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## Education and innovation key themes for CeBIT Australia

CeBIT Australia, the largest and longest running business technology event in the Asia-Pacific region will showcase 25 interactive presentations, free to exhibition attendees, through a series of brand new Showfloor Theatres, 2 – 4 May 2016.

Cutting-edge information and insights from ICT leaders will be shared via 55 sessions across three stages on key topics of Cyber Security, Cloud, IoT & M2M, Business Applications, Collaboration & DevOps, Digital Marketing, Voice, Innovation & Disruption, Legal & Compliance, Multimedia, Mobility and Unified Communications.

Harvey Stockbridge, Managing Director at Hannover Fairs Australia commented on the new educational offering.

"There's less than 2 weeks until we welcome over 15,000 attendees and we're excited to deliver new experiences that will propel the business technology community forward.

"For the first time in CeBIT's history we will have three Showfloor Theatres bringing the industry's leading minds to the exhibition floor providing, attendees tangible strategies to combat some of the industry's biggest pain points," said Mr Stockbridge.

With 36% of security breaches caused by employees inadvertently misusing data, and 70% of fraud involving business insiders (50% by VPs and senior management) attendees can find out how to combat insiders as the biggest cyber security problem.

In a world where 80% of customers are mobile, attendees can learn how to ensure their business is capturing their audience and how to control the digital discussion whilst protecting a company's intellectual property.

Showfloor Theatre sessions include:

- **Voice and video are dead – Why collaboration is the next big thing:** Warren Barkley, CTO, SMART Technologies
- **Wholesale cloud - Evolving cloud via tech innovation:** Sheng Yeo, CEO, OrionVM
- **Mobility in the workforce - 5 ways mobility can increase your business effectiveness:** Peter Poulin, CEO, Xplore Technologies
- **Developing & managing wireless M2M services in Australia:** James Mack, General Manager, M2M One
- **Making reasonable choices: Defending against modern cybersecurity threats:** Shawn Thompson, Chief Technology Officer, Triskele Labs

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- **DevOps lifecycle – Collaborate, integrate, deliver applications across country boundaries @ cloud speed:** Steven Atkin, Globalisation Architect, IBM
- **Digital disruption and technology – Opportunity or threat to Australia's SMEs:** Mark Chapman, Chief Executive, Bentleys Australia
- **INSIDER THREAT: The biggest cyber security problem!** Geoffrey Brown, Seccom Global
- **Innovate or Die:** John Singh, Director IT, Macquarie IT

In addition, CeBIT Australia's exhibition floor will feature 300 exhibitors showcasing the latest products and innovations including:

**IBM** who will showcase how easy it is to build, manage and deliver apps with speed, driving innovation with APIs and services with IBM Bluemix™, the next generation cloud platform based on IBM's Open Cloud Architecture and Cloud Foundry.

**Tapit**, a global IoT software company, which pioneered the adoption of Near Field Communications (NFC) marketing for global brands, will be launching the first programmatic beacons platform, Airmarket. The platform will help advertisers leverage the power of beacon technology to hyper-target consumers who are near beacons in a way that is cost efficient, programmatic and scalable.

**Christie Digital** will showcase the latest in AV technology including their 55-inch and 98-inch UHD flat panels, Brio Team+ collaboration system, new Christie HS Series laser phosphor projector and Christie Captiva ultra short throw projector.

**Smart Technologies** will showcase the abilities of the SMART kapp iQ, a whiteboard that allows writing back-and-forth between the display and any mobile device, making group work and teacher-led instruction more dynamic.

The exclusive and authorised distributor for Zeutschel products for Australia and New Zealand, **Inotec**, will be showcasing a new 3D scanner straight from Germany. The 3D scanner can digitise books, magazines and historical documents, then reproduce them in digital 3D form for viewers to interact with.

"As the largest business technology conference in the Asia Pacific, there is no better place for Australia's leading ICT professionals to access the world's leading minds and the latest innovations in one place," concluded Mr Stockbridge.

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

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**-ENDS-**

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**Notes to Editors:**
- Interviews with Harvey Stockbridge, Managing Director, Hannover Fairs Australia 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 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**

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**

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**Shaping the Business Technology Landscape**
2-4 MAY 2016
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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 ensuing 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.

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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