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The Future of Business Technology

15-17 MAY 2018

ICC Sydney | www.cebit.com.au

Media Release: 9 May 2018

The year's best and most innovative technologies on the showfloor of CeBIT Australia 2018

From holographic and intelligent smart building displays to the next wave of customer service chatbots

Next week, CeBIT Australia will showcase the latest innovative global technology changing the way we do business. Explore the future of driverless transport, the latest in rugged mobile technologies able to endure even the harshest of elements, an ultra-modern escape room experience, and more, all on the exhibition showfloor, from 15 - 17 May at ICC Sydney.

The incredibly human-like **FaceMe** chatbots are designed to respond to customer service needs with empathy and personalisation. They look like humans and are equipped with the ability to change their facial expressions in line with the context of the conversation. Showcasing the 'next wave of digital employees', the highly-interactive chatbots are powered through a sophisticated AI platform, soon to be rolled-out across service-based establishments such as banks.

From ultra-smart robots to smart buildings, **Advantech Australia** will demonstrate the latest in **intelligent smart buildings** designed to enhance sustainability and efficiency.

Harvey Stockbridge, Managing Director, Hannover Fairs Australia, said driverless vehicles are always a popular attraction, this year will be no different.

"There's no disputing the rise of driverless vehicles. In fact, some claim that by 2030, most vehicles on Australian roads will be automated. Accordingly, driverless transport will make its mark again on the showfloor of CeBIT Australia. We also have a range of exhibitors bringing with them the latest technology in their industry, from holographic displays, to coding classes and digital employees, there are many avenues looking at the future of business technology," said Mr Stockbridge.

EasyMile and the Australia and New Zealand Driverless Vehicle Initiative (ADVI) presents the ultimate in-house fleet management solution for transporting up to 15 passengers and travelling up to 45km/h, the **EZ10 driverless shuttle** challenges the ideas of driverless automation.

A first on the showfloor, **Maxo Telecommunications**, will give attendees the chance to compete in an interactive **escape room experience** 'Escape Your Telco'. The highly anticipated **Atlassian Code Lab** sees classes run each day, where visitors can learn the basics of coding.

"The showfloor of CeBIT Australia is always buzzing with activity and an air of excitement, that's because it really is thrilling to get a taste of what's to come. Some of the innovations on display this year are truly revolutionary.

"It's humbling that so many great innovators of the industry choose CeBIT Australia to show-off their amazing advancements. It's an honour to be able to provide CeBIT Australia as a platform for this purpose," Stockbridge added.

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CeBIT Australia 2018 is happening at ICC Sydney next week, with leading international keynotes, conference streams, and two stages on the showfloor, the Innovation stage and the FutureTech stage, covering everything from IoT to machine learning and AI.

For more information – including an overview of the CeBIT Australia 2018 presentations, speakers and events – visit cebit.com.au

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Complimentary media passes are available to CeBIT Australia, please email cebit@zadroagency.com.au

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Images:

1. Harvey Stockbridge, Managing Director, Hannover Fairs Australia ([download hi-res](#))



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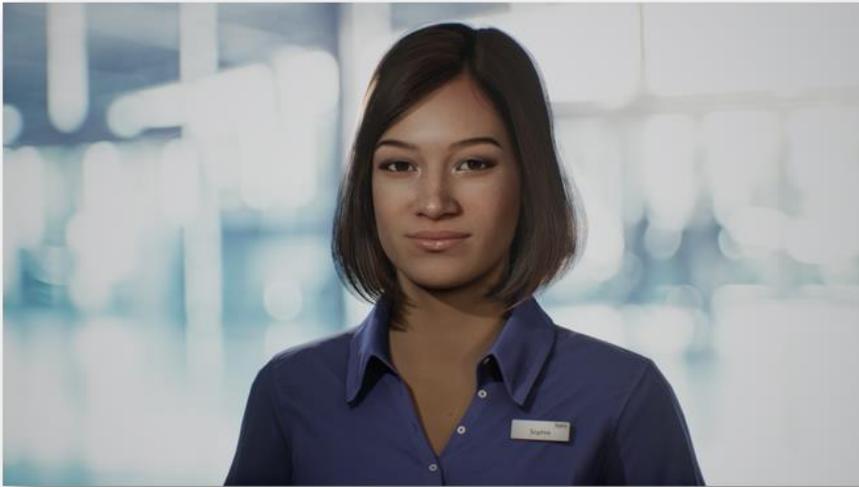


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2. FaceMe Chatbot, Sophie



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3. EasyMile, EZ10 Driverless shuttle



3. Images from CeBIT Australia 2017 ([download](#))



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About CeBIT Australia:

15-17 May 2018, International Convention Centre Sydney

CeBIT Australia – The Future of Business Technology. www.cebit.com.au

CeBIT Australia is the Asia Pacific's largest and longest running B2B technology exhibition and conference, celebrating its seventeenth year in 2018. The event has truly cemented its position as the business technology event for the region, attracting thousands of technology professionals from Government enterprise, SMEs and start-ups. It 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 business problem, there will be a solution at CeBIT Australia.

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.

The NSW Government is proud to be the Official Partner of CeBIT Australia 2018.

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