North Rhine-Westphalia
The Mobile Power of Germany

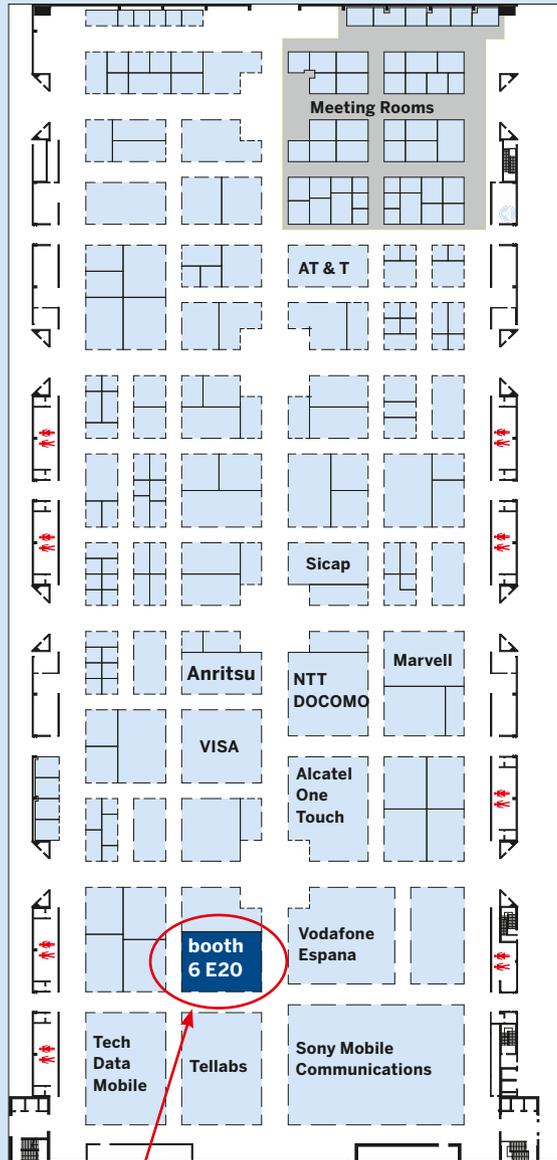Barcelona, Spain
February 25 – 28, 2013

Fira Gran Via
Hall 6, booth E20

made
in
Germany

Mobile World Congress 2013
Floor Plan

Meeting Rooms

AT & T

Sicap

Anritsu | Marvell

NTT DOCOMO

VISA

Alcatel One Touch

booth 6 E20

Vodafone Espana

Tech Data Mobile | Tellabs | Sony Mobile Communications

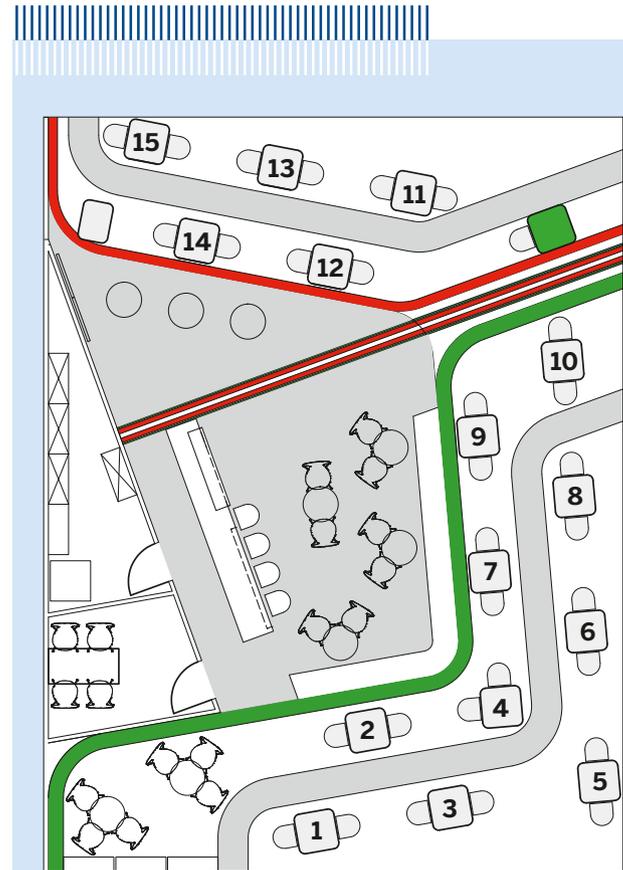**NRW-Pavilion – The Mobile Power of Germany**

