloud computing," said BITKOM President Professor **August-Wilhelm Scheer**. The German Association for ICT

and new media (BITKOM) organized the Cloud Computing World special event at CeBIT together with the German Economics and Technology Ministry.

Cloud computing was also high on the agenda for **Rainer Brüderle, German Economics and Technology Minister**, during his CeBIT tour. Said Brüderle: **"Information and communication technologies play a central role for the German economy as a whole. CeBIT is the international barometer for these technologies.** Our new initiatives and projects for the cloud computing megatrend and for LTE ultrafast mobile broadband were also exhibited here."

Internet cloud growth in the double digits

According to BITKOM, **sales of cloud-related hard- and software products and services register annual growth in the double digits and will reach €13 billion by 2015.** This means that some 10 percent of all IT spending in Germany is going into cloud technology.

Because cloud computing is still a novel notion for small businesses in particular, the spotlight was on data security for private and business users. **Around 40 companies, research institutes and organizations at the Cloud Computing World used this opportunity to present their systems and security solutions.**

Test lab for cloud computing

The Fraunhofer Institute for Secure Information Technology (SIT) presented the world's first security cockpit for the data cloud. Companies and administrations could try out a variety of security systems in the Munich-based cloud computing lab. The cloud cockpit was developed in collaboration with the German Agency for Information Technology Security.

It hosts functionality, reliability and interoperability testing as well as risk management and benchmarking tests, taking into account all development phases of a cloud ecosystem, from the design of individual services to prototypes all the way to (security) testing of complete, market-ready systems.

Virtualization & Storage Forum

More than 70 live presentations and daily guided tours were on offer at the **Virtualization & Storage Forum**. Leading manufacturers presented the full variety of processes and solutions – including for data management, storage archiving and consolidation, as well as IT process automation, CAD virtualization, security and IT consulting.

CeBIT After Show Report 2011

Webciety – Internet Solutions

Successful premiere for the new eCommerce Park

Everything in **Webciety – Internet Solutions**, the "walk-in" internet, is about developing social networks and solutions for internet commerce. This platform right in the middle of CeBIT pro in Hall 6 offered innovative developments for business-oriented use of the internet and internet-based business models.



Exhibitors were very satisfied with visitor response. "We chose a stand in Webciety at CeBIT 2011 to present our SDL Tridion Engagement solution and show our prospects and customers the brand-new SDL Tridion 2011 product portfolio. **The high number of interested visitors to our stand made Webciety a very successful event for us,**" said Rob Cools, Managing Director of SDL in Amsterdam, Netherlands. Hans Gäng, Managing Director of local global in Stuttgart, Germany also said: "**CeBIT is the most important global platform for the ICT industry.**" At the Flatworld forum we were able to successfully contribute to new 'CeBIT nations' expanding their networks."



eCommerce is booming

The new **eCommerce Park** offered an ideal platform for learning about newsworthy eCommerce topics. Producers and service providers from the eCommerce sector presented current solutions for online commerce. eCommerce solutions for mobile devices and online payment systems were also hot topics, as well as new Web 2.0 solutions for webshops and augmented reality applications.

In the **Webciety forum** international keynotes and entertaining discussion rounds dealt with all the latest trends arising from "Embracing the digital change – shaping the digital transformation!" In addition to the prime topic of cloud computing, discussions also centered on "Facebook & Co." **Seedlounge @ CeBIT** topped off the week, with investors being shown new start-up concepts.

Interested parties could keep abreast of the latest presentations and CeBIT news live via video streaming during the trade show at www.webciety.de. The program is also available online after the trade show ended.

Speakers' Corner: New offer with a strong presence

Speakers' Corner stood ready with a new and expanded offer. Companies presented their services or gave practical examples in the areas of eCommerce, e-learning, web design & content technologies, and online marketing. The huge variety of innovative topics received an enthusiastic response.

Intelligent technologies secure traffic, transport and logistics

The entire intelligent mobility technologies process chain was on display in the **Telematics & Automotive World** area. The topic's timing is perfect, as traffic engineers anticipate extensive gridlock in Germany in the coming years. In this context, navigation, traffic management, parking management systems, traffic information and fleet management are gaining ever more importance. There is also rising demand for intelligent transport and logistics systems. **German Minister of Transportation Peter Ramsauer sponsored the Telematics & Automotive World area.**

Tomorrow's mobility

Vehicles that think ahead – the special section on intelligent transportation systems was all about transportation telematics. The **Destination ITS** special event informed visitors about intelligent transportation systems. A driving simulator offered a "hands-on" look at innovative solutions.

The Fraunhofer Institute for computer architecture and software engineering (FIRST) demonstrated the next-generation traffic information service TPEG (Transport Protocol Experts Group): It collects data from a variety of sources and distributes it across every digital channel almost in real time.

Siemens presented its new Sitraffic Epos electric charging system – a simple charging post for electric cars with an integrated information terminal and payment system. **"Our proximity to the Destination ITS forum gives us various interfaces with new cooperation partners, because these current topics are increasingly networked together. New areas lead to new connections – that's the strength of CeBIT,"** said Roland Michali, Marketing Communication Manager at Siemens Mobility Division in Erlangen, Germany.



CeBIT in Motion: Mobile communication society of the future

The future-oriented CeBIT in Motion presents all ITS-related applications. Forum topics included eMobility, Telematics Pitch Safety applications and C2X, as well as the European eCall emergency calling system.

Automated, wireless machine-to-machine communication was the topic of the **M2M-Zone**. With **14 companies** from twelve countries, the international draw of this topic has risen considerably.

The most important IT congress for the automobile industry at CeBIT 2011 was **automotiveDAY 2011**. Nine top managers from the automobile industry discussed the future challenges facing the sector, such as on-board internet, efficient customer management and Web 2.0, before several hundred participants.

Unlimited uses in business, science and everyday life

Innovative technologies for product identification are crucial to companies because they lower costs and optimize processes. Barcodes, smart labels, biometrics, mobile data capture, OCR, language recognition and smart card features are gaining ever more importance in industry, trade and services. CeBIT pays its respects to this global trend with the AutoID/RFID (Radio Frequency Identification) special section. Applications are almost limitless – this technology can be used in the automobile industry as well as for access control in labs or airports.



RFID also offers solutions for logistics issues and has long made its mark on business, science and daily life. The ability to identify objects remotely via radio raises process efficiency in a huge range of industries, and is useful to everyday consumers. All aspects of the topic were covered at CeBIT, including identification of people and objects, entry and access control, and solutions for the pharmaceutical and aeronautics industries.

"As a carmaker, we came to CeBIT for the first time this year to support our position as a technology company and to present our visions for security and comfort on the road. Particularly in the areas of research and development for our future technologies, we find just the right contacts at CeBIT," said Christian Röss, Technical Expert at the Ford Research Center Aachen.



AutoID/RFID forum sends signals

The central discussion and exchange platform at **CeBIT's AutoID/RFID forum** covered practical advice, applications and future trends. These technologies are already used successfully today in a huge range of industries – such as for process optimization in the automobile sector. They are modifying entire manufacturing strategies. Andreas Löw from Feig Electronic's marketing department in Weilburg, Germany pointed out: "Some visitors are looking for RFID components and so arrive with very specific goals, others look around the halls and then hit on exciting solutions with us. **We benefit particularly from the Auto/RFID forum, which determines the types of visitors who come by.**"

Solutions Park shows practical examples

The interplay of this technology's innovative applications with software systems was on display in the **AutoID/RFID Solutions Park**. Visitors saw practical examples from the RAN project supported by the German Economics Ministry, which develops standardized methods and procedures for RFID-based production and logistics management architecture, destined to be used across industries. Exhibitors also presented a digital accounts book, an electronic shopping list and new trends in shelf management.

CeBIT After Show Report 2011

Banking & Finance World

Extensive interest in Banking & Finance World

The leading ICT trade show for banks and financial service providers

That banking and finance are of key interest in society today was made clear at CeBIT 2011. Hall 11 not only received ICT experts, bankers and financial service providers, but numerous private users also took advantage of the opportunity to learn more about online banking, account and transaction safeguarding and flexible security solutions. Many exhibitors shared the opinion expressed by Matthias Altmann, Account Manager at Vasco Data Security Solutions from Glattbrugg, Switzerland: **"CeBIT has gained huge importance in our sector over the years. This is the show where we can observe trends and meet with our end- and business customers to get unadulterated market feedback."** And Michael Brunner, Vice President of Magner International Cooperation from Miramar, Florida, agreed: **"We've been coming to CeBIT for 25 years. It's kind of an annual family reunion."**

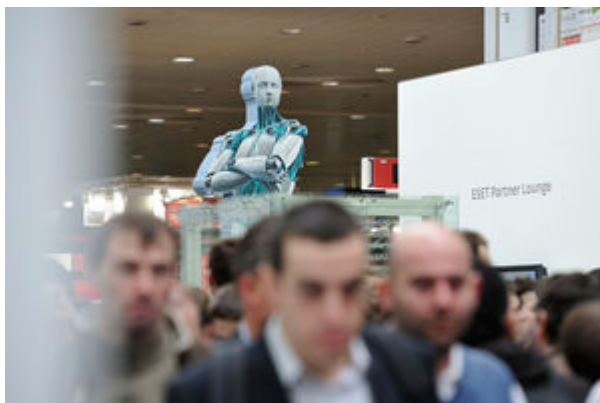


IT banking security in the spotlight

Trade show visitors were particularly interested in IT banking security topics. Experts presented specialized cash management machines, smart card readers and optical TAN generators. Consumer-oriented topics such as financial security after retirement and financial planning for the whole family were also extremely well-received.

