

For immediate release: 1 April 2016

Global experts unlock the power of IoT at CeBIT Australia

World-leading experts on the Internet of Things (IoT) will come together to showcase the latest technology and future trends through a dedicated conference at CeBIT Australia, the largest business technology tradeshow in the Asia-Pacific region on Wednesday 4 May 2016.

CeBIT Australia will provide delegates unsurpassed access to global leaders to share in their knowledge of IoT and its forecasted impact on business.

IoT is poised to unlock a major new wave of information through data that has previously been inaccessible, challenging businesses to rethink how they create and capture value from this data. The unlimited potential of information created by connected devices will drive the improvement of processes and transform how we predict consumer behaviour and trends.

Harvey Stockbridge, Managing Director, Hannover Fairs Australia, acknowledges the need for businesses to harness the value of internet connectivity.

“The Internet of Things revolution is currently taking place in Australia and businesses will be unable to avoid the real impact it will have on the commercial landscape. At CeBIT Australia, business and technology leaders from around our nation will be able to access the world’s leading minds in the Internet of Things, to understand how to unlock the power behind the data in order to create true value,” said Mr Stockbridge.

A panel session at the conference will explore creating a sustainable framework for IoT to mitigate the long-term supportability and life-cycle issues around devices, servicing and ownership.

IoT conference highlights include:

Lee Hickin, Commercial Lead for Internet of Things, Microsoft, will delve into the real world of IoT sharing strategies, values and deliverables to add business value.

Miles Ashton, Head of Technology, Direct to Consumer, Coca-Cola Amatil will share how smart vending machines are changing how Coca-Cola improve the consumer experience through the use of real-data to streamline efficiencies and minimise downtime.

Professor Arkady Zaslavsky, Senior Principle Research Scientist, CSIRO, will share how IoT will unlock the analysis of data that will transform how Australian agribusiness approaches supplying the ever-increasing global demand for food.

In addition, the conference will welcome speakers:

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- **Mark Sheppard, Chief Innovation Officer, GE Australia:** *The industrial internet: Intelligent machines, big data and the next industrial era*
- **Paul Fox, Head of Technology, AGL New Energy:** *The Internet of energy: Lessons from the edge of a 100 year old grid*
- **Professor Marimuthu Palani, Professor Electrical & Electronic Engineering, Melbourne University:** *Internet of Things to shape the vision of smart cities*
- **James Mack, General Manager, M2M One:** *Reinventing and empowering retail with the Internet of Things*
- **Mike Briers, CEO, The Knowledge Economy Institute (Kei) and Professor Internet of Things, University of Technology Sydney:** *Preparing Australia for an IoT-led knowledge economy*
- **Stuart Corner, IT Journalist and Commentator, Editor of iotaustralia.org.au & Telecom Review Asia Pacific:** *Unlocking the IoT opportunity for Australian enterprise*

CeBIT Australia 2 – 4 May at Sydney Olympic Park, will run ten dedicated conferences highlighting the major influences on business technology today. In addition to IoT, there are conferences for Cloud, Big Data & Analytics, Cyber Security, FinTech, Mobility, eGovernment, eHealth, StartUp and Digital Marketing.

Register to attend: <http://www.cebit.com.au/register>

-ENDS-

For further information please contact:

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Notes to Editors:

- Interviews with Harvey Stockbridge, Managing Director, Hannover Fairs Australia are available upon request
- Interviews with most conference speakers are available upon request
- Media passes to attend CeBIT Australia 2016 are available upon request. Please email cebit@zadroagency.com.au with your name, position and publication/s.
- For the first time CeBIT are partnering with Viocorp (the TedX Sydney streaming partners) to live stream the keynote speakers and media are invited to share this unique experience with their community. You can receive a short piece of embed code so you

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can host the live stream on your own website. The infrastructure and technical aspects are all handled by one of the world's leading streaming companies, Viocorp. To get your free embed code simply contact cebit@zadroagency.com.au



About CeBIT Australia:

2 - 4 May 2016, Sydney Olympic Park

CeBIT Australia – shaping the business technology landscape. www.cebit.com.au

CeBIT Australia is the Asia Pacific's largest and longest running business technology event.

CeBIT is a forward looking connected community – 365 days a year

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Business technology developments and innovation wait for no one. That is why CeBIT Australia expands its reach beyond the largest and most interactive three day exhibition and conference in business technology, to connect the movers and shakers, from government, enterprise, SME's and the start-up community. CeBIT's variety of knowledge and networking platforms offer possibilities to engage, 365 days a year.

Highly tailored, expertly curated and insightfully harnessed, the power of the CeBIT community is for those who live in a competitive environment and who need to be in the know - everyday.

CeBIT Australia offers an independent network of business technology solutions

CeBIT Australia is transforming the way Australians do business with technology. Offering delegates access to the ASX 200, making the notoriously hard to reach, reachable.

CeBIT 2016 is spearheaded by leaders in the ICT space, to ensure innovation, and cutting-edge solutions are delivered. Not vendor specific, CeBIT Australia offers an unbiased, full look at the industry.

A representation of business solutions through technology

CeBIT Australia is the one-stop-shop for all the latest business technology solutions.

Offering a diverse variety of exhibitors, regardless of business problem, there will be a solution at CeBIT.

CeBIT brings together the comprehensive and future-thinking world of business technology solutions under one roof.

CeBIT Australia showcases the innovation of NSW

CeBIT Australia is creating and ensuring the future of NSW as the desirable destination in which to do business.

Business leaders, innovators, entrepreneurs and the leading technology companies of the world gather in NSW to immerse themselves in the possibilities of the future of business.

CeBIT Australia helps showcase NSW's dominant ICT industry and the State's highly fertile business environment

NSW is Australia's international ICT capital, accounting for 43% of Australia's total ICT businesses and 50% of the nation's telecommunication, computer and information services exports.

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NSW is also home to two-thirds of Australia's technology start-up companies and has the largest expenditure on research and development of any Australian State.

The NSW Government is proud to be the Official Partner of CeBIT Australia 2016.

CeBIT Australia is presented by Deutsche Messe – the world leader in bringing innovative, inspiring and effective business events to high level decision makers. Global Fairs. Global Business.

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