Content

Welcome to the Mobile World Congress

The Mobile World Congress (MWC), the leading event for mobile communications and business applications, will be held in Barcelona from 25 – 28 February 2013. Since being established in 1986, the MWC has evolved into the world's most important trade fair, conference and hub in the field of smartphones, mobile technologies in cars, homes, appliances, governments and utilities. Around 67,000 trade visitors from all around the world are expected to attend again this year. Nearly 1,500 exhibitors will showcase coming mobile trends and applications. Visitors will have the chance to discover new services and products specifically for their business models.

North Rhine-Westphalia is Germany's No. 1 mobile communications state. The country's three largest mobile communications companies are headquartered in our state and the sector accounts for around one third of the 140,000 jobs in the ICT industry in North Rhine-Westphalia. More than 40 % of all companies in Germany that operate in the mobile arena are based in North Rhine-Westphalia. This underscores that North Rhine-Westphalia is one of the top European addresses in the ICT and mobile sector.

The 15 companies at our stand in hall 6, E20 will present the great diversity the mobile communications state NRW can offer. The products range from mobile Internet solutions, security technologies, mobile infrastructure, and mobile health to content for app stores. We kindly invite you to visit our stand.

Floor Plan of the North Rhine-Westphalian Pavilion

1	UMIC/RWTH Aachen	10	Secusmart
2	callmyname	11	@-Yet
3	City of Düsseldorf	12	Deutsche Post
4	Cologne University of Applied Sciences/ Zafaco	13	Qualigon/avinotec
		14	Tiptel
		15	Starfinanz
5	N.A.T.		
6/7	Lavandoo		
8/9	G Data		

Exhibitors

@-yet optimizes IT benefits, reduces IT risks, secures values, IT and Risk Management, IT and Outsourcing, IT Resulting. @-yet aims at rendering IT-Processes and IT-Infrastructures
■ transparently
■ cost-efficient and risk-reduced
■ manageable

IT Risk Management: Business Continuity, Business Security, Business Compliance, IT-Forensics, Defending against sabotage, corporate espionage and competition's curiosity, Security in the production, Awareness of employees and management, Emergency precautions
Mobile Security: Mobile Device Management, Mobile Device Center
Outsourcing & Cloud Computing: Potential analysis/ RfQ, SLA and contract design, Contractor selection, Transition
IT Resulting etc.: High-Availability, Security Architectures, Automatisation, Virtualisation, Disaster Recovery, Management concepts, ITIL/COBIT/Prince2
@-yet Tools: Risk-Assessment, Business Impact Analysis, Social Engineering, Onsite- und Offsite-Pentests, Infrastructure analysis, BSI/ISO2700x

Live streaming is becoming reality – on all mobile devices and net-works by Live on mobile –

Live On Mobile, which is presented by avinotec Mobile Video Platform, is fully compliant with the latest 3G mobile standards. The videos can be streamed with 15 frames per second, which is also running on 2G networks – in high quality. All streams are browser-based and do not need any installation of additional software. Furthermore all mobile devices, such as Nokia, Android, Blackberry and iPhone, are supported.

avinotec enables you to stream live videos from every location to anywhere.

Meet us on MWC 2013 – Hall 6, Booth 6E20
Company-Presentation on Monday, February 25th

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call: my name

CallmyName allows companies and individuals to be reached via smartphone using a name instead of a phone number. Thus, looking up phone numbers becomes superfluous. This is made possible by the free CallmyName app: Simply enter the name of a company or individual you look for and it will show you all contact information such as phone number, e-mail and Web page. Moreover, the smartphone's maps app can navigate you to the address linked to the Call:Name. CallmyName can change people's communicational behavior. Since the Call:name is as unique and individual as the domain name of a website CallmyName provides companies with a new USP and thus a competitive advantage. In order to receive a Call: Name companies and individuals register once – on a "first come, first served" basis. CallmyName was founded in 2008 by entrepreneurs Modi Kidon, Assi Rotbart and Igal Zak. The service is distributed via partner companies.

More information at www.callmyname.com.

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City of Düsseldorf

A leading location in an international perspective, Düsseldorf is home to more than 1,500 companies from the information and communications technology sector. Its unique ecosystem of companies, industry associations and research institutions has made Düsseldorf a truly global Mobile Capital.