Expert discussions in a stylish atmosphere

Topics discussed ranged from business and eCommerce systems, human resource management and innovative payment systems, to customer management and transaction management systems, as well as financial consulting and rating, complementary financial systems and asset management. Thomas Elbling, President of Perto from Brazil, was full of praise: **"We're one of the few Brazilian exhibitors at CeBIT, and come to Hannover because this is where we meet with our customers from Europe, the Middle East and Asia."** Visitor frequency to our stand was relatively high this year, which makes it worth our while to exhibit. **We're really very satisfied and have already decided to come back to CeBIT as an exhibitor next year."**



Security, trust, data protection

Security in the worldwide web and for virtual data storage, protecting personal information as well as personal and business interests – all this was on display in **CeBIT Security World 2011**, where the crowds of visitors were a clear indication of how important this sensitive topic is to business people and private individuals alike. This was confirmed by Martin Kandziora, Director of Brand Communication at Rittal in Herborn, Germany: **"CeBIT is a unique platform for us. Visitor response was great. The CeBIT focus topics were right on target. We got excellent feedback from interested trade professionals from around the world."**



Criminologists, politicians and ICT experts around one table

The range of topics in Hall 11 stretched from anti-spam solutions, virus protection software and firewalls to security tools, biometric systems, authentication systems and cryptography, as well as data retrieval and data center security. For the first time CeBIT called for more security on the internet with its "CeBIT against cybercrime" initiative. The response was gratifying, as expressed by Isabell Unseld, PR Manager for McAfee in Unterschleissheim, Germany: **"We're completely satisfied with CeBIT 2011. It was the perfect place to meet potential customers. Interest in IT security was very high."**



Central meeting point and knowledge platform: CeBIT Security Plaza

Visitors thronged to the **Security Plaza** in Hall 11. The Heise newspaper publishing company hosted the Plaza for the third year, as a central meeting point for anyone looking for very concrete answers to their ICT security questions at CeBIT 2011. Business and private customers learned **everything about security loopholes and how to close them** from presentations and numerous face-to-face consultations. Topics discussed ranged from IT security for small businesses, to webshops, cloud security and IT security solutions as a service.

Leading speakers for podium discussions

Two star-studded podium discussions provided great interest and exciting contributions from not only ICT experts, but also criminologists such as Klaus Jansen of the German Detectives' Association and **Udo Nagel, Hamburg police chief and moderator of the popular Tatort Internet ("Internet Crime Scene")** television series discussed internet crime. **Lower Saxony Interior Minister Uwe Schünemann and his colleague Klaus Klie from Schleswig-Holstein** examined the topic of "Forms of crime on the internet and its challenges to government, business and society." Among other things, Schünemann promoted the "White IT" alliance against sexual exploitation of children on the internet.

CeBIT After Show Report 2011

Business Communications & Networks



Ready for the future: Companies bundle communication channels

Unified communications systems represent a groundbreaking new trend in the **Business Communications & Networks** area. CeBIT 2011 offered an impressive look in Halls 12 and 13 at how phone, email, instant messaging and web conferencing are converging. In addition to presenting innovative products and solutions for the sector, experts shared their knowledge in presentations, for example by Siemens Enterprise Communications: CEO Hamid Akhavan spoke at the **CeBIT Global Conferences** about the radical changes in the fields of company networks and unified communications.

The new era of business mobility is based to a great extent on new high speed technologies: FTTH fiberglass cables, DSL, LTE and mobile broadband connections interested a huge number of visitors, who want to bundle their communications as cost-effectively and efficiently as possible to prepare their companies for the future.



Down with the "dead zones:" Full-coverage innovative broadband technologies sought

Mobility a major growth area: **For the first time now in the European Union there are more people on the internet using mobile devices than stationary computers.** The spotlight is on LTE (Long Term Evolution), a new technology for high speed broadband connections available anytime, anywhere and at high speeds.

After premiering successfully last year, the 2011 **Broadband World** was also a huge draw for representatives from municipalities and regional governments looking over innovative broadband technologies. Visitors **to the some 3,000 square meters** in Hall 13 could explore a joint stand and a **forum** with an exciting presentation and conference program, as well as a Business Center with meeting and workshop rooms.

"Fast internet access and comprehensive availability remain a core topic for business and society," said BITKOM President Prof. August-Wilhelm Scheer. **Studies indicate that data traffic on fixed lines will grow five-fold by 2013, and in mobile communications by a factor of 60.**



Providing high-performance broadband connections and eliminating dead zones on the map, where there is still no internet connection available, were therefore among the leading topics of interest at the trade show, and closely followed by the German Federal Government.

Green island in the technology world

For the fourth consecutive year, Green IT was given an outstanding platform at CeBIT. In the ECO ICT Solutions special event, a dozen exhibitors presented environmentally friendly, resource- and energy-efficient hardware solutions and services for consumers and businesses. **"Green IT is a topic that is now of timely interest for many companies. Businesses have recognized that their long-term investment in green technology can protect the environment and save money,"** said Isabel Richter, Environment & Sustainability Director for BITKOM.

This association specifically addressed the topic of recycling old mobile phones to recover important raw materials. "Mobile phones contain plenty of valuable raw materials, such as gold and copper, but too many users don't turn in the old devices," said Richter.

Around 200 trade show visitors dropped their old cell phones off at the stand, thus preventing pollutants from reaching the environment. Commented Richter: "Around 80 percent of the materials used in a mobile phone can be reused."

Participants in the ECO ICT Solutions forum discussed all aspects of the Green IT theme.

Said Scheer: "It could clearly be seen in Hannover that ICT is the key to meeting huge societal challenges, from data protection to efficient use of resources."

CeBIT After Show Report 2011

ICT Infrastructure



Tablet computers take front stage

The marketplace for information and communication technologies in Halls 14 to 17 stood out for its international and innovative character. ICT Infrastructure hosted the entire bandwidth of the ICT sector, with basic technologies for convergence, networking, mobility, speed and convenience. Topics included eBooks, mobile phones, computers, notebooks and cases as well as innovative display technologies and signage.

"The leading topic at CeBIT 2011 was tablet computers. Demand among business and private consumers is huge," said Dirk Neuneier, Channel Marketing Manager at MSI. BITKOM President Prof. August-Wilhelm Scheer added: **"Tablet computers are establishing themselves as independent devices next to desktop, notebook and netbook computers."** More than 40 models were presented at CeBIT 2011. The first models with the new Android 3.0 system met with particular interest in its user interface with 3D-style effects. Today's tablets need the latest-generation hardware. Inside some of the devices shown at CeBIT was a dual-core processor with at least 1 Gigahertz speed.

Among other highlights were the Android tablets from ASUS, a company that also presented a world premier: the Wireless Audio and Video Interaction System that allows the computer to be controlled with gestures.



Smartphones become mini-computers

New gaming items were presented among others by Nintendo, with its portable 3DS game console. Three weeks before the official sales launch, CeBIT visitors were able to try out the world's first game console with 3D imaging that requires no special glasses.

The latest-generation smartphones at CeBIT 2011 also made a powerful impact. These high-tech mini-computers can expand their functionality with many dozens of apps – in addition to still providing telephone service.

CeBIT After Show Report 2011

Planet Reseller

Impressive international presence

The ICT dealer area Planet Reseller drew thousands of resellers from around the world to CeBIT 2011 with a significantly expanded offer from the fields of IT hardware, telecommunications, mobile storage and consumer electronics.

Exhibitors' order books are replete. Even companies such as Cisco, Epson, NEC and BlackBerry (RIM), that came to Planet Reseller for the first time in 2011, were extremely satisfied. **"The leads were good, visitor feedback was good, and we were very impressed by the international presence in the reseller area,"** said Sascha Lekic, Director, Enterprise Sales Germany for BlackBerry manufacturer Research In Motion (RIM).

This year Planet Reseller attracted **92,000 visitors** – there were 85,000 last year – and **220 exhibitors**, an increase of eight percent. **Exhibition space measured 13,000 square meters**, ten percent more than the previous year.

Planet Reseller is the most important trade event for distributors, manufacturers, system providers and purchasing cooperatives in the ICT sector. Key topics this year were digital signage, output management, mobility, network components and security. Workshops and discussions with industry experts rounded out the exhibition program.



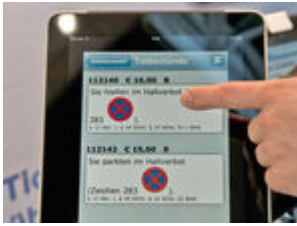
"Planet Reseller is a community all its own, where you can make more contacts in a small space over a brief time period than absolutely anywhere else," said Harald Rapp, Managing Director of Comline.

And Michael Wilmes, PR Manager for LG Electronics Germany added: **"Our offer of brand new information system products and mobile communications at our once again expanded stand was able to attract a great many customers and visitors and convince them of our innovation skill. Our order books are full, and we feel perfectly prepared for 2011."**

Among the 2011 Planet Reseller highlights were also the transparent TV studio. Top managers like Microsoft Managing Director Ralph Haupter and IBM Channel Director Doris Albiez sat on the red couch inside and joined in exciting live discussions with the producers.

CeBIT After Show Report 2011

CeBIT gov: How technologies change public life



ICT developments in the public sector

There is no question, the technology of the future will shape all of our lives. The latest ICT developments are also **entering public administrations**. At CeBIT gov 2011, many trade show visitors used the opportunity to learn more about the newest developments in the **Public Sector Parc**. Expert presentations, product displays and discussion forums rounded out the program in Halls 8 and 9

Health check by a monitor

Tomorrow's medical care is one of the greatest societal challenges we face. In the **TeleHealth** area of CeBIT 2011, physicians, hospital directors and care facility decision-makers showed how medical care will take place more and more not just in clinics, care and rehab facilities, but also in home-like surroundings with the support of telehealth and eHealth technology. Especially interesting to trade show visitors was the **Ambient Assisted Living** system.

