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CeBIT
australia

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Want to experience firsthand wireless technology and all it has to offer?

A Wireless Experience on a scale never before seen in Australia, with the capacity to handle several thousand concurrent users, will be available for all visitors at this year's premier ICT event, CeBIT Australia 2003.

To be held at Darling Harbour Exhibition Centre, from May 6 – 8, CeBIT Australia will feature more than 400 exhibitors from 10 countries.

Australian wireless provider, Simply Wireless, has been selected for the second year running by exhibition producers, Hannover Fairs Australia, to design, deploy and manage the country's largest Wireless Experience for CeBIT 2003.

"Wireless is technology that allows true mobility, whether in your own home, office or on the road. Hannover Fairs is delighted that rather than just hearing about Wireless technology, people at CeBIT 2003 will be able to experience it first hand," said Managing Director of Hannover Fairs Australia, Jackie Taranto.

Twenty Cisco 1200 access points will provide network coverage across the halls with the ability to handle several thousand concurrent users. Acknowledging the array of wireless technologies in the market, three distinct standards will be deployed: Bluetooth™, IEEE 802.11a and 802.11b.

The CeBIT Wireless Experience will be delivered to the thousands that attend the event. Wireless access to the internet and email for visitors will be free during the event, giving the public the opportunity to try out first hand the convenience, portability and functionality of wireless technologies.

"By being part of the CeBIT Australia Wireless Experience, we are giving everyone that has ever wondered about wireless the chance to check it out, using their handheld, mobile phone, with their laptops and decide for themselves about the flexibility it offers and the value of that flexibility," says Simply Wireless CEO, Desmond O'Geran.

On other fronts, visitors to CeBIT Australia, will also again benefit from real-time on-line appointment service, which allows pre-registered exhibitors to make appointments with exhibitors.

When you visit the CeBIT Australia website (www.cebitt.com.au), you can make an instant appointment with a representative of any exhibitor for a time to meet during the exhibition.

The smartAPPOINT service developed by irwinSolutions, allows visitors who register on-line to request a meeting at a designated time with a nominated representative (Sales Manager, Systems Developer etc.) from a list of exhibitors.

smart APPOINT automatically presents available meeting times to visitors. It also alerts exhibitors and visitors of appointments via email and reminds visitors of their appointments with an SMS.

Visitors can specify their product interest from the CeBIT website, browse through relevant exhibitors that match that interest and make an appointment to meet a representative from selected exhibitors.

"This way, visitors go online, check out websites and what companies have to offer. And smartAPPOINT™ allows people to personally make contact before the show has even begun," said Jackie Taranto.

At last year's CeBIT, more than 500 companies made appointments using smartAPPOINT.

"Serious business meetings transpired with serious business returns. If exhibitors know someone is coming to see them, they can be prepared around their special interest," she said.

"An exhibition is about bringing people together. If you're a small company, where else can you showcase your products on the same scale as Sony or Microsoft?" said Ms Taranto.

Presented by Hannover Fairs Australia, a subsidiary of the world's largest exhibition company Deutsche Messe AG, CeBIT Australia is in its second year and attracts leading ICT companies to showcase information technology, wireless and networks, telecommunications and software, internet solutions, and services.

CeBIT Australia, Darling Harbour, May 6 – 8, 2003.

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**FOR FURTHER INFORMATION: LOUISE DI FRANCESCO, THE WRITE COMMUNICATIONS GROUP (02)
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Hannover Fairs Australia is a subsidiary of the leading global trade fair company, Deutsche Messe AG, organisers of the world's largest trade fairs including CeBIT, Hannover Messe and Biotechnica. Based in Sydney, Hannover Fairs Australia specialises in the organisation of international business-to-business trade shows. Our events - which include CeBIT Australia - deliver real opportunities for businesses to showcase their products and services to key audiences, enabling them to develop new relationships with other businesses from Australia and around the world. We combine an intimate knowledge of the Australian market with the global resources of Deutsche Messe AG's network of offices in 73 countries to deliver the solutions needed to achieve business objectives. Hannover Fairs Australia also offers exhibition consultancy, support and services to help Australian companies successfully leverage their participation at international trade fairs organised by Deutsche Messe AG in Europe, Asia, Eurasia and America.