

Exhibit Stands in the
Navigation World
of SYSTEMS 2008

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Ideas for better business

21-24 October 2008

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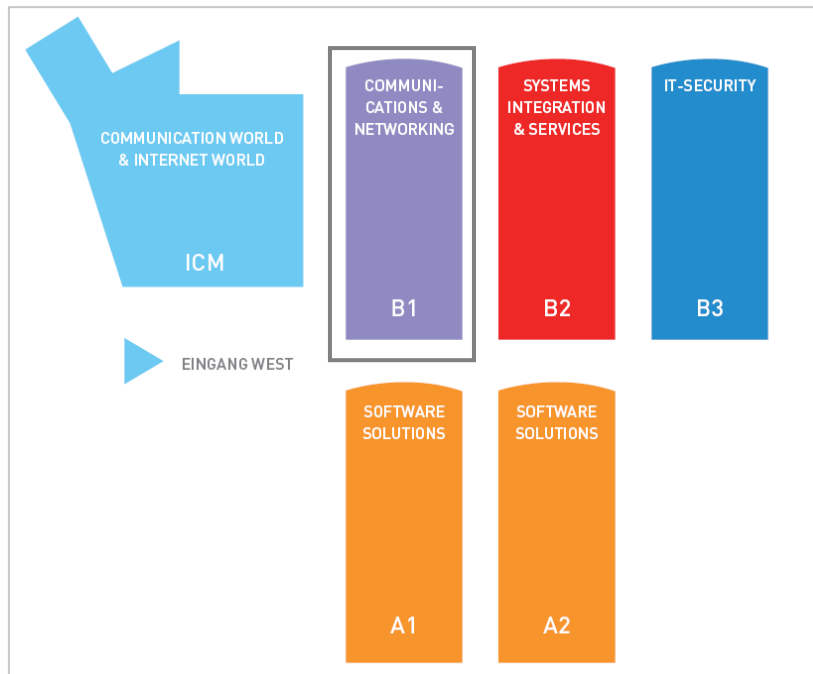
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I. Navigation World & Forum in Hall B1

Location in Hall B1 – Communications & Networking



- **Mobile (enterprise) solutions: *Navigation World***, satellite solutions and services, ultra-mobile devices, telematics, Auto-ID, etc.
- **Mobilesolutions** (mobile devices, software, services, Auto-ID)
- **Unified communications:** integration and automation of language, data, and multimedia using fixed and mobile software and hardware solutions in companies
- **Telecommunications services** (basis, value-added, content, consulting, outsourcing)
- **Telecommunications solutions** (fixed networks, cable, mobile, IP)
- **Networking & infrastructure**
- **NGN** (next-generation networks)

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II. Navigation World – The Name Says It All

Europe's leading satellite navigation network has been meeting at SYSTEMS since 2004

Whether it's road traffic, agriculture, aviation, gaming, mobile communications, or public security, the field of satellite-aided localisation and navigation is conquering one industry after another. By 2010, 1.8 billion people will be taking advantage of satellite navigation – seize your chance today to introduce your services to decision-makers from midsize companies!



Navigation World at SYSTEMS

- THE meeting place for decision-makers in the ITC, GIS, and satellite navigation industries since 2004
- Topic-specific exhibition for technologies, solutions, and services – virtually an entire trade show of its own!
- An ideal platform for positioning and communicating your products and expertise
- Topics: indoor navigation, telematics, location-based services and digital maps, information logistics and fleet management, precise positioning, EGNOS, mobile navigation, and GNSS gaming

At a Glance: The Benefits of Navigation World 2008

- Package offerings, all-inclusive stands
- Networking with experts from Germany and around the world
- Platform for innovation and practical use
- High-quality conference programme and opportunities to present your company

Navigation World exhibitors from years past (excerpt):

German Aerospace Agency (DLR), DHL Innovation Center, E.ON Ruhrgas AG, ESG GmbH, European Space Agency (ESA), Fraunhofer Institute for Integrated Circuits, Fraunhofer Institute for Material Flow and Logistics, Kathrein-Werke KG, Schenker Deutschland AG, Sif Technology Inc., TomTom WORK, Via Michelin, Wayfinder Systems AB, and many more

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III. European Satellite Navigation Competition



The 5th European Satellite Navigation Competition promises the chance to experience trend-setting application scenarios for satellite navigation systems. The regional winners from the renowned innovation competition's 13 high-tech clusters – among them Taiwan, Queensland (Australia), and Sophia Antipolis (France) – will present their ingenious product and service concepts in the Navigation World area.

In addition, the winning ideas in the following award categories will be on display:

- GNSS gaming, sponsored by the Industrial Technology Research Institute (ITRI) of Taiwan
- EGNOS, sponsored by the European GNSS Supervisory Authority (GSA)
- Load-volume tracking, sponsored by T-Systems and DHL
- The innovation prize of the European Space Agency (ESA)

IV. Navigation World Conference Forum

For the first time, major industry players will engage in discussions and make presentations on the first two days of SYSTEMS in a separate, exclusive conference forum directly adjacent to the Navigation World area. The winners of the European Satellite Navigation Competition will also introduce their award-winning ideas.