TeleHealth put tomorrow's health care on display

People keep getting older and this has major consequences for the health sector. Physicians, clinic managers, care facilities and the pharmacy sector, as well as experts from the health insurance sector came together at TeleHealth in Hall 8 to learn about the latest developments in the telehealth field.



Live longer with innovative technology

Many small and medium-sized companies were at TeleHealth to present their IT solutions for a long, healthy and independent life. For example, **Telemonitoring** checks the vital statistics of chronically ill people and automatically sets off an alarm if their condition becomes critical. **Ambient Assisted Living** helps older people living alone with clever and innovative technology to help them live independently for as long as possible.

For Martin Jeske from Ingolstadt-based Invitalis, CeBIT 2011 was a unique opportunity to enter into discussions that reached beyond national borders. **"For us, CeBIT above all means many international contacts. This is where people from our industry meet from every country. There is no equivalent anywhere else in the world."**

Forums, products, conferences: TeleHealth has it all

The range of **topics at TeleHealth** was very broad, and was accompanied by timely discussion forums. **John Dalli, EU Commissioner for Health and Consumer Protection** in Brussels, spoke at the high-caliber opening ceremony for the TeleHealth forum about the meaning of telehealth: "The aging of the European population is increasing pressures on our health care systems. **By 2020 we expect to be lacking one million needed medical providers.** Currently more than a billion euros are spent annually on health care." In this area, telehealth can offer huge cost savings. Modern technology allows people with chronic illnesses or older people with limited mobility to be helped quickly, efficiently and safely.

Practical scenarios bring the topics to life

Visitors and exhibitors alike were particularly taken with the **FutureCare health track** in Hall 8. IT industry association BITKOM presented concrete and clearly illustrated practical applications for pharmacies, hospitals and doctors' offices and at home. Trade professionals used the opportunity to intensively gather advice and learn more about the latest developments.

German Cancer Research Center and IBM in the fight against cancer

The German Cancer Research Center (DKFZ) in Heidelberg and IBM signed a strategic framework agreement at CeBIT 2011. The goal is to make DNA sequencing data available for cancer treatment. "In the coming years, sequencing cancer genomes will generate a huge volume of data. This will fundamentally improve diagnosis and treatment of cancer patients," said Prof. Otmar D. Wiestler, Chairman of the Board of the German Cancer Research Center. **"But to be able to really use the knowledge from that flood of data, we will need intelligent information technology to help us detect and evaluate the truly important segments. In IBM we have found the ideal partner for this huge task."**

CeBIT After Show Report 2011

Public Sector Parc

ICT solutions for the public sector

What does the computer cloud offer public administrations? What role do issues of IT security and personal data protection play for public agencies and municipal services? As the leading trade show for the public sector, the **Public Sector Parc** addresses all relevant ICT issues. These include ICT solutions for improving processes and procedures and the efficiency of public facilities as well as for optimizing communications with citizens. New IT technologies were displayed in their entirety with simple examples, including for example new procedures for registry offices, residency registration and driver's license offices.



Satisfied exhibitors, satisfied visitors: Excellent atmosphere in the Public Sector Parc

For trade professionals and exhibitors, the concept, design and organization of the Public Sector Parc met with a great response. "CeBIT is above all an outstanding communication platform for us. We begin discussions here that continue after the trade fair is over. The Public Sector area in Hall 9 is the perfect setting for us to meet our customers from public administrations. The cloud computing focus at CeBIT 2011 is also just the right topic at the right time," said Alexandra Knupe from the Marketing and Communication department of Materna in Dortmund, Germany.

Germany's then-Interior Minister Thomas de Maizière checked the online function of his new ID card on the trade

show Tuesday in the Public Sector Parc. Said the Minister: "I would like to see even more applications!"

From federal government to states and local authorities – this was the meeting place for the public sector

In addition to numerous well-known exhibitors that brought their ICT solutions to CeBIT 2011, also present were plenty of German states, including Baden-Württemberg, Hessen, Lower Saxony and Rhineland-Palatinate, federal ministries, state governments and police agencies as well as public institutions such as the Federal Statistics Agency and Federal Printing Office, which provided information for example on the printing process for the new, counterfeit-protected ID cards. They all showed the latest ICT solutions that they use in their own organizations. Deutsche Post, IBM, Fujitsu and the German pension agency were also there, so that trade show visitors could get answers to many very concrete questions about public services from specialists on site.

KOMmune INNOvativ: The new local government platform in the Public Sector Parc

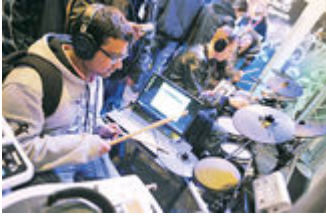
The new KOMmune INNOvativ exhibitor area bundles within the Public Sector Parc all the ICT solutions for local government administration needs, and serves as a place for providers and users to meet.

Carnival fun in the Public Sector Parc

No one can say that local administrations are dry and boring – so Carnival antics didn't stop at the trade show entrance. On 3 March 2011, the Public Sector Parc hosted a magnificent carnival celebration at CeBIT 2011. Alongside the many festive exhibitors and visitors were the Hannover "Narrentroika" jesters, the royal guard and any number of carnival dancers. Jürgen Häfner, Department Head at the Rhineland-Palatinate Interior Ministry, held the carnival speech, and a mix of Wolfgang Petry hits furnished the party atmosphere. CeBIT proved once again that it is not just a platform for business agreements, but also offers networking celebrations, festivals and parties.

CeBIT After Show Report 2011

CeBIT life: Smart living, gaming and plenty of music



All of life is networked

Our lives and our environment are undergoing constant change. How we will live in the future, how we can save energy costs and how the different facets of our lives will be ever more closely networked could be seen in the **Smarter Living** area at CeBIT 2011. The intelligent home of the future will meet a huge variety of needs for its residents. Networking was also the key word in the **Content & Technologies** area. Mobile media are the latest digital lifestyle trend. New 3D technology is entering cinema and theater.

The music industry meets the ICT sector

Live shows by top bands, presentations, workshops and expert discussions – that was **CeBIT sounds!** This second edition of the business festival brought together the ICT and music industries. **The Berlin indie rock band Tattooine won the "Loaded with music @ CeBIT sounds" contest.**

Gamers played for \$413,000

The best computer gamers in the world competed for \$413,000 at the **"Intel® Extreme Masters"** games. Hall 23 was the gamers' Mecca. The best games, high-end computers and consoles were all presented at CeBIT 2011.

CeBIT After Show Report 2011

Smarter Living

Smart Home: Intelligent living for singles, families and seniors

Intelligent home networking was a new exhibition focus at **Smart Home**. This is where **living scenarios for singles, families and seniors** were on display. A topic that met with huge interest among CeBIT visitors, because different life components are increasingly networked.

Saving energy costs, using various devices or media interactively, and making life more secure and convenient as a result – that is intelligent living. The ICT sector is becoming ever more connected to the automobile, energy, home appliance, multimedia, security and health industries.

"The CeBit Smart Home area received huge numbers of visitors. The visitors to our stand were mainly decision-makers looking for smart home solutions for a wide variety of purposes for sales partners, service providers, workers and installers. The hall had a great energetic atmosphere and we're glad to have been part of a very successful CeBIT 2011," said Mary Miller, Senior Director of Marketing for Sigma Designs/Z-Wave Alliance in Milpitas, California.



Living scenarios of the future

Energy management, information technology, telecommunications, security, consumer electronics, house and lighting management, telehealth, household appliances – all this is part of a fully networked home. **And the resident is always "the man of the house."** A smart home is modular so that innovative technology can be integrated step by step according to specific needs.



Less daily slog in a networked home

When you live intelligently you can do away with some of the day-to-day work because the new systems can check that windows and doors are locked, turn down the thermostat when no one is home, or adjust light according to need. The desired music in every room, television on your own schedule, video phones, automated shopping lists on your cell phone, and telehealth care for ill and elderly residents – these are just run-of-the-mill features of a smart home.

Mobile media consulted: Users look up information everywhere

Getting knowledge from anywhere, preferably in 3D: Media consumers are ever more demanding. Newspaper articles via smartphone, TV shows on your computer or internet content on the television – in the future using a range of media devices will be a given. The Web & Media area at CeBIT 2011 showed how modern media fit into the digital lifestyle.

Media usage trends under discussion

The "media live experience" conference forum hosted experts on the topics "Trends in media use/ Digital production and distribution," "3D technologies," "Legal aspects of digital distribution of audiovisual content" and "media competence," as well as a media business summit. The organizers were the Lower Saxony/Bremen media association "nordmedia" and Deutsche Messe.

The latest 3D technology and a number of applications could be experienced live on a 3D cinema screen by visitors to Web & Media partner XPAND in Hall 19, where visitors also got to know 3D in education and classrooms. The global market leader for 3D theater brought special glasses that allow the user to view different environments – depending on how specific parameters are set.

Another partner was Global Media Consult, an international network of TV experts that develop and internationally market television stations and programs. Their core business is media penetration management. International stations receive support for expanding into new countries.



CeBIT After Show Report 2011

CeBIT sounds!



CeBIT sounds! brings music & discussions

A pop-folk mix came out of the speakers. Danish singer **Aura Dione** danced across the stage. Their mood-enhancing music reached visitors in exhibition hall 19. Guests danced, exhibitors applauded.

For the second time, the interdisciplinary CeBIT sounds! music event brought the ICT and music industries together. In presentations, workshops and discussions, experts addressed trends in digital production and distribution. Topics included the development of new business models and sound branding. Dione knows: **"IT is an absolute necessity for my musicians. For production as well as communicating with fans, I need technology constantly."**

"Information technology has completely changed the music industry," said Marius Felzmann, CeBIT project manager with Deutsche Messe. **"We have brought together the music and IT sectors and made shared ideas possible."**

And Michael Menze, product manager with Roland Electronic Musical Instrument Dealership, added: **"This is where we meet ambitious amateur musicians and can make valuable contacts in the music branch."**

Berlin band wins competition

The business talks were accompanied by live shows from **top bands such as Cassandra Steen, Siri Sveglér & Royseven.**

For **indie rock band Tattooine** CeBIT sounds! turned into a career launchpad. The Berlin band won the "Loaded with music @ CeBIT sounds" contest. The Volkswagen Sound Foundation sponsored the contest together with CeBIT sounds! and the music portal c-tube. More than 300 bands entered to compete. Four were able to perform live on the CeBIT stage in the final phase of the contest.

