

For immediate release: 2 May 2016

CeBIT Australia launches new tech innovations

Tech start-up community gathers

CeBIT Australia, the largest and longest running business technology event in the Asia-Pacific region kicked off today, welcoming thousands of ICT professionals to explore the future of the business technology landscape through an exhibition and ten dedicated conferences at Sydney Olympic Park.

The Hon. Mike Baird MP, Premier of NSW was joined by the Lord Mayor of Sydney Clover Moore to open CeBIT 2016 with a ministerial address that emphasised the value of technical innovation to the NSW economy.

“We are very proud to continue our support of CeBIT. This is a very significant conference and we are determined to do everything possible to have Sydney and NSW at the forefront of tech in this great nation,” said The Hon. Mike Baird MP, Premier of NSW.

Kathryn Parsons, Co-Founder & Co-Chief Executive Officer of Decoded said in her opening keynote that the future is being written in lines of code.

A passionate advocate on a mission to spread digital enlightenment by teaching students and professionals to ‘code in a day’, Ms Parsons explained that innovation is not a once off achievement, but rather a constant culture required to foster agile innovation methodologies.

“Accelerating learning experiences to develop an understanding of code, data, future technologies and cyber security to embrace digital transformation are at the forefront of driving the agenda for coding on the curriculum.

“Creative risk needs to be viewed in a more positive environment, making technology education amazing, and empowering anyone to understand the languages behind the screen,” said Ms Parsons.

Over 80 start-ups are featured on the CeBIT exhibition floor, showcasing new innovations including apps, software, robots, cardboard goggles and business related products and services. Start-ups highlighted on the NSW Government stand include Wollongong IT, TapIT, Metamako, ICT International, Momentum Cloud, Targ, ATP Innovations, Advantage Wollongong, University of Newcastle, SynFlyt, My Online Clinic.

Thomas Zuccarelli, COO, UtiIlix, the Google Earth of underground infrastructure which reveals ‘what lies beneath’ before any digging begins, launched his app at CeBIT today.

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“It has been terrific to officially launch Utilix amongst the technology community – from start-ups to government agencies. As an Australian-based company CeBIT has given us a platform to promote our app that we wouldn’t have gotten anywhere else”, said Zuccarelli.

On display, is the first dedicated keyboard for both square and round smartwatches. Developed by TouchOne it has a patented intuitive fast input display and has been downloaded from Google Play over 8,000 times since launching in early April 2016.

Knokal is a start-up on a positive track having earlier this year exhibited at the Startup Spotlight at South by SouthWest (SXSW).

An app to reduce road accidents caused by people using their mobile phones while driving is on show from Tamad Technology; the app automatically sends an estimated time of arrival text on behalf of a user at a distance to arrival that the user presets.

Teleporting apps bring convenience to multi-device users with technology from Xigrom enabling people to easily teleport live apps from one device to another, to pick up exactly where they left off on the second device without interruption.

Business processes are getting a dose of German efficiency with the Australian launch of HORUS Business Modeler at CeBIT. The HORUS solution easily integrates into existing ERP technology.

CeBIT Australia 2 – 4 May, Sydney Olympic Park. Register for CeBIT Australia:
<http://www.cebital.com.au/register/>

-ENDS-

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 cebital@zadroagency.com.au with your name, position and publication/s.

About CeBIT Australia:

2 - 4 May 2016, Sydney Olympic Park

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

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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

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

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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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