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CeBIT announces Australian-first live stream of keynote sessions

Hannover Fairs Australia, organisers of CeBIT Australia - the largest business technology tradeshow in the region, has today announced this year's keynote conference sessions will be live streamed to anyone with access to the Internet.

Harvey Stockbridge, Managing Director at Hannover Fairs Australia, explained the incorporation of live streaming was a result of the show's new format for 2016.

"This year's event is all about shaping the business technology landscape and live streaming goes hand in hand with that notion. Technology and business leaders have come to expect consumer-grade capabilities of streaming video through their experiences with YouTube and Netflix; simple, easy-to-access and a seamless viewing experience whether they're in a boardroom or the back of a taxi.

"Last year we achieved enormous reach, over 6 million, via the event's social media channels. This year, with the incorporation of our non-geotargeted (meaning anyone, anywhere with an internet connection can view this footage) live streaming capabilities, we expect to blow this number out of the water.

"Our live streaming partner – Viocorp – has a solid track record in matching business technology requirements to the consumer-grade live-streaming experience, which will only enhance our ability to connect CeBIT's keynote speakers to a much broader audience – not just across Australia, but across the globe – in real time!" said Mr Stockbridge.

The keynote sessions that will be available to watch online include:

- **The Hon. Mike Baird MP** – Premier of New South Wales - opening ministerial presentation
- **Clover Moore** – Lord Mayor of Sydney – opening ministerial presentation
- **Kathryn Parsons** - Co-Founder & Co-CEO of **Decoded** - *The Future is being Written in Lines of Code*
- **Dr Bernard S. Meyerson** - Chief Innovation Officer at **IBM** - *The Cognitive Era; AI (Accessible Intelligence) Comes Of Age*
- **Scott Anthony** - Managing Partner at **Innosight** - *Solving the Transformation Equation - Harnessing transformation and disruption for strategic innovation*
- **Scott Monty** – ex-head of social media (Global Digital and Multimedia Communications Manager) at Ford Motor Company - *Fulfilling the Promise of Digital: How humanizing your business drives attention and trust*
- **Ross Dawson** - Australian entrepreneur, keynote speaker, strategy advisor, and bestselling author - *Platform Strategy - The changing structure of value creation*

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- **Shara Evans** - cutting edge technology futurist, commentator, strategy advisor and thought leader - *CyberCrime: From SciFi to boardroom threat - Where the challenges lie in the digital future!*

This is the first year CeBIT Australia has broadcast any of its sessions to an audience beyond the event location using Viocorp's Viostream adaptive bitrate streaming to ensure a great user experience regardless of network connectivity or device.

Greg Miner, CEO of Viocorp, said this new partnership recognises Viocorp's capability in delivering must-not-fail live streams in the world of business communications.

"We're excited to bring our experience in live-streaming innovation gained through TEDx Sydney and Amazon Web Services' re:Invent to CeBIT Australia, heightening and enriching how Australian business technology leaders engage with the event," concluded Mr Miner.

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Interviews with Harvey Stockbridge, Managing Director of Hannover Fairs Australia are available on request.

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.

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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.

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.

About Viocorp (www.viocorp.com.au)

Viocorp are leaders in cloud based online video solutions for business. Viocorp's core platform Viostream is the only cloud video platform designed around the needs of the enterprise,

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transforming audience engagement across marketing, internal communications, corporate communications and events.

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