CeBIT games

Consoles, high-end computers, computer game hits: Hall 23 was the highlight for gamers

Bass boomed from the speakers, racing cars squealed, machine-guns fired. Thousands of teenagers stared in fascination at giant screens with computer games. The highlight for gamers this year was in CeBIT exhibition hall 23.

Computer games and technology buffs could find everything their hearts desired: the latest games, high-end computers, consoles, and the best players in the world.

"We met exactly our target public, people who play and have gaming as a hobby. Crowds in the hall were enormous. CeBIT has become one of our most important platforms," said Melchior Franke, Managing Director for tronic5/Schenker Notebooks.

Gaming was big at the Playseat stand in Hall 19, as well. **"It was decisive for us that a specific gaming area was created at CeBIT. In this environment the trade fair was a perfect contact platform for us, because we could meet tech-savvy young people as well as an investment-minded business audience,"** said Dr. Fernando Smit, President of Playseat.



Nintendo's 3D without glasses

Almost a third of all Germans over the age of 14 like to play games on the computer, smartphone, TV device or console. But older folks are also increasingly turning to gaming. **Almost 30 percent of 40- to 49-year-olds enjoy digital games, according to BITKOM.** Smit: "This target group is a big market for us."

Nintendo also presented its new portable 3D console at CeBIT 2011. "The Nintendo 3DS not only lets you play 3D games in 3D without special glasses, it also allows shared games," said Laurent Fischer, Managing Director, Marketing & PR for Nintendo Europe.

People become the remote

Microsoft brought its Kinect for Xbox 360 innovation to the show. The box uses a video camera and infrared sensors to detect players' movements and turns them into control signals. "Your body becomes the remote," said Oliver Kaltner, Senior Director Retail Sales and Marketing for Microsoft.

Even at the Serious Games Conference in Nord/LB Forum, everything was about play. Tim Luft, founder of the Serious Games Institute in Great Britain, dared a look into the future: "Gaming on mobile devices like cell phones is constantly growing. Especially exciting is the use of augmented reality, that is, the inclusion of real environments in the game."

Ernst Raue, Deutsche Messe Executive Board member responsible for CeBIT, promised: **"The CeBIT life platform will continue to expand, because consumers have become key drivers of innovation and business."**

CeBIT After Show Report 2011

Intel® Extreme Masters



World Championship of the eSport elite

They wear jeans and T-shirts. They drink cola from the bottle and are between 16 and 21.

And true superstars of CeBIT 2011. The best computer gamers in the world flew into Hannover from every continent to be part of the Intel® Extreme Masters, the computer games World Championship.



150 eAthletes battle it out for over \$413,000 in prizemoney

In three disciplines – Starcraft 2, Counterstrike and Quake Live – some 150 contestants vied for \$413,500 in prizemoney. **Thousands followed the spectacle in Hall 23 on huge screens. Another 2.5 million watched online. The World Championship was broadcast live in eight countries.**

“Our goal was to set ourselves up as a brand and reach a young and technologically interested audience. We were absolutely successful in this. **Hosting the finale of the Intel Extreme Masters means we brought one of the world’s most important eSport tournaments to CeBIT,**” said Klaus Obermaier, Head of Marketing and Communication at Intel GmbH.

Some 250,000 visitors passed through Hall 23 during CeBIT 2011. “We had around 25% more visitors than last year,” Obermaier added. “Intel was one of the most visited halls at this year’s CeBIT.”

Besides the eSport World Championship, the first German national tournament of the new season, the ESL Pro Series, kicked off in Hall 23.

CeBIT After Show Report 2011

CeBIT lab brings together science and industry



Vision generates prototypes

CeBIT lab facilitated exchange between research and business

It usually starts with a burning idea. But for promising ideas to blossom takes more than just the spirit of research. It also needs business acumen. At CeBIT 2011, CeBIT lab was the direct interface between innovative ideas and business. **Three hundred exhibiting universities, research institutes and companies came together on 7368m² of exhibition space.** They presented future projects and prototypes and the latest standards and exchanged ideas, trends, visions and current research results.

4th industrial revolution inspires visitors

For Welf Zöller, trade fair coordinator of the Fraunhofer Institute, CeBIT 2011 was the perfect place for this event: **"For us, CeBIT is the most important trade event of the year.** In 2011, we focused on "Urban Living," opening the door on the city of tomorrow. Fraunhofer research is following a trend here and found in CeBIT exactly the right setting for marketing the topic." Reinhard Karger, Head of Corporate Communication at the DFKI (the German research institute for artificial intelligence) in Saarbrücken, talking about the quality of CeBIT lab, had this to say: **"Visitors can experience the 4th industrial revolution – the Internet of things, networked objects that interact intelligently with their surroundings and users."** Topics for visitors to CeBIT lab 2011 ranged from applied, basic and corporate research to start-ups and spin-offs, Web 3.0, green IT, assisted living, 3D technologies, ambient intelligence, standardization and innovation consulting.

Business meets research

There is no innovation, no advancement without inspiration and new ideas, without the courage to follow less-traveled roads. Which is why the matchmaking event at CeBIT lab 2011 "Business Meets Research" attracted so much interest. The event, jointly staged by the Federal Ministry of Education and Research together with BITKOM and Deutsche Messe, drew large numbers of visitors who enthusiastically listened to talks dealing with such topics as "IT as an Innovation Driver," "Improving Energy Efficiency," "Safe Mobile Calling" and "Artificial Intelligence."

Europe-wide cooperation with future match

Just as well attended was the "future match" international cooperation exchange at CeBIT 2011. The exchange was organized by the Enterprise Europe Network and provided a platform for exhibitors and visitors from across Europe to initiate promising technology partnerships and research cooperations in the ICT field, collaborations the IT world is sure to hear more of in future.

What does tomorrow's world look like?

Many visitors who simply wanted to find out about the latest state-of-the-art technologies took the opportunity to visit the innovative **CeBIT lab talk** conference forum in Hall 9, where they gained insights into the current state of research. **More than 100 talks, conference programs, live presentations, project demonstrations and panel discussions delivered a comprehensive overview.** Topics included 3-D Technologies, Open Cloud Computing, Private Cloud, Web 3.0, Semantic Web and Smart Cities.

CeBIT After Show Report 2011

Research & New Technologies

The talking cocktail shaker

At CeBIT lab, scientists, researchers, visionaries and entrepreneurs came together to exchange experiences and knowledge. Many visitors accepted a cool drink from the talking cocktail shaker, created by the German Institute for artificial intelligence, or went virtual bargain hunting at the Fraunhofer Institute's interactive shop window.

future match: finding partners for mutual benefit

future match was the place to be for visitors and exhibitors focused on finding international cooperation partners and new approaches to solutions in the ICT field. Organized by the Enterprise Europe Network, this was the 13th time that the cooperation exchange had been staged. As in previous years, numerous companies, universities and research institutes from many different countries came together to cooperate and lay the groundwork for joint research projects.



CeBIT lab talk on eye-tracking and eLearning

Topics ranged widely: applied research, basic and corporate research, start-ups, spin-offs, green IT and efficiency, Web 3.0, the Internet of things and services, assisted living, 3D technologies, ambient intelligence, standardisation, future and innovation consulting. At the **CeBIT lab talk** visitors could choose from **more than 100 talks, live presentations, conferences and project demonstrations**, each delivering a glimpse of the technological standards of the future. Visitors and exhibitors alike made excellent use of the opportunity presented by CeBIT lab to swap notes about such future-oriented systems as cyber-physical systems, eEnergy, eye-tracking, eLearning, trusted cloud computing, the Internet of things, IT security, the semantic Web and urban technologies.

CeBIT After Show Report 2011

CeBIT RUN



Trade show turns to marathon course

On the evening of CeBIT Thursday, **1482 CeBIT visitors from 14 countries** doffed their suits and ties and donned track suits and jogging shoes for the third CeBIT Run, organized by Deutsche Messe. Frank Pörschmann, head of Deutsche Messe's CeBIT business unit, set the pace.

The 3.5 km course led through 15 halls, passing hundreds of stands and cheering spectators. **Six laps, a half-marathon, was the maximum distance.** "The people we want to reach are often ready for action in a sporting sense, too," explained Ernst Raue, Member of the Board at Deutsche Messe.

Olympic boxing champion at the start

Also taking part were **Olympic boxing champion Torsten May**, **indoor pole-vaulting champion Danny Ecker** and **Imke Duplitzer**, reigning women's European fencing champion. "The atmosphere here is fantastic," enthused Ecker.

Over the 10.5 km distance, **Ulrike Dreißigacker (Hannover 96)** und **Jürgen Rodenbeck (RSC Wunstorf)** proved fastest, while **Kristina Scheyhing** from TSV Kirchdorf and **Robin Dörrie (Det's Raceteam)** were quickest over the half marathon distance. With a total of 371,000 meters run, the cup for top company team went to Team Fujitsu.

CeBIT After Show Report 2011

Voices & Viewpoints

Voices & Viewpoints

Jan Geldmacher, Managing Director, Business Clientele, Vodafone Germany, Düsseldorf, Germany: "We just completed the best CeBIT of all time. This is evident in feedback from our customers and the volume of concrete business agreements."

