

Heart of the digital world

Discover the power of CeBIT 2012: from 6 to 10 March Hannover/Germany will be a magnet for suppliers and users from all those sectors in which professional ICT technology plays a pivotal role. The world's leading ICT show represents an excellent opportunity to hold productive discussions and tune into the latest trends and innovations. The four platforms CeBIT pro, CeBIT gov, CeBIT life and CeBIT lab will deliver high-tech solutions tailored to your individual requirements.

Hot topic in 2012: "Managing Trust"

Trust in the security of digital systems is in the collective interests of business, consumers and the political community – and is a necessary condition for the sustained growth of the international ICT industry. Enhanced trust and security will depend on the intelligent interplay between citizens, technology suppliers and the general legislative framework. This will be one of the major management challenges in the coming years.

CeBIT Global Conferences 2012

Over a period of four days (6 to 9 March 2012) the CeBIT Global Conferences will provide a complete overview of the current trends in the world's core markets. More than 3,200 visitors from over 100 countries are expected to attend the high-profile keynotes, talks and panel discussions.

Partner Country Brazil

Brazil – Latin America's leading player in the area of information technology and the outsourcing of business processes – will be featured as the Partner Country at CeBIT 2012. Make sure you visit the attractive central presentation and the various themed pavilions.

Dates

Duration: Tuesday 6 March to Saturday 10 March 2012

Opening hours: Daily from 9.00 a.m. to 6.00 p.m.

From 6 to 9 March 2012: No admission for children/juveniles under 16 years of age. Valid ID must be shown.

On 10 March 2012: Admission for children/juveniles aged 8 – 15 only if accompanied by supervising adults. No admission for children under the age of 8.

Tickets and prices

One-day ticket	advance sales	€ 34
	at the ticket office	€ 39
Full-event ticket	advance sales	€ 79
	at the ticket office	€ 89
Concessionary one-day ticket	at the ticket office	€ 19

Disabled persons will qualify for concessionary one-day tickets. Valid ID must be shown. Registered accompanying persons will be entitled to free admission.

Reduced tickets are available on 10 March 2012 for schoolchildren, students and persons doing voluntary military service/community service. Valid ID must be shown.



Tickets can be purchased in advance via

- the Internet: www.cebit.de/en/tickets
- the sales partners of Deutsche Messe

All prices include VAT – Subject to change.

Travel: Information about travel packages, charter flights, coach travel and international travel operators can be found at: www.cebit.de/en/visitorservice

Accommodation: To book "Deutsche Messe Selected Hotels" go to www.hannover.de/hotels/cebit or call us on +49 511 12345 555.

Match & Meet: We will help you to identify potential business partners in the run-up to CeBIT. To register for this service go to www.cebit.de/en/match-meet

CeBIT pro

Business IT (Halls 2 – 6, 12)

- Business Transformation, Cloud Services
- IT-Services/Managed Services/Outsourcing
- Enterprise Applications
 - Enterprise Resource Planning (ERP)
 - Customer Relationship Management (CRM)
 - Intralogistics Software Solutions
 - Business Intelligence (BI), Business Analytics
 - Business Process Management (BPM)
 - Enterprise Content Management (ECM)
 - Human Resource Management (HR)
- AutoID/RFID
- Logistics IT
- Point of Sale (POS)
- Embedded Software & Systems
- Open Source Solutions
- Software & System Management
- Output Management/Office Solutions
- Business Storage & Server Technologies
- Virtualisation, Cloud Computing

- Webciety – Internet Solutions
 - eCommerce
 - Digital Marketing
 - Web Content Management
 - Social Media
 - Mobile Services & Apps
 - Web Design & Technologies
 - Digital Learning Solutions

- Security World (Hall 12)
 - Anti-Spam & Anti-Virus Solutions
 - Biometrics
 - Card Technology
 - Cloud Security
 - Managed Security Services
 - Network Security
 - Video Surveillance
 - Mobile Security
 - IT-/IP-based Security
- Banking & Finance World (Hall 12)

Business Communications & Networks (Halls 11, 13, P11, P32 – 35)

- Broadband Technologies & Solutions
- Next Generation Networks (NGN)
- Network Components
- IP Technologies/VoIP
- Data Center Technologies & Solutions
- Unified Communication
- Wireless Communication
- Mobile Solutions
- Smartphones
- Telematics
- M2M – Machine-to-Machine Communication

ICT Infrastructure (Halls 14– 17)

- Display & TV Technologies
- Computers, PCs
- Notebooks, Netbooks, Tablet PCs
- Next level S3D (Hardware & Software, Applications)
- Cases, Coolers, Power Supplies
- Components, Graphics & Sound
- Peripherals
- Mobile & Personal Storage
- Mobile Phone Accessories
- Accessories, Bags, Supplies
- Visual & Audio Technologies, Imaging
- Consumer Electronics
- Planet Reseller (Hall 14/15)
- CeBIT i-land

