

Media release: 12 April 2017

## Vodafone partners with CeBIT Australia to showcase the latest in IoT technology

Vodafone Australia has been announced as the Strategic Sponsor of CeBIT Australia with a three-year partnership that demonstrates the telecommunication company's commitment to delivering world-leading Internet of Things (IoT) technology.

As part of the agreement, Vodafone will showcase at Asia Pacific's largest and longest running business technology event from 23-25 May at ICC Sydney, state-of-the-art IoT technology, whereby web-enabled objects collect, share and act on data acquired from their surrounding environment.

IoT technology at the event will include BMW's 5 Series and its ConnectedDrive, with Vodafone powered features that connects the vehicle to the outside world, transforming it beyond a simple means of transportation. The car includes a high-tech entertainment system that connects to streaming services, such as Spotify, and an Emergency Call feature that automatically contacts emergency services in the event of an accident.

Also on show at CeBIT Australia will be Mobike, a bike sharing platform that allows people to book, pay and unlock internet connected bikes through an app. Furthermore, the lineup will include Vodafone Australia's Narrowband-IoT (NB-IoT), a mobile network designed specifically to enable communication and long battery life across wide geographical footprints and urban infrastructures. NB-IoT is currently being tested by South East Water in the Mornington Peninsula.

Stuart Kelly, Executive General Manager of Enterprise Business for Vodafone Australia, commented on the new partnership and the possibilities presented at CeBIT Australia.

"As the leading Asia Pacific business technology show, CeBIT Australia was a standout choice for Vodafone. We have a unique opportunity to showcase our industry-leading NB-IoT technology, share our visions with like-minded experts and show why Vodafone is the number one choice in IoT providers.

"CeBIT provides a platform where we can demonstrate our widespread international capabilities from the Vodafone Group and world-leading business technology. The Internet of Things opens doors to new opportunities for businesses and organisations, allowing them to increase competitiveness by providing savings, improved security, increased efficiency, new business models, quality of life and sustainability," said Mr Kelly.

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Tony Guerion, Global Head of Sales for Vodafone IoT has been announced as a conference speaker, sharing his insights on developing the telco's market-leading portfolio of IoT solutions and on launching innovative products in international markets.

The Australian sponsorship announcement follows a successful partnership between Vodafone Germany and the flagship CeBIT event in Hannover, Germany in March 2017.

Over three days, CeBIT Australia offers the opportunity to hear from the world's elite, connect with thousands of representatives from Australia's top companies, and visit 350 exhibitors including 100 disruptive start-ups.

CeBIT Australia, 23 – 25 May 2017 will be held for the first time at the International Convention Centre Sydney, Darling Harbour.

[www.cebital.com.au](http://www.cebital.com.au)

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1. Stuart Kelly, Executive General Manager of Enterprise Business at Vodafone Australia ([download](#))



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2. Tony Guerion, Global Head of Sales for Vodafone IoT ([download](#))



3. Images from CeBIT 2016 ([download hi-res](#))



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**Notes to Editors:**

- Register your interest for a media pass to CeBIT Black by emailing [cebit@zadroagency.com.au](mailto:cebit@zadroagency.com.au)
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- CeBIT Australia online media room: <http://www.cebital.com.au/who-are-you/press>

**Interviews are available with:**

- Stuart Kelly, Executive General Manager of Enterprise Business at Vodafone Australia
- Tony Guerion, Global Head of Sales for Vodafone IoT
- Harvey Stockbridge, Managing Director, Hannover Fairs Australia
- CeBIT Australia keynote speakers, including:
  - Eugene Kaspersky, co-founder and CEO, Kaspersky Labs
  - Dennis Andrucyk, Acting Chief Technologist and Deputy Associate Administrator, NASA
  - Randi Zuckerberg, Founder and CEO, Zuckerberg Media

**About CeBIT Australia:**

**23 – 25 May 2017, International Convention Centre Sydney**

CeBIT Australia – shaping the business technology landscape. [www.cebital.com.au](http://www.cebital.com.au)

**CeBIT Australia is the Asia Pacific's largest and longest running business technology event.** It is a forward-looking connected community. CeBIT Australia offers an independent network of business technology solutions that transform the way Australians do business. CeBIT Australia is the one-stop-shop for all the latest business technology solutions. Offering a diverse variety of exhibitors, regardless of the business problem, there will be a solution at CeBIT.

**CeBIT Australia showcases the innovation of NSW.** 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.

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**Shaping the Business  
Technology Landscape**

23-25 MAY 2017  
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**The NSW Government is proud to be the Official Partner of CeBIT Australia 2017.**

**CeBIT's supporting partner is the City of Sydney.**

**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.**

### **Vodafone Hutchinson Australia (VHA)**

Vodafone Hutchison Australia (VHA) was formed in June 2009 as a 50:50 joint venture between Vodafone Group Plc and Hutchison Telecommunications (Australia) Limited.

As at February 2017, VHA provides mobile services to almost 5.6 million Australians and is a proud employer of 3,000 people. In Tasmania, where the company has a customer service centre, Vodafone is one of the state's largest private employers. Vodafone now provides 4G coverage to 22 million Australians, giving consumers and businesses affordable access to innovative services on their smartphones and connected devices. Globally, Vodafone has over 50 million IoT connections.

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