Stefan Herrlich, Managing Director, Siemens Enterprise Communications, Munich, Germany: "We can sum up CeBIT 2011 as very positive. After two years without our own stand, this "new beginning" paid off: Visitor numbers and the interest in our products at the stand were extremely gratifying, and we were able to make many new contacts."

Michael Kleinemeier, Regional President D-A-CH, SAP Deutschland AG & Co. KG, Walldorf, Germany: "CeBIT remains an indispensable platform for SAP and its partners. It stands out as a truly visionary trade fair in the ICT landscape. Like no other trade fair, it understands the growing convergence of business IT and consumer IT and is totally in step with the latest industry trends. These factors make it a uniquely excellent platform for gauging the current state of the IT market, making new contacts and cultivating existing relationships."

Karl-Heinz Streibich, CEO Software AG, Darmstadt, Germany: "We are very pleased with how things went at this year's CeBIT. We had twice as many meetings with customers as last year. We were also delighted at the large number of international delegations that came to the Software AG display stand. But perhaps most importantly of all, we were totally overwhelmed by the positive response by both customers and analysts to our world-leading Enterprise BPM product offering. Enterprise BPM is an independent business process integration and optimization platform. ... CeBIT remains the world's leading collaboration hub for the IT sector."

Rolf Schwirz, CEO Fujitsu Technology Solutions, Nuremberg, Germany: "CeBIT remains one of the foremost international exhibition platforms in the IT world. And it is more relevant than ever, thanks to its new format and its focus on cloud computing. This year, we are confident that our showcase at CeBIT will yield quality one-on-one dialogue – as indeed it does every year – as well as a positive response to our Fujitsu Dynamic Cloud offering."

Jason Schiess, Senior Marketing Manager, LG Electronics Deutschland GmbH, Willich, Germany: "CeBIT is the dialogue hub of choice for the IT and communication technology industry. We always kick off our year with CeBIT, where every year we unveil new products to our customers. CeBIT is also a very good place to take the pulse of our industry peers – something that is very important for us."

Jürgen F. Krüger, Director, Samsung Electronics GmbH, Schwalbach, Germany: "After a two-year absence, we decided to return to CeBIT this year because the fair is, quite simply, one of very few platforms to live up to its B2B claim. The visitor response has been greater than we expected, and so our decision to exhibit at Planet Reseller has most definitely paid off."

Schahin Elahinija, Marketing Director DACH, Epson Germany, Meerbusch, Germany: "CeBIT is a good opportunity to present our strategy for 2011, and also to trade ideas and hold discussions with partners. We make many good contacts during the exhibition, both with qualified dealers and interested business end users."

Ralph Haupter, Chairman of the Management Board, Microsoft Germany, Unterschleißheim, Germany: "CeBIT is the place where the industry reloads, but even more, IT is the innovation driver today from small businesses up to large companies. And consumerization connects the interests of private users with business applications. This is why we endorse CeBIT's focus on cloud computing and consumer products."

We give the trade show a very positive rating. The number of business leads we've made up to today is even higher than expected. Our stand drew plenty of private and business visitors."

Martin Kandziora, Market Communication Director, Rittal, Herborn, Germany: "CeBIT is unique platform for us. Rittal is exhibiting four data center solutions this year, including the micro data center, the live data center, data center containers and autonomous data centers. Visitor response is great. The CeBIT private cloud, cloud computing and energy efficiency topics are right on target. We're getting excellent feedback from interested trade professionals from around the world, and look forward to growth. In other words, the investment in CeBIT 2011 was absolutely worth it."

Alf Henryk Wulf, Chairman of the Board, Alcatel-Lucent Germany, Stuttgart, Germany: "CeBIT is one of our most important trade shows, mainly because of the broad range of customers we meet here, including web operators, business customers and administrations. We also use this opportunity to present our innovations to political, media

and industry analysts. We're very satisfied with how CeBIT 2011 has gone for us."

Antje Hundhausen, Corporate Architecture and Experience Marketing Director, Deutsche Telekom, Bonn, Germany: "Just as for last year, we have nothing but good things to say about our presence at CeBIT this year. Our stand was again a magnet for visitors throughout CeBIT. Our visitors were particularly fascinated by the way our stand let them directly experience networked living and working. We're glad that ever more decision-makers come to our stand and that the quality of consultations has risen."

Ralf Gerbershagen, Vice President & General Manager Europe and Managing Director of Motorola Mobility Germany, Idstein, Germany: "Motorola has been back at CeBIT for some time now. We specifically targeted our dealer partners with our exhibition concept and product demo sessions. The exhibition showed that this approach was the right one, and we reached our goal of speaking directly with a large number of dealers and showing them our new products, particularly the XOOM tablet and ATRIX smartphone. The response was very positive. We are also extremely satisfied with the media reports of our participation in the show and our product highlights."

CeBIT gov

Alexandra Knupe, Marketing and Communication Director, Materna, Dortmund, Germany: "CeBIT is above all an outstanding communication platform for us. We begin discussions here that continue after the show is over. The Public Sector area in Hall 9 is the perfect setting for us, where we meet our customers from public administrations. The cloud computing focus at CeBIT 2011 is also just the right topic at the right time."

Petra Kurzenberger, Marketing and Product Management Director, Vitaphone, Mannheim, Germany: "We've been at CeBIT for years, and in 2011 again enjoyed interesting discussions with customers and trade professionals. The topic areas of telehealth and health care services are steadily gaining in importance. At CeBIT we can present our ideas and make new business contacts in a pleasant atmosphere and just the right environment for us."

CeBIT life

Marcel Gressard, Ford Focus Product Manager, Ford Werke, Cologne, Germany: "CeBIT 2011 was a success for us. German Chancellor Angela Merkel visited our stand, and customer visits were also very good overall. And above all, the press was interested in our new SYNC communication system technology. It was a good decision to come to CeBIT 2011 as an exhibitor. The show was an outstanding communication platform for us."

Klaus Obermaier, Marketing and Communication Director, Intel, Munich, Germany: "We're very satisfied with our presence at CeBIT 2011, because we received around 25 percent more visitors than last year. This year Intel was in one of the most visited halls in all of CeBIT. Our goal was to present ourselves as a brand and to reach a young, technology-savvy public, which we successfully achieved. With the Intel Extreme Masters finals, we brought one of the most important E-sport tournaments in the world to CeBIT, an event that even our Vice President Eden Mooly wouldn't miss."

CeBIT lab

Welf Zöller, Trade Show Coordinator, Fraunhofer, Munich, Germany: "CeBIT is the most important exhibition event of the year for Fraunhofer. In 2011 we opened the door to the city of tomorrow with the Urban Living focus. Fraunhofer research is timely in this field, and finds just the right marketing environment for this topic at CeBIT."

Reinhard Karger, Head of Corporate Communication, German Research Center for Artificial Intelligence, Saarbrücken, Germany: "You can experience the fourth industrial revolution in CeBIT lab: the internet of things, networked objects that interact intelligently with their environment and their users."

CeBIT After Show Report 2011

CeBIT Global Conferences



ICT summit: Experts meet and trade global know-how at the highest level

A Who's Who of the ICT world came together for the fourth time at the **CeBIT Global Conferences 2011**. The event was hosted by Valerie Haller, a familiar face from German TV's "WISO" and "heute Journal" programs, and Astrid Frohloff from German station ARD's "Kontraste" current affairs show. Keynote speakers included **Jean-Philippe Courtois, President of Microsoft International, Ford CEO Alan Mulally, Mozilla boss Gary Kovacs and Hamid Akhavan, CEO of Siemens Enterprise Communications**, who gave visitors a glimpse of the digital future: "I see a megatrend in the consumerization of IT," he said. Products originally intended for private users have found their way into the business world because, "In recent years, the innovative push has been massive on the consumer side, as well." Another highlight: **EU Commissioner Neelie Kroes** presented the EU's Digital Agenda. **The CeBIT Global Conferences 2011 hosted a total of 8,000 visitors.**

Other focal points of this high-caliber, English-language ICT summit – also shown live online – included all facets of cloud technology as well as the application of ICT technologies in user industries. Under the rubric "The power of creativity and innovation!" **more than 30 eminent international speakers** delivered a comprehensive overview of the digital world's most important core markets: IT, telecommunications, digital media and consumer electronics.

High-caliber Smart Grid summit

Smart grids – intelligent power networks – drew a lot of attention as a crucial growth market. Smart grids are increasingly taking over the provision of energy from many decentralized sources and control electronic devices in the home. Under the motto "IT meets Energy," the first Smart Grid Summit attracted speakers **Friedhelm Loh, President of the Central Association of the German Electrical and Electronics Industry (ZVEI)** as well as **Lower Saxony Prime Minister David McAllister**.

Panel speakers included **Dr. Werner Brinker, CEO of EWE AG, Reinhard Clemens, board member of Deutsche Telekom AG, Dr. Richard Hausmann, CEO Company Project Smart Grid Applications at Siemens, Dr. Ulrich Hueck, founding sponsor of Desertec Foundation, and Dr. Dierk Paskert, board member of E.ON AG.**



The big picture: Guided tours – a success story.

CeBIT Global Conferences Tours offered visitors the opportunity to tour the most important innovations and fascinating exhibits, led by trained guides. Five tours were on offer every day, each lasting around 2½ hours, and **some 800 visitors took advantage of the opportunity**. Most frequently booked was the "Top Ten" tour, which took visitors around CeBIT's main attractions.

