



Fast wireless access everywhere

- **Full-coverage Wireless LAN starts for the International Toy Fair**
- **Nürnberg exhibition and congress centre now equipped with the fastest Internet access of all German exhibition sites**

NürnbergMesse GmbH
Kommunikation
Messezentrum
90471 Nürnberg

Tel +49 (0) 9 11.86 06-83 15
Fax +49 (0) 9 11.86 06-8640

presse@nuernbergmesse.de
www.nuernbergmesse.de/presse

NürnbergMesse invests in technology and speed: fast wireless Internet access is the motto. “In cooperation with Siemens Enterprise Communications, we have equipped the Nürnberg exhibition and congress centre with full-coverage Wireless LAN at a capital cost of three million euros. Exhibitors, visitors and congress participants can now surf the worldwide web with their notebooks or PDAs anywhere on the site. The new service is available from 7 February 2008, in time for leading exhibitions like the International Toy Fair, BioFach and embedded world,” explains Michaela Griep, Director Exhibition Services.

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This project of NürnbergMesse and Siemens Enterprise Communications uses the current worldwide radio standards, so all international visitors and exhibitors have fast Internet access throughout the Exhibition Centre Nuremberg. “It was important for us to provide fast web access for everyone, wherever they are located on the site. Our visitors can now always call up their latest e-mails or access their corporate network over secure connections. The system offers reliable coverage at a constant high speed regardless of the number of users,” says Griep.

High speed is a must for NürnbergMesse and is assured by using a symmetrical broadband link, which provides an exceptionally high data rate (up to 10 Mbit/s) for uploading and downloading at the same high speed. These features make NürnbergMesse the current leader in the German exhibition market.

Fast and fair

The high-speed wireless network is available for exhibitors from as little as 285 euros for single-station access from the start of assembly until the end of dismantling. Multi-station access and cross-hall networking are also possible at any time. Visitors can buy access tickets for surfing on the Internet. Billing is possible via credit card in each case.



Outlook

Both partners are planning more innovative services for the future, for example, they are thinking about an information streaming service for visitors. This would enable visitors to receive the latest messages or be informed about special services and events at the exhibition on their notebook or PDA over WLAN.

The equipment behind the service

The network uses 400 HiPath Wireless Access Points (IEEE 802.11b/g, 2.4 GHz and IEEE 802.11a/h, 5 GHz, each with maximum 54 Mbit/s gross data rate) in the indoor and outdoor areas of NürnbergMesse and two redundant HiPath C2400 WLAN Controllers. The WLAN Controllers are responsible for the control and administration of the wireless network. HiPath WLAN supports the highest security standards, provides fast roaming, failure safety and optimum radio coverage (www.siemens.de/enterprise).

About the NürnbergMesse Group

NürnbergMesse is in the Top Ten in Europe, is a member of GDG (Association of Major German Exhibition Centres) and holds 7th place in the German rankings after the exhibition companies in Frankfurt, Düsseldorf, Hanover, Munich, Cologne and Berlin – well ahead of Essen, Stuttgart and Leipzig. The portfolio covers some 70 international exhibitions and congresses at the Nürnberg location and worldwide. Around 26,000 exhibitors (international share: 35 %), 775,000 trade visitors (international share: 19 %) and 465,000 consumers participate each year in the own, partner and guest events of NürnbergMesse. The group currently employs 254 persons and moderate expansion is planned.

Contacts for press and media:

Peter Ottmann, Sarah Schaeffauer-Koers
Tel +49 (0) 9 11. 86 06-83 15
Fax +49 (0) 9 11. 86 06-86 40
presse@nuernbergmesse.de

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