

15 September 2009

**CeBIT 2010, 2 to 6 March**



### **CeBIT Security World continues to grow**

- IT security solutions in great demand
- CeBIT Security World presents a comprehensive overview of security issues
- New constellation of keynote themes in Hall 11: Security and Banking under one roof for first time
- Heise Events the new partner of CeBIT Security World

**Hannover.** Despite the fact that money remains tight, companies are continuing to increase their investment in IT security. This has been confirmed by the latest IT security study carried out by the international Computing Technology Industry Association (CompTIA). This year's CeBIT visitor survey also registered increased interest in modern IT security technology. According to the survey more than 100,000 trade visitors believe that IT security will continue to be one of the big issues of the future.

#### **Know-how in every area of security**

In response to the growing concern about IT security it has been decided to greatly extend CeBIT Security World in 2010. CeBIT Security World is an international platform which addresses businessmen and decision-makers from every branch of business and industry, as well as government and the political community. The product range in the exhibition section embraces security software such as anti-spam filters and virus protection programs as well as authentication processes, digital card technology, mobile security applications, network security, cryptography, video surveillance and access control systems. Specialist consultants will also be offering their professional support in the planning and implementation of integrated, comprehensive solutions. Ernst Raue, Board Member of Deutsche Messe AG, reports: "Over the past few years CeBIT Security World has developed into one of the world's leading showcases in the field of IT security. This is now widely acknowledged by market players, and there is keen demand for exhibition space at CeBIT Security World 2010. Some existing exhibitors are even planning to increase the size of their stands."

Companies such as Aladdin (now known as SafeNet), Avira, Cherry, GData and the German Federal Office for Security (BSI) have, for example, already confirmed their stand booking. There are plans to extend the exhibition area in 2010 by more than 11,000 square meters.

#### **New user-friendly hall concept**

The planners expect a good response and positive synergies to emerge from the decision to bring the two exhibition keynotes Security and Banking closer together. Security is obviously of major importance to banks, and topics such as card technology, biometrics and video surveillance are important to both sectors. Thus, for the first time, CeBIT Security World will be located in the direct vicinity of Banking & Finance under one roof in

Hall 11 at CeBIT 2010.

### **Heise Events a good partner for CeBIT Security World**

In 2010 the core of CeBIT Security World will be the new Security Plaza, which boasts several stages for meetings, conferences and talks by experts. Exhibitors from the security industry will be showcasing their products and applications here. Furthermore, the Security Plaza will afford an ideal location for joint displays and separate meeting rooms, which are particularly suitable for SME's. This project is being partnered by Heise Events, the events division of the publishing house Heise.

Ernst Raue explains: "Heise Events is a sound and reputable partner with many years of experience in marketing high-calibre IT events. We also have plans to work together with Heise Events on a Security Conference taking place at CeBIT 2010. CeBIT is also partnering the sixth Security Roadshow, which Heise Events will be launching in four German cities in the spring of 2010."

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