CeBIT After Show Report 2011

Eminent specialists from around the globe share their expertise

A Who's Who of the ICT world came to the **CeBIT Global Conferences**, bringing with them a well attended, top-class program of events. On day one of the show, the focus was on "ICT solutions for a better world" and in the following days the conferences covered "Real Business – Real Time, & Special Event: Smart Grids," "Entertainment & Mobility: Connecting Real and Virtual Worlds," "Social Media: The Art of Conversation." Last but not least, "The App Zone" special event attracted a great deal of interest. Conference contributions were **recorded live**. Top speakers at the CeBIT Global Conferences included:



Dr. Werner Brinker
CEO,
EWE AG



Natalya Kaspersky
Chief Executive Officer InfoWatch,
Chairperson of the Board,
Kaspersky Lab



Jean-Philippe Courtois
President,
Microsoft International



Prof. Dieter Kempf
CEO,
DATEV eG



Shmuel (Mooly) Eden
Vice President,
General Manager,
PC Client Group,
Intel Corporation



Neelie Kroes
EU Commissioner
for Digital Agenda,
Vice-President
of the European Commission



Dr. Stefan Groß-Selbeck
CEO,
XING AG



Friedhelm Loh
Owner and Chairman of the Board,
Friedhelm Loh Stiftung & Co. KG



Parker Harris
Co-Founder & Executive Vice President,
Technology and Products,
Salesforce



Christian Morales
Vice President,
General Manager,
EMEA,
Intel Corporation



Paul Hermelin
CEO,
Capgemini



Alan Mulally
President and CEO,
Ford Motor Company

CeBIT After Show Report 2011

Galas & VIPs: Big names from politics, business & showbiz

Gala opening ceremony

On the eve of CeBIT, German Chancellor Angela Merkel and Turkish Prime Minister Recep Tayyip Erdogan opened the world's most important ICT show in front of some 2000 guests from business and politics gathered for the event in the **Kuppelsaal** of the Hannover Congress Centrum (HCC).



BITKOM Gala and CeBIT Exeexutive Club: Where the industry's big names meet

Fast data highways are as much a part of CeBIT as the parties. A veritable Who's Who of the business and political worlds celebrated at the glittering **BITKOM Gala**. In the **CeBIT Executive Club**, 800 top managers met to exchange ideas, network and do business.

Celebrity chauffeurs for Vodafone customers

At CeBIT 2011, things were moving fast outside as well: Lewis Hamilton and Ralf Schumacher were pressing their pedals to the metal as Vodafone **celebrity chauffeurs**, driving a genuine Mercedes SLR McLaren.



CHIP Award for EU Commissioner

EU Commissioner Neelie Kroes received the **CHIP award** for "IT Personality of the Year".



CeBIT After Show Report 2011

Opening ceremony



German Chancellor Merkel and Turkish Prime Minister Erdogan open CeBIT 2011

Merkel praises CeBIT partner country Turkey

“At the start of this year, we saw how information and communications technologies can bring about social change. In many Arab countries, people used social networks to organise their protests. **Modern technologies became the pacesetters for social change.**” With these words, German Chancellor Dr. Angela Merkel opened CeBIT 2011 in Hannover, Germany.

Two thousand guests from business and politics in the Hannover Congress Centrum

In front of some 2000 guests from business and politics gathered in the Kuppelsaal at the Hannover Congress Centrum (HCC), Chancellor Merkel emphasized that “technical advancement and social advancement go hand-in-hand.” About CeBIT 2011, she said: “**I am extremely happy that the number of exhibitors has once again increased!**” Merkel then dedicated herself to this year’s CeBIT partner country, Turkey. “There is incredibly dynamic development,” said Merkel, which made Turkey a “partner country par excellence.”

Turkish Prime Minister Recep Tayyip Erdogan stated that Turkey continues to want to attract new investors. He pointed to the growing importance of the ICT industry in Turkey, which accounts for around five percent of exports. His goal is growth of 20% in the next few years. The industry also has an important part to play as Turkey draws closer to EU membership.

BITKOM President Dr. August-Wilhelm Scheer also praised the potential of the Turkish economy. “Turkey is one of the fastest growing ICT markets in Europe and, with German widely spoken, the country makes an ideal partner.”

Among the guests at the opening ceremony were IBM CEO Samuel J. Palmisano, former Federal Minister of the Interior Dr. Thomas de Maizi re and the Prime Minister of Lower Saxony, David McAllister.

CeBIT After Show Report 2011

Opening tour



Chancellor visits 11 top companies

German Chancellor Angela Merkel opened CeBIT 2011 with her traditional tour of the show. Together with Turkish Minister of Transport Binali Yildirim, she visited 11 leading companies in 2½ hours.

The Chancellor's tour began in Hall 12 at the **Partner Country Turkey** joint stand, where 92 Turkish companies presented their new IT products. "We are building on good German-Turkish business relationships, particularly in IT," said Merkel.



Chancellor meets artificial intelligence

Merkel spent half an hour marvelling at the innovations of the Turkish ICT world. From there, the tour took her to IBM, where CEO Samuel J. Palmisano introduced the Chancellor to a mini version of the Watson supercomputer, which recently beat two quiz champions on the TV show "Jeopardy." Palmisano then presented Merkel with a model of a water-cooled 3-D chip that will make future computers far more energy-efficient and powerful. The Chancellor was enthusiastic: "90% lower power consumption. That's good."

Merkel praises ICT show

At the Fujitsu stand, Merkel found the Business Tablet PC STYLISTIC Q550 "especially impressive." Next stop: SAP. Executive board spokesman Jim Hagemann Snabe demonstrated how parcel bombs could be analysed. Merkel pushed a bright red packet through a scanner, which immediately triggered an alarm on the SAP computer. "Let's move on before the alarm goes off here in the hall," joked Merkel, and continued her tour.

The Chancellor also stopped at Group Business Software, Microsoft, Software AG, Ford Motor Company, Vodafone, Telekom and Siemens Enterprise Communications.

After her 2½ hour tour, the Chancellor summed up her impressions: "As usual, CeBIT has been fascinating."

CeBIT After Show Report 2011

CeBIT/BITKOM Gala



650 VIPs celebrate gala night

650 invited guests from business and politics came to Hannover for the "BITKOM Executive Night," held on Friday evening in the Gallery Building at the Herrenhausen Gardens. Lower Saxony's Prime Minister David McAllister was full of praise: "Things are looking up again for CeBIT," while Ernst Raue, member of the board of Deutsche Messe responsible for CeBIT, added: "CeBIT 2011 demonstrated superbly just how strongly the heart of the digital world is beating."



BITKOM President plays saxophone

BITKOM President Dr. August-Wilhelm Scheer emphasized that: **"The great majority of exhibitors have full order books and are looking forward to the post-show business."**

The industry's big names celebrated a successful CeBIT finale. Scheer himself grabbed his saxophone and set the tone for the end of the evening, garnering even more applause for his set with "The Screenclub – David Milzow."

CHIP AWARDS

Awards Ceremony in Convention Center

EU Commissioner Neelie Kroes named “IT Personality of the Year”

As EU Commissioner for Competition, she scrutinised such global players as E.ON, Microsoft and Intel. At that time, the Financial Times Germany recognized Neelie Kroes with the nickname “the Unrelenter.” For her excellent work, the current EU Commissioner for Digital Agenda was named **“IT Personality of the Year”** by technical journal CHIP at this year’s CeBIT.

Every year, at a **glittering gala** event in the award-winning Convention Centre on the trade show grounds, CHIP magazine’s editors bestow the CHIP Awards in recognition of outstanding performance in the digital world.

“For years, Neelie Kroes has been the strong woman in the background when it came to fairness in the IT marketplace. The CHIP editors, with this award, would like to encourage her to continue her work with as much courage as she has shown thus far,” said CHIP Editor-in-Chief Thomas Paczak in his award speech. As EU Commissioner for Digital Agenda, she leaves no doubt that she takes pushing through **such central issues as the free flow of data among EU countries, extensive broadband network expansion and standardization in the ICT industry very seriously.**

Digital Thinker 2011: Jeff Jarvis

This year, the special prize for “Digital Thinker” was awarded to Jeff Jarvis. Journalist, professor and author has been recognized for years as an expert in media change. His analyses and commentaries assess innovative trends remarkably early and reliably.

Product of the Year 2011: Lufthansa FlyNet

Lufthansa FlyNet, a system that provides Internet access on long-distance flights, has been recognized as “Product of the Year 2011.” As “Initiative of the Year,” the editors selected the “Open Data Network,” a network that promotes the release of publicly funded data for general use. The Mozilla Foundation received the CHIP Award for “Brand of the Year” for their work on the Firefox browser. The jury justified their selection by pointing out that Firefox is the first – and, so far, the only – successful attempt to develop a major brand from an open-source project.





Resounding success: Business club for decision-makers, 800 top-level managers visit VIP lounge

Business lounge atmosphere, luxurious workstations, limousine service, gourmet of the day – this year, around 800 ICT managers took advantage of the exclusive amenities offered by the CeBIT Executive Club (CEC).

For the third time, Deutsche Messe and IDG Business Media invited hundreds of CEOs and Managing Directors to the VIP business club in the House of Nations. Many CIOs made use of the exclusive lounge as a place to retreat and meet with business partners.

“We are trying to arrange our guests’ stay at the trade show as efficiently as possible and to create an atmosphere where talks at the highest level can be carried out away from the hustle and bustle of the show,” said Michael Beilfuss, managing director of CIO Magazine.

The CEC recorded 20% more registrations this year than in 2010. “The show has grown and a large number of major international companies which have not been at CeBIT in recent years have now returned. Word of our business-club concept has got around and has reached this target group as well,” Beilfuss continued.

“The success of the CEC confirms CeBIT’s new strategy. We will continue to align ourselves consistently with the interests of ICT decision-makers in user companies to make CeBIT even more attractive,” stressed Michael Rose, events manager at Deutsche Messe.

Sponsors or partners of this year’s CEC were: FINAKI, Software AG, British Telecom, SAP, Adobe, Oracle and Brasscom.

CeBIT After Show Report 2011

Celebrities & VIPs

CeBIT the place to be for celebs

Hamilton and Schumacher hit the gas

With tires squealing and motors screaming, **Lewis Hamilton** and **Ralf Schumacher** put on a real show. Out on the trade fair grounds, the Formula 1 driver and the DTM driver showed just what a Mercedes SLR McLaren can do, playing chauffeur to Vodafone business customers at 140 km/h on a closed CeBIT circuit.



