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Media Release

Sydney, 26 April 2002

The Premier opens CeBIT – live and in your hand

Premier Bob Carr will be Australia's first government leader to address an exhibition audience live and via a Bluetooth network simultaneously when he opens CeBIT Australia in Sydney on 28 May. Late visitors and exhibitors unable to leave their stands will be able to view the Premier's opening via Bluetooth enabled handheld devices such as Palm, Handspring and Pocket PC's.

And more than 15,000 business people will have the chance to experience the new world of wireless business communications during the three day CeBIT exhibition. "This is the first time in Australia that an exhibition has assembled a wireless LAN, " according to Jackie Taranto, CeBIT's Australian Managing Director. "The wireless LAN uses the latest Bluetooth, WiFi and GPRS technology and will be constructed at Darling Harbour for the three days of CeBIT."

Government officials, visitors and exhibitors can choose to be linked for the first time through Bluetooth access servers, Bluetooth access points, Bluetooth enabled PCs, Pocket PCs, and Palm Bluetooth enabled handheld devices. "This is exciting because Bluetooth technology offers unlimited range of diverse solutions," Jackie says. "It's about enhancing productivity and business mobility through improved portability, device and solution flexibility and secure communications."

The Bluetooth wireless LAN is being provided by CeBIT's Wireless Solutions Partner, Simply Wireless Pty Ltd. Simply Wireless is an Australian Company with links to a significant Irish technology company. Simply Wireless will provide a secure and fully managed environment for the delivery of voice, video and data services across a multitude of wireless technologies. The Simply Wireless network will allow exhibitors and visitors to experience commercial uses of WiFi, Bluetooth and GPRS that showcase the practical benefits of wireless networking.

"The potential of wireless networking as a practical business tool is already being realised by our clients in terms of greater productivity and often in lower implementation costs," says Simply Wireless CEO, Desmond O'Geran. "When true mobility is required, the benefits are multiplied."

CeBIT Australia will feature more than 300 exhibitors including 150 new startup software companies showcased by the Australia Information Industries Association. The CeBIT emphasis is on meeting business objectives through technological business solutions, and increasingly, through mobile and wireless solutions. CeBIT is about current and future technology, and how it impacts on managing customers, employees, partners and suppliers.





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CeBIT Australia is Australia's premier international ICT exhibition, showcasing the latest technologies from Australia and around the world, and incorporating host association AIIA's Software Showcase. CeBIT Australia is one part of a network of CeBIT worldwide events, including Hannover, Istanbul, Shanghai and New York. For more details visit www.cebitalia.com.au.

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