

Fact Sheet



CeBIT 2016: Vodafone Facts & Figures

Vodafone has its own exhibition pavilion (Pavilion 32) again at this year's CeBIT in Hanover. During the trade show from 14 to 18 March 2016 the telecommunications giant will be presenting products and solutions for national and international enterprise customers according to the motto of "Ready for Gigabit Business".

The Pavilion

Vodafone will be showcasing innovative technologies that are taking us forward into the gigabit society on a 815 square metre exhibition area. Another 1,000 square metres comprise meeting rooms, the back office area and the storage room. Some 700 employees specialising in sales, technology, marketing and service will be providing individual consultations and advice to existing and potential customers and ensuring that everything runs smoothly during the show. Some members of the CeBIT team are young talents, because 30 trainees will be in Hanover to gain their first trade fair experience.

Pavilion 32 has a total of 360 lighting elements providing visitors with an impressive setting. The individual elements inside the pavilion interact to create a stunning 3D structure that uniquely represents the core theme of speed and 5G. None of the staff or visitors will go hungry in the Vodafone Pavilion. Last year 2473 "currywurst" and lots of other delicious snacks were consumed there. 75 LTE stations, 69 UMTS network elements and 55 GSM stations at the exhibition site guarantee optimum wireless reception.

Selected highlights in the Vodafone Pavilion

Vodafone is making its networks even faster as we move towards the gigabit society. It plans to introduce the first cable and mobile gigabit data rates this year. An ultra-modern fibre optic network and 5G - the next generation of wireless - will give the economy and society a very smooth ride into the digital future. In fact, the first gigabit Wi-Fi hotspots have already been set up in Berlin.

Wi-Fi Calling allows enterprise customers with the Red Business+ tariff to make calls where there is poor network coverage, e.g. inside production halls, in new buildings with thick reinforced concrete walls or in basement offices. One Net Business is a fully integrated digital workplace in the cloud for Vodafone enterprise customers. Employees get fast and simple access to the same functions and services from any location using their phone, mobile, tablet or computer. They also get one single number to make or take calls from any phone – mobile or landline.

New Vodafone Total Cloud Flex, a product that unites the advantages of a private cloud with the flexibility of a public cloud. It allows customers to scale their IT resources "on demand" and thus far more cost efficiently, while their data remains stored in a high security, certified virtual private cloud environment that can be managed via a self-service portal. The Vodafone network delivers high availability and reliable connectivity from device to data centre.

In the pavilion's IoT area Vodafone will be showcasing M2M applications for remote machine maintenance, digital snack machines that recognise customers by their mobile phones and a bodycam that transmits live images via LTE to police headquarters.

Press contact:

Vodafone Press Office
Corporate Communications
+49 (0) 211 533-5500
presse@vodafone.com

Further information:

vodafone.de/presse
blog.vodafone.de
twitter.com/vodafone_medien