The Düsseldorf Office of Economic Development is the point of contact for all businesses wishing to locate to Düsseldorf from all levels of the mobile sector value chain – from global players and innovative SMEs to start-ups and young entrepreneurs.

What the Office of Economic Development does for its clients
- Assist foreign companies in setting up in Düsseldorf
- Advise companies on permits and authorizations
- Support entrepreneurs in establishing a business in Düsseldorf
- Procure industrial property and buildings
- Organize financial assistance for young companies
- Help local companies enter foreign markets

www.mobile-capital.com

City of Düsseldorf

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In AV QoX we analyse and desin universal, distributed quality monitoring systems for IP-based multimedia services such like IPTV, WebTV and VoD as well as data performance benchmarking in Next Generation Mobile Networks.

The Quality of Service (QoS) and Quality of Experience (QoE) of IP based multimedia services are measured with distributed QoS sensor nodes for monitoring and benchmarking from a customer's point of view. Measurement probes are scalable from handhelds like Android smartphone to server systems. The research and development project AV QoX is run by the Computer Network Research Group at Cologne University of Applied Sciences (CUAS) in cooperation with our industrial partner zafaco GmbH.

DocWallet has been developed by Deutsche Post, the world's leading mail and logistics services group.

The Deutsche Post and DHL corporate brands represent a one-of-a-kind portfolio of logistics (DHL) and communications (Deutsche Post) services. The Group provides its customers with both easy to use standardized products as well as innovative and tailored solutions ranging from dialog marketing to industrial supply chains. About 470,000 employees in more than 220 countries and territories form a global network focused on service, quality and sustainability. With programs in the areas of climate protection, disaster relief and education, the Group is committed to social responsibility. In 2011, Deutsche Post DHL generated revenues of € 53 billion.

The postal service for Germany. The logistics company for the world.

For more information: www.dp-dhl.com

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The Bochum based G Data Software AG is an innovative and rapidly expanding software house that specialises in IT security solutions. As a specialist in Internet security and pioneer in the field of virus protection, the company, founded in Bochum in 1985, developed the first antivirus program more than 20 years ago.

Consequently G Data is one of the oldest security software companies in the world.

The product range comprises security solutions for end customers as well as medium to large-sized enterprises. With Mobilesecurity G Data offers smartphone and tablet users powerful protection against malware attacks and the far-reaching consequences of the loss or theft of their device.

G Data security solutions are available all over the world. For more information about the company and G Data security solutions, see **www.gdatasoftware.com**

Lavandoo Health is the healthcare division of the Lavandoo Group with its headquarters in Bonn, Germany. Today, Lavandoo Health together with its partners is active in more than 12 countries in Europe, the Middle East, South Africa, India and South America.

Lavandoo Health provides integrated healthcare solutions including lifestyle disease management & coaching platforms, innovative medical devices with M2M connectivity, health research, and healthcare services under the joint brand and trading identity "Lead a Good Life®".

"Lead a Good Life®" is a comprehensive health, wellness and lifestyle management system which aims to provide qualitative and quantitative information to a user/patient and his or her care provider, as well as expert assistance, self-monitoring and self tracking tools in the areas of nutrition, activities and vital signs.

Lavandoo Health and its global partner Doro AB from Sweden provide together with mobile operators a mobile personal emergency and mhealth response system that children, seniors and other family members can use in any uncertain or unsafe situation to quickly reach our emergency call center or family relatives who can get them the help they need.

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N.A.T. (nateurope.com) provide solutions "Made in Germany" for wired and mobile networks based on common hardware standards for markets such as medical, energy, communication, defense & aerospace, industrial control, automation, transportation, test & measurement, and research.

N.A.T. have the capability to turn technological trends into state-of-the-art solutions based on open standards with own hard- and software designs. The portfolio includes turn-key and application-ready systems as well as high-performance network interfaces, single- and multi-core communication boards, intelligent switches and system controllers as well as protocol stacks for communication applications requiring scalability, flexibility and compre-hensive support.

At the MWC 2013 N.A.T. present rack mountable solutions for media gateways for NGN and legacy networks. The systems are based on the open standard MTCA and pro-vide extremely high bandwidths up to 20Gb/s. The turn-key systems incorporate multi-core processing and DSP capabilities as well as multi-port line interfaces, still leaving space for custom hardware and software extensions.