Prices*

Day pass: €89.00

Two-day pass: €139.00

* incl. admission to SYSTEMS

Focus topics

Tuesday,
21 October 2008

- Indoor navigation
- GNSS gaming
- Digital maps & location-based services

Wednesday,
22. October 2008

- Automotive solutions
- EGNOS
- Mobile solutions

Thursday,
23. October 2008

- Presentation opportunities for exhibitors

Friday,
24. October 2008

- Presentation opportunities for exhibitors

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V. Participation Options

9 m² all-inclusive stand:

€1,950.00*

- 1 seating arrangement, including 1 table and 2 chairs
- 1 info counter, including barstool
- 3 spotlights
- 1 banner inscription incl. up to 15 letters (2 banners for corner stands)

18 m² all-inclusive stand:

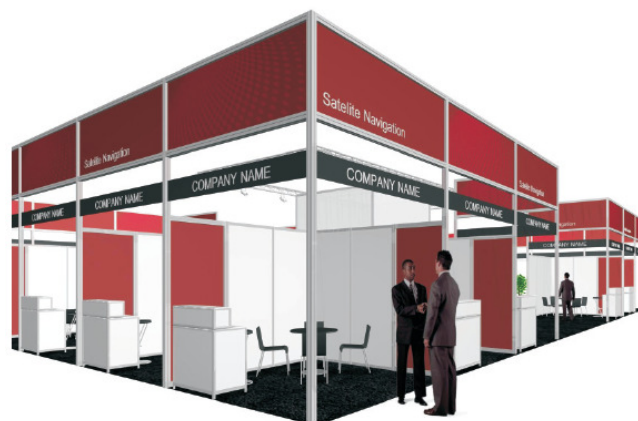
€2,390.00*

- 1 seating arrangement incl. 1 table and 4 chairs
- 1 info counter incl. barstool
- 6 spotlights
- 1 banner inscription incl. up to 15 letters (2 banners for corner stands)

PC workstation:

€1,200.00*

- Counter incl. barstool
- 2 spotlights
- 1 banner inscription incl. up to 15 letters



Example illustration:
9 m² corner stand

* All prices subject to VAT

The packages include:

Stand construction, provision and consumption of electricity, security, janitorial services, furnishings, catalogue entry, entry into the exhibitor database, main exhibitor's fees, 2 exhibitor passes, use of advertising materials, unlimited free guest tickets with no retroactive billing

Additional services, furnishings, and telecommunications equipment, as well as plants and other such items, are not included in any of the packages described above. However, such items and services can be ordered through the organiser if desired.

Exact stand placement will follow receipt of registration.

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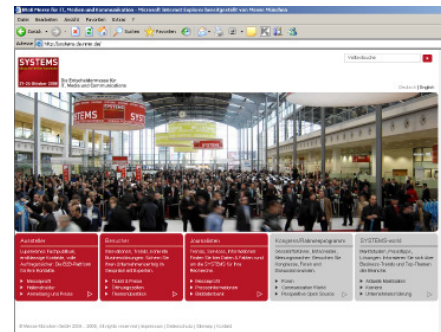
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VI. Communication, PR, Online Presence

Media integration options

- **SYSTEMS Businessletter:**
 - Advertisement and/or other inclusion in relevant issues prior to the trade show
- Integration of contributions, interviews, and so on regarding the topics of navigation, telematics, and mobile business at **SYSTEMS-world.de**
- Announcement of exhibit and forum in **press release(s)** (SYSTEMS, AZO, etc.)
- Statements on SYSTEMS' **Trade Show TV**



Mention in media cooperations

- **SYSTEMS PocketGuide**

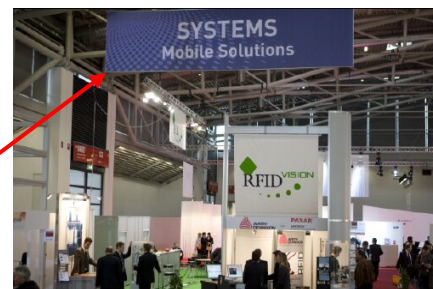
Print run of 250,000; insertion into *Computerzeitung*, *LANline*, and *Windows IT Pro*; availability at the trade show, distribution through registered visitors or exhibitors

- **SYSTEMS special edition in *ChannelPartner* and *Computerwoche*:** print run of 50,000
- **Special edition and online special, *Financial Times Deutschland*:** print run of 102,000

Branding of "Navigation World & Forum"

- Indication of the respective topical focus as **SYSTEMS Navigation World & Forum** above the hall entrances in Hall B1; additional mention of the area on the signs at the west entrance

(Example: sign providing direction to "Mobile Solutions" in Hall B1 in 2007)



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