CeBIT gov

Public Sector Parc (Hall 7)

- Broadband
- Business Intelligence
- Cloud Computing
- D115 National Access Number
- De-Mail
- Document Management/Process Support/Archiving
- eGovernment 2.0
- eParticipation/eInclusion
- eTendering/Cross-platform Tendering
- Financial Management
- Geo-information Systems
- IT Security/Cyber Defence/Public Key Infrastructure
- Processes for IT Security and Emergency Planning
- IT Management/IT Controlling
- Public Safety and Internal Security
- Open Data/Open Government
- Outsourcing
- Personnel Management
- Process Registries and Libraries
- Social Media
- Web 2.0

Health & Vitality (Hall 8)

- AAL (Ambient Assisted Living)
- Apps in the Healthcare Sector
- eHealth
- Healthcare Management
- Home Care Systems
- Generation 60+
- Mobile Health
- Prevention
- Silver Surfer
- Telemedicine

Urban Solutions (Hall 8)

- Utilities and Waste Management, Environmental Protection
- Mobility and Logistics
- Communication, Data Protection and Data Security
- eGovernment, Public Safety and Security, Education
- Healthcare

CeBIT lab (Hall 9)

Research & Visions

- Universities, Institutes
- Corporate Research
- Applied Research
- Basic Research
- Cluster
- Elite Universities, Top Institutes

New Technologies

- Future Internet
 - Internet of Things/of Services
 - Industry 4.0
 - Semantic Web
 - Open Cloud Technologies
- 3D Technologies
- Robotics – Humanoids, Game and Service Robots
- Urban Visions
 - Life in Danger/Disaster Management
 - Assisted Living
 - Efficiency/Green ICT Technologies
 - Mobility
 - Usability

Founding & Resources

- Start-up/Spin-off
- Education, Jobs, Recruiting
- e-learning
- Law, Standardization, Regulation
- Venture Capital & Private Equity
- Investment & Funding
- Public Invest/Innovation Support

CeBIT life

Content & Technologies (Halls 19 – 20, 22 – 23)

- Web & Media
 - Interactive TV
 - Digital Publishing
 - Lifestyle Electronics
 - Internet Services
 - Mobile Media Solutions/Apps
- CeBIT sounds!
 - Music Hardware & Software
 - Internet Platforms

- CeBIT Games
 - Games Community & Tournaments
 - Entertainment Software (Games)
 - Games Hardware & Components

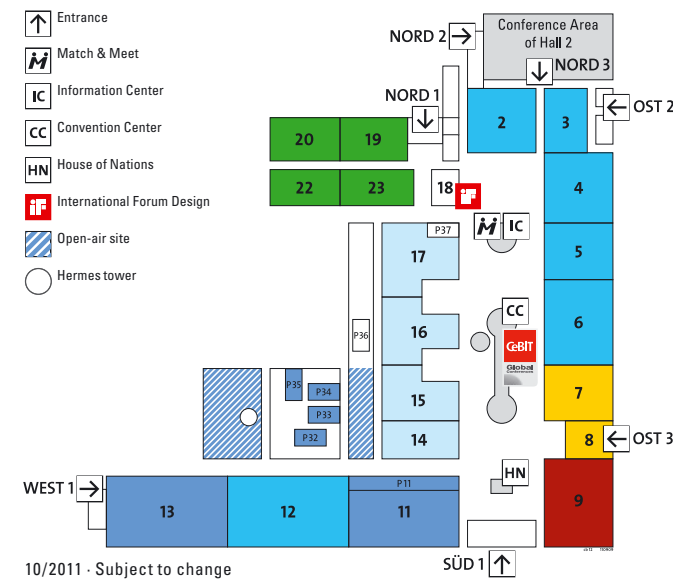
- intel® Extreme Masters (Hall 23)

Smarter Living (Halls 19 – 20, 22)

- Smart Home
 - Home Automation
 - Home Networks
 - Home Entertainment
 - Smart Grid/Energy Management
 - Home Appliances/Design
- Digital Drive
 - Automotive & ICT
 - Car ICT/Car Infotainment/Navigation
 - Accessories
 - eMobility
 - Telematics/Intelligent Transport Systems

- CeBIT Sports & Prevention

- CeBIT Global Conferences (CC, Room 2)



CeBIT Newsletter

Register for the free CeBIT Newsletter at www.cebit.de/en/newsletter and receive all the relevant information about the show. In addition, our subsidiary Deutsche Messe Interactive will supply you with regular news updates – all year round.

CeBIT on the social networks

Keep abreast of the key issues in ICT. Ask questions and swap ideas and information with other CeBIT visitors.

Smartphone app for mobile users

Via www.cebit2go.de you can access the dates and times of CeBIT events, as well as information about exhibitors and products. Alternatively, you can scan the adjacent code and download our free CeBIT smartphone app.