Talk to us ... we care.

Gesellschaft für Netzwerk- und Automatisierungstechnologie mbH (N.A.T.)

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Qualigon focus on quality topics from the user's perspec-tive in telecommunications. Express Quality is our vision. This comprises visualisation, expression and presentation together with up-to-datedness, speed and dynamism to enable our customers to achieve permanently the aspired quality level.

As a partner of Perfecto Mobile we are experienced in delivering results with the MobileCloud™. Based on our clients' needs we make use of different methods, e.g. Design and Implementation of Quality Concepts, Assess-ment and Analysis of Quality Data by Audits and Test Campaigns and Optimisation of identified Quality Issues.

Our services and products cover End to End Quality, Customer Experience, Service Benchmarking of mobile Operators, Professional Automation Services on Mobile-Cloud™ using QTP, Realisation of Product Extensions for Perfecto Mobile e.g. Management compliant Reporting Portals, Testing and Probing on Smartphones and Terminals, Report Definition and Generation with Business Objects™, Type Acceptance and Data Accuracy Validation of Reports, Advanced indoor location services as well as SIM Switchbox devices for different usage scenarios.

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RWTHAACHEN UNIVERSITY

secusmart

RWTH Aachen is a leading university of technology in Germany. ICT is one of its profile areas and its research covers the following topics:

- **Human-Technology Interaction**
  HTI contains personnel and technical components and aids the usable, save and ubiquitous cooperation and interaction of man and machines within complex systems to collaboratively solve given tasks.
- **Mobile Communication & Information Systems (UMIC)**
  UMIC is an interdisciplinary and integrative research centre with strong emphasis on communications systems and information technology related topics such as information mobility and interactive adaptive systems.
- **Future Information Technologies (JARA-FIT)**
  The strength of JARA-FIT lies in the fields of semi-conductor nanoelectronics, nonvolatile memories, spinelectronics, molecular electronics, bioelectronics and preparation & analysis.
- **Virtual & Augmented Reality, Multimedia**
  This area focuses on the development of methods and algorithms for the efficient recognition, 3D reconstruction, modeling, and visualization of complex 3D objects and large-scale environments.
- **Embedded Systems, Robotics, Automatics, and Control**

Secusmart's aim is to make communication between people both easy and secure. No matter whether you opt for voice (mobile and landline), SMS text message or e-mail as your means of communication: Secusmart combines high-level security with maximum use-friend-liness. Located in the globally-networked metropolis of Düsseldorf, Secusmart develops and distributes trend-setting solutions for secure communication. Our solutions are available for Nokia, Android and BlackBerry Smart-phones. That's high-tech: Made in Germany. This is the only way communication can be 100% secure – all the time.

RWTH Aachen University – ICT

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star**finanz**

tiptel

Star Finanz, a Finanz Informatik company, is Germany's leading provider of multi-bank capable online banking solutions. As a specialist in mobile software development, Star Finanz offers a successful range of mobile products and solutions. The best examples are the tailored apps StarMoney App, S-Banking, S-Finanzstatus and S-Prepaid developed for the Sparkassen Finanzgruppe (Savings Banks – the largest banking group in Germany). S-Banking und S-Finanzstatus belong to the apps with the widest outreach among iOS, Android and Windows Phone users. Furthermore, Star Finanz continues setting standards in the security field, e.g. developing the new security method pushTAN and also develops and markets the powerful, award-winning online banking software StarMoney and StarMoney Business, as well as solutions for online payment processing, web applications and CRM solutions. Star Finanz is also a shareholder in the giropay GmbH and the technical operator of the respective payment service.

About Tiptel.com GmbH Business Solutions
Tiptel.com GmbH Business Solutions is a high-tech company specialized in information and telecommunication technologies. The German manufacturer is based in Ratingen near Düsseldorf. Tiptel can look back on 40 years of experience in the telecommunication market. The company demonstrates an uncompromising orientation towards the market and is committed to innovation and quality. Tiptel's range of products comprises:
- Mobile and wired phones
- IP phones for business solutions
- Mobile solutions for localization
- Ergonomic GSM-phones

Tiptel commits itself to sustainability by using environmentally friendly materials and processes, by minimizing the application of batteries and by developing devices with a low consumption of energy in the stand-by mode.