Ralf Schumacher

Sporting ambitions were also on display with Olympic boxing champion **Torsten May**, indoor pole-vaulting champion **Danny Ecker** and **Imke Duplitzer**, reigning women's European fencing champion: all three took part in the **CeBIT-RUN**.

Great performances were the order of the day at the **CeBIT sounds!** music business festival. Together with the Volkswagen Sound Foundation, board of trustees member **Henning Wehland**, who fronts **rock band H-Blockx** and sings with **Söhnen Mannheims**, brought such top acts as **Aura Dione**, **Cassandra Steen** and the band **DICKES B!** to the CeBIT stage.



Prof. Dr. August-Wilhelm Scheer, Rainer Brüderle, Hans-Joachim Otto

Political and business VIPs discover innovations

In addition to **Chancellor Dr. Angela Merkel**, German Federal Minister of Education and Research **Dr. Annette Schavan** also attended CeBIT 2011, kicking off the new youth research campaign "Developing Young Talent," which is looking for teachers and trainers to supervise the competition projects.

Cloud Computing was high on the agenda for **Rainer Brüderle**, German Federal Minister for Economics and Technology. Former Federal Minister of the Interior **Dr. Thomas de Maizière** tried out to his ID card at CeBIT. From **BITKOM President Dr. August-Wilhelm Scheer**, he received a geodata code: A voluntary declaration of commitment where companies offering panorama image services on the Internet commit themselves to maintaining certain standards. "With this code, German business and the major global concerns are sending a signal for more transparency," said Maizière.

Where leading managers meet

Samuel J. Palmisano, CEO of **IBM**, introduced visitors to the little brother of the "**Watson**" supercomputer. The self-learning system recently took on and beat all comers on the US TV show "Jeopardy" and also stole the show on many CeBIT visitors, competing to answer questions. Leading industry names like **Alan Mulally**, CEO of **Ford Motor Company**, and **Shmuel (Mooly) Eden**, Vice President and General Manager of **Intel's PC Client Group**, personally presented their product innovations at CeBIT 2011. Other ICT industry leaders gathered in the Convention Centre at the **Global Conferences**.

CeBIT After Show Report 2011

Visitor data

CeBIT 2011: A meeting point for more than just the global players

Around **339,000 visitors from 90 different countries came to CeBIT 2011. More than 4,200 companies** took part in the world's most important ICT gathering, coming **from 70 countries** and all industries with a common goal: to form a new business contacts, broaden networks and find out about the latest innovations. **"CeBIT's internationality is at the highest level. More than 80% of our visitors came to Hannover for professional reasons,"** said Ernst Raue, member of the board of Deutsche Messe. He expressed his regret that the three hour warning strike by the German Train Drivers' Union on CeBIT Friday prevented arrival by train for many visitors: "The warning strike cost us 10,000 visitors on Friday."

Feel-good factor for visitors, managers and exhibitors

Customer acquisition and loyalty – these were the key challenges for **Visitor Marketing** at CeBIT 2011. A range of strategies led to success, for example cooperations with associations and technical and economic communities both in Germany and abroad, new Hosted Buyer programs and various welcome packages. Locking in top notch media partnerships was an additional plus.

The **"House of CIOs – IT Applied"** turned into a summit meeting for top level managers, with around 300 leading executives from the ICT user and supplier industries gathering in Hall 4.



CeBIT After Show Report 2011

Visitor structure

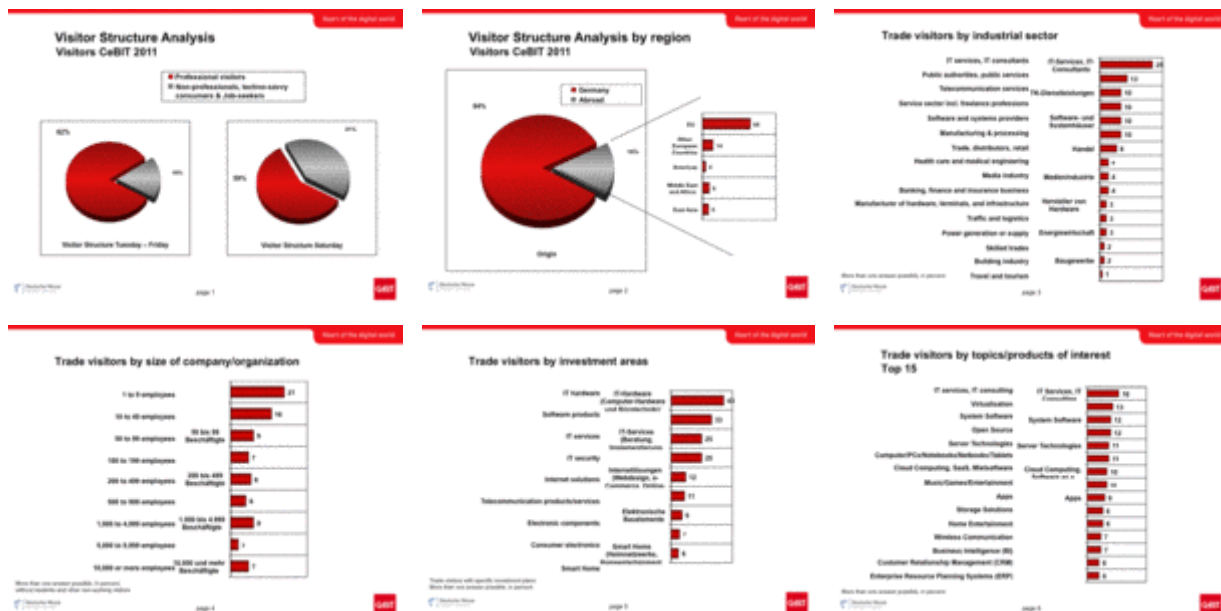
CeBIT 2011: Meeting place for global players from business and industry

For around 100,000 visiting companies from all sectors of business and industry, CeBIT 2011 was the perfect opportunity to establish new business contacts, broaden networks and find out about the latest trends and innovations.

Among visiting companies:

ABB Allianz AOK Apollo Optik Atlas Copco AUDI AWD BASF
Bitburger Braugruppe GmbH Bosch Rexroth ContiTech Daimler DAK DEKRA
Deutsche Bahn Deutsche Bank Deutsche Lufthansa Deutsche Post
DHL E.ON EnBW ERGO Direkt Versicherung Europcar Autovermietung
EWE Fielmann Fresenius Netcare GE Capital Hannover Rückversicherung
Hapag-Lloyd Heidelberger Druckmaschinen HOCHTIEF Hornbach
Kaeser Kompressoren Kaiser's Tengelmann LBS LIDL Lindner MAN
Mannheimer Versicherung MTU Aero Engines Osram Porsche PUMA REWE
Rheinmetall Salzgitter SICK Siemens Tchibo ThyssenKrupp Toll Collect
Vattenfall Volkswagen Vorwerk

CeBIT 2011 visitor survey: selected findings



CeBIT After Show Report 2011

Visitor Marketing

Reliable and strong: The CeBIT 2011 partners

Dialogue marketing, Match & Meet, media collaboration

Reliable, strong partners are indispensable for the success of any business. CeBIT 2011 also benefited from its well positioned partner network. For the CeBIT 2011 team, another focal point was target-group oriented customer acquisition and customer loyalty. This included **2,805 cooperation agreements with associations and technical and business communities both in Germany and abroad**. The primary goal was to attract company groups and delegations to CeBIT and to carry out cooperative advertising actions and joint invitation campaigns in print media and online. In addition to the new Hosted Buyer program, a range of welcome packages was implemented for selected target groups of visitors, in particular those coming from overseas. In addition, the team was successful in locking in high-caliber media partnerships to market CeBIT globally. This include such big names as Axel Springer, Heise Media Group, Gruner + Jahr and CMP Weka. **This package of measures brought more than 120,000 additional visitors to CeBIT 2011.**



Richten Sie Ihren Blick auf die Zukunft!

Der digitale Fortschritt ist ein Thema, das uns alle betrifft. In der digitalen Welt ist die Zukunft nicht nur eine Vision, sondern eine Realität, die wir gestalten müssen. Die CeBIT 2011 ist die perfekte Plattform, um sich mit den neuesten Trends und Technologien zu beschäftigen. Lassen Sie sich inspirieren und entdecken Sie die Möglichkeiten der digitalen Welt.



Dialogue marketing – customer loyalty par excellence

Customer acquisition, customer loyalty, customer reacquisition – key expressions of dialogue marketing. Based on what has been learned in the last three years and benchmarking of the state of the art in international dialogue marketing, the CeBIT dialogue concept in print media and online was completely revamped. For the first time, this year's CeBIT 2011 visitor dialogue campaign saw the publication in two issues of a printed target-group newspaper. Behind the newspaper is an individualized editorial concept serving each of the various target groups of CeBIT with customized, topical information about highlights and service offerings.

In addition to the target group newspaper, the well-known CeBIT visitor newsletter also sported a new layout. What's more, newsletter recipients can decide for themselves, on the seabed website, what technical content they would like to be informed about. This modular newsletter concept utilizes new headings including Your Personalized CeBIT News, CeBIT Newsflashes, and CeBIT Sector News and Exclusive News You Can Use.

Match & Meet – B2B Matchmaking Services

Visiting a trade show always means making new contracts. Deutsche Messe is keenly aware of its duty in achieving this goal and offered visitors to CeBIT 2011 a range of services they could use to initiate targeted contacts.

Among these services were the Online Matchmaking Service, which first proved its worth in 2010, offering email contact between exhibitors and visitors. A new service, Onsite Matchmaking, also proved popular: during the show, potential business partners were offered concrete options for discussions with suitable interested visitors.



