



## CeBIT 2004

18. – 24. March 2004

## Fair Review

## Partner on the booth:



Main.net Communications Ltd. – international references and technology



ABB – presentation of medium voltage solutions

**SPEED-WEB**

CONSULTING GMBH

Speed-Web Consulting/Linz AG – Powerline for the Austrian market

swisscom eurospot

Leading Hotspot-operator in Germany, Partner of WLAN hotel-applications



With over 257 documented dialogues the CeBIT was again a great success for Power PLUS Communications AG. The generous booth held in the company design was taken very positively by the guests. The main topic of this year's fair performance was the establishment of the new powerline modem generation. Accordingly the new powerline dragged as a thread over the complete stand. Further topics were the powerline-based WLAN-applications in cooperation with Swisscom Eurospot and PPC's commercial references and their different marketing campaigns. But also familiar topics were presented at the booth. So the PPC worlds - communication, lifestyle, safety and process control-, medium-voltage solutions and the life demo wall with current aspects were introduced again. Like in the previous years Main.net Communications Ltd. was represented

as partner on the booth. Besides international references and branch-specific solutions for schools, also for the technology supplier the central topic was the new modern generation. Another partner on the booth was Swisscom Eurospot, the leading Hotspot-Carrier in Germany. In cooperation with Swisscom Eurospot, PPC has already successfully installed several WLAN-access points via powerline. This new solution was introduced in the context of the life demo wall. The concept to present "products to touch" prevailed and proved of value also this year.

Due to the positive experiences of the former fair appearances the "promotion socket outlets" were used again this year. The young ladies in socket outlet outfits drew the broad attention on the stand of Power PLUS Communications AG as usual.

## Impressions of the fair



Visitors on the stand



Linz-delegation with Dr. Heizinger