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zafaco GmbH is your competent business partner, ready to support you in the implementation of challenging ITC projects through its central business areas Benchmarking, Business Service Management and Business Intelligence.

zafaco with its headquarters in Ismaning, Germany is the market leader for NGN tests and also recently received a grant from the German Federal Network Agency for a study on the service quality of broadband access.

zafaco works with a tried-and-tested network of specialized and professional partners like the Computer Network Research Group at Cologne University of Applied Sciences (CUAS).

NRW.International – Partner for worldwide business

NRW.International is the organisation in charge of export promotion in the federal state of North Rhine-Westphalia.

NRW.International has been set up as a public private partnership between the federal government of North Rhine-Westphalia and the regional Chambers of Skilled Crafts, small and medium sized enterprises, the regional Chambers of Industry and Commerce and the development bank of North Rhine-Westphalia. It is responsible for the organisation of joint trade fair presentations abroad, the coordination and support of international trade delegations from North Rhine-Westphalia to foreign countries and the pooling and editing of foreign trade information relevant for companies from the region. NRW.International coordinates these activities between intermediary organizations and the government of North Rhine-Westphalia in order to provide excellent services and political backing by the regional representatives to the business community.

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BVDW

Wir sind das Netz

Shaping the future through innovation

ICT.NRW

Cluster Information and Communications Technology

The Bundesverband Digitale Wirtschaft (BVDW) e.V. (German Association for the Digital Economy) is the organisation that represents the interests of companies in the field of interactive marketing, digital content and interactive added value.

The BVDW has interdisciplinary roots, and therefore has an excellent overview of the issues facing the digital industry.

It has taken on the task of making the efficiency and the benefits of digital media transparent, thus promoting their use in the economy as a whole, in society, and in government.

The BVDW is engaged in continuous dialogue with politicians, the media and other interest groups, and supports the dynamic development of the sector in a results-oriented, practical and effective way.

The sum of all competences of the members, combined with the defined values and emotions of the association, form the basis for the self-comprehension of the BVDW.

We are the net.

Information and Communication Technology (ICT) is a mainstay and growth driver of the economy in North Rhine-Westphalia (NRW). In 2011 more than 23,000 enterprises generate a turnover of €92 billion.

86 percent of the German telecommunication market is covered by companies from NRW – the HQ of the four big German players, Deutsche Telekom, Vodafone, E-Plus, and Ericsson are located in NRW. Additionally NRW has an above-average availability of broadband access. Not surprisingly, the state is an excellent place for innovation in mobile communication, services, technology and applications.

In addition to the powerful telecommunication sector NRW is an industrial location with high potential for intelligent ICT applications with focus on 'cyber physical systems' – especially in the areas of production, medical technology, energy and mobility. Enhancing the Internationalization of NRW's ICT sector is an important strategic cluster activity. ICT.NRW supports the 'Outgoing' of NRW companies to new markets and encourages international companies to settle down within the state. Furthermore it supports cross-border projects and expands contacts and partnerships with other international networks and regions.

Bundesverband Digitale Wirtschaft (BVDW) e.V.

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MWC.MOBI
mobile : strategy consulting

Mark Waechter, aged 47, is marketer with many years professional and leadership experience in the areas of FMCG (Unilever), Internet (UUNET, WorldCom) and Wireless (T-Mobile). In May 2005 he founded MWC.mobi, a worldwide active management consultancy focusing on Mobile Strategy Development. Mark is head of the Mobile Marketing Association (MMA) in Germany (locally known as BVDW Section Mobile) and member of MMAs Board of Directors. Mark has been part of the founding team of MobileMonday Germany in 2006 and since then is Co-Chairman of the association with 5 chapters live and running. In 2011 he became partner of the METRO GROUP Future Store Initiative and since June 2011 he in member of the GS1 MobileCom Board. Over the past years Mark became a globally well respected Mobile Media Evangelist and Strategist.

MWC.mobi

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A project of:

NRW INTERNATIONAL

Sponsored by:

Ministry of Economic Affairs,
Energy and Industry
of the State of North Rhine-Westphalia

In cooperation with:

BVDW
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City of Düsseldorf

Shaping the future through innovation
ICT.NRW
Cluster Information and Communications Technology

MWC.MOBI
mobile : strategy consulting

Organised by:

Messe Düsseldorf

Designed by:

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