Summit meeting of top managers

Lufthansa, Deutsche Bank, Fujitsu, Google, Oracle: At CeBIT 2011, the “House of CIOs – IT Applied” was a veritable summit meeting of leading managers. Around 300 top executives from the ICT user and supplier industries accepted the invitation from Deutsche Messe, FINAKI and the CIOcolloquium in Hall 4.



Key decision makers network in “House of CIOs”

“Our goal was to create a cross-industry communication platform enabling the exchange of knowledge and experience between suppliers and users at the highest level. Once again, we achieved this at CeBIT 2011,” said Gabriele Rittinghaus, Managing Director of FINAKI Deutschland GmbH. For the second time, top executives came together in panel discussions, round-table talks and workshops, trading notes on such topics as “Germany as an ICT location,” “Green IT” and “Data Security in Age of WikiLeaks.”

Networking at the highest level

“We have received absolutely positive feedback from everyone who took part. **Many managers reported that the House of CIOs allowed them to meet a series of important partners they would otherwise have had to fly around the world to meet,**” said Rittinghaus.

Hartmut Fuchs, Managing Director Information Technology at Hannover Re reinsurance, was also among the guests in Hall 4: **“In the House of CIOs, ideas from a great many clever minds came together and one discovered common starting points among suppliers and user industries. It was also fostered the creation of ideas for promising initiatives, a win-win situation for everybody.”**

Virtual partnership to build on CeBIT 2011

To lay the groundwork and to provide intensive follow-up for those coming to CeBIT 2011 – and beyond – FINAKI developed a “virtual House of CIOs”: a community platform with discussion forums, surveys, Wikis, an event calendar, blogs and a document exchange. “In this way, ideas brought to life at CeBIT 2011 can be deepened and contacts maintained,” explained Rittinghaus.

CeBIT 2011 sets international benchmark for media coverage

CeBIT, the world's most important digital technology trade fair, also sets international standards when it comes to media coverage – long before it opens its gates each year. In the run-up to this year's show, over 45 press conferences were conducted in 34 countries. In addition, the organizers published more than 200 press releases, bylined articles and editorials in all of the world's major languages.



The primary focus of CeBIT media reporting has traditionally been the fair itself, which this year was covered “on the ground” by some 5,000 accredited journalists from 58 nations. These worked for television and radio stations, Internet portals, news agencies, daily newspapers and technical journals. In 2011, media organizations in the US, Japan, Taiwan, Korea and China showed particularly strong interest, sending large contingents of journalists to Hannover. Deutsche Messe provides comprehensive support services to all accredited media representatives visiting the Hannover exhibition center. It assists by organizing satellite transmission for international TV coverage, providing camera teams, film editing services, and comprehensive film footage of the fair. In addition, it produces short film clips in multiple languages on topics of interest and distributes these via worldwide news portals and social networks.

The exhibiting companies also take advantage of the strong media presence in Hannover. During the five days of this year's CeBIT show, companies and industries held more than 120 press conferences at the Hannover exhibition center.

Themes which attracted particularly strong media attention in 2011, apart from general ITC-sector news, included cloud computing, the latest developments in business software, hardware and mobile communications, and the latest future-defining R&D projects presented at CeBIT lab.

CeBIT After Show Report 2011

CeBIT in the daily press

A selection from the international press:

eWeek.com:

- 02.03.2011: "Enterprise Mobility: Tablets, Smartphones Abound at Annual CeBIT Technology Show"

CTOedge.com:

- 28.02.2011: "Enterprise IT Highlights from CeBIT"
- 02.03.2011: "The Need for Enterprise-class Tablets"

internetevolution.com:

- 02.03.2011: "Microsoft Wants to Be in Your Car ... This week at CeBIT the German technology fair taking place in Hanover, there have been a number of examples of Microsoft in your car."
- 07.03.2011: "Mobile 3D: More Hype Than Hip Right Now"

itknowledgeexchange.techtarget.com:

- 01.03.2011: "Why is the Cloud Still Get Special Treatment?"
- 10.03.2011: "Corporate Tablets Need to Be More Than Keyboardless Laptops"

byronmiller.typepad.com:

- 11.03.2011: "Video: Images from CeBIT 2011 – I had the pleasure of spending last week at the CeBIT technology trade fair in Germany."

fiercecontentmanagement.com:

- 06.03.2011: "Search keeps evolving before our eyes"

businessservicemanagementhub.com:

- 03.03.2011: "Microsoft Intune Moves Monitoring to the Mainstream"
- 04.03.2011: "Microsoft Shows Off Cloud Monitor Prototype at CeBIT"

nytimes.com:

- 28.02.2011: "German Politicians Assail Turkish Leader Over Cultural Remarks"



CeBIT After Show Report 2011

Partner Country Turkey

A strong trading partner



As Partner Country for CeBIT 2011, Turkey is rapidly transforming into a high-tech location. Many ICT products, for example, bear a German brand name but are produced in Turkey. **Ninety two Turkish exhibitors** presented their homeland's broad potential – **nearly 5 times as many exhibitors as at CeBIT 2010**. The **central stand in Hall 12** boasted an exhibition area of **more than 2500 square meters** where Turkish companies demonstrated their competences as a powerful trading partner to the world. At **partner stands in five halls and with a total exhibition area of around 4500 square meters**, Turkish exhibitors presented their newest technologies. And, of course, Turkish **Prime Minister Recep Tayyip Erdogan** was also in Hannover. At the opening of show, he stressed that Turkey continues to be vitally interested in attracting new investors to the country.

"In 2011, Turkey was the Part Country for CeBIT, so of course we were there. But we have also been represented regularly at the show for 11 years, and every time we have promoted Turkey as a country for innovative technologies. Vestel is among the biggest technology companies in Europe. **For us as an exhibitor, CeBIT is an attractive venue for us to show who we are,**" said Sengül Soytaş, Marketing Manager, Vestel, Turkey.



Growth figures too, which in Turkey in 2010 were the highest in Europe, demonstrate that the country is on its way to the top. For 2011, the country is already expecting the highest growth levels in imports and investments in Europe. This year, many large companies presented themselves at CeBIT for the first time, among them Türk Telekom, Turkcell and Aselsan as well as Koc Sistem Bilgi, Logo Yazılım and Nortel Networks Netas. Binali Yıldırım, Turkish Minister of Transport, together with German **Chancellor Angela Merkel**, took part in the official CeBIT opening tour on the first day of the show.

"The CeBIT remains an obligatory event if a company like us wants to stay in June with the times. This is the place to establish new corporations, our customers meet us here

and we show end-users what we can do. Because we are a Turkish-based company, which profited this year from Turkey's Partner Country status, because with this focused we to receive a very positive response and substantially more attention," explained Salim Güler, Vice President Business Development, Kobil Systems GmbH, Worms.

Mood upbeat at "Turkish night"

On the first evening at CeBIT, around **300 guests** were already celebrating. Under the motto "Stars of the ICT Sky," the Istanbul Chamber of Commerce (ITO) sent out an invitation to the Turkish Night in Hall 12. At the huge Turkish joint stand, overseas exhibitors and business people came together with political and business representatives to enjoy typical Turkish culinary delights and beverages. **Lower Saxony Minister for Social Affairs, Aygül Özkan**, talked about spirit of optimism, while **Lower Saxony Minister for Economics, Jörg Bode**, praised the music and the traditional food – both contributed to getting the Partner Country feeling just right.

Turkish flags in the city

"Hosgeldiniz – Welcome": Days in advance of CeBIT, in the inner city of Hannover, Germany, huge advertising banners bearing this text were already promoting the Partner Country. Small bags of cinnamon almonds were distributed to customers in the city as a Turkish delicacy. Many businesses set up their display windows in a Turkish style: the Liebe Parfumerie used oriental carpets as decoration, Turkish scents and a laptop as a symbol of CeBIT. During the show, Schmorl & von Seefeld Bookshop took a thematic approach, focusing on books and DVDs related to Turkey. Karstadt and Galeria Kaufhof an der Marktkirche each flew three 16 meter high flags from their façades. The restaurateurs were also active: Eleven members of Germany's restaurant and catering association Dehoga's "Genussmacher" group each offered an original Turkish meal throughout the trade show week.

CeBIT After Show Report 2011

CeBIT 2012

So long, and see you at CeBIT 2012!

The concept of CeBIT with its four pillars CeBIT pro, CeBIT gov, CeBIT life and CeBIT lab proved its worth. **CeBIT continues to be the most important ICT event in the world.** Anyone wanting to know what is going on in the industry comes to Hannover. During the show, many exhibitors already booked there stand for next year's CeBIT or confirmed their participation. Early registration pays off.

Use the early-booker Premium Discount!

If you book your stand by 30 June 2011, you will receive a discount of €10 per square meter.

Registration is simple with the practical Online Business Service: Just visit obs.de and we'll see you at CeBIT 2012!



We are here to help you succeed

Your CeBIT team is there to assist: cebit@messe.de

Tel: +49 511 89-33155

CeBIT After Show Report 2011

The Hannover exhibition grounds



Space miracle: exhibition grounds offer venues year round for events large and small.

"We are not too big to be small! The largest exhibition grounds in the world offer more than just customized venues for trade shows, major conventions, pop concerts, company functions, sporting events and economic summits. We also have the right space for parties, fetes and festivals of all shapes and sizes," promises Stefan Köster, head of New Exhibitions and Hosted Events at Deutsche Messe.

With an outdoor display area of 58,000 square meters and around 495,000 square meters of indoor exhibition space in 27 halls and pavilions, the exhibition grounds have a lot to offer. The award-winning Convention Center alone offers 35 rooms and halls.

At the heart of Europe, easily accessible by plane, train and car, the exhibition grounds are perfectly situated for both national and international events.

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CeBIT After Show Report 2011

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