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## Review

# « The Wireless Market Show »

**While the Tubes weren't moving on the first day of the Enterprise Wireless Technology exhibition held at London's Olympia, the wireless market most certainly was.**

**D**espite the industrial action, exhibitors at the event were taken aback by the number of visitors they saw, and were impressed to see that most of them knew what wireless technologies had to offer, and had come to make buying decisions on projects that needed wireless solutions.

«The feedback from exhibitors is that after months of predictions and hype, the market is really moving now, and UK businesses are ready to invest in wireless technology», commented Amanda Strange, EWT Exhibition Manager. «The effort that the majority of visitors had to go through to even get to the event on the first day shows how serious they are about mobile and wireless technology. This is the first year we have run EWT, and the positive feedback I've received from both visitors and exhibitors is tremendously encouraging – and virtually unprecedented for an inaugural event. 80% of the exhibition space for the 2003 event is already reserved.»

## Visitor's Interest

Enterprise Wireless Technology attracted 2214 visitors over the two day event. They came to see dozens of new product launches from over eighty of the world's leading mobile and wireless companies exhibiting at the event. Further evidence of the wireless market's strong growth was the tremendous thirst for information evident at the extensive education programme of over forty seminars and panel sessions, many of which were full to overflowing.

The latest wireless handheld devices were top of the agenda for many visitors at the event. 60% of visitors said they had come to see these, while 58% came to see the innovative wireless LAN solutions, 50% were interested in Bluetooth technology, and 46% in wireless architecture. The key applications visitors were looking for were solutions to enable mobile and wireless access to enter-

prise applications (47%), and solutions that allow employees to work on the move (49%).

A large number of corporates visited the event to learn how mobile and wireless could benefit their business, with over a third of visitors coming from organisations with 500 or more employees.

## Echos of Exhibitors

The success of the event was echoed by exhibitors at Enterprise Wireless Technology 2002. «It was a refreshing change to see a relatively new show that actually rivalled the likes of TMA and Networks – and came out on top. Focused, high profile, well organised, a definite for 2003», said Chantelle Hyde, Product Manager from Network Utilities.

3Com's Mark Lewis commented, «EWT was a well run and organised show. The quality of leads was excellent, good quality business people serious about wireless projects, genuinely interested in doing business.»

Lorna Davies from Lucent Technologies said, «Everybody that we needed to talk to was at EWT. This was a show that even the Tube strike could not deter visitors from attending. We were very impressed by how useful it was, and the quality of the contacts that we have made.»

«We had more meaningful customer discussions here than at any other enterprise focused mobile event in the last two years. At this show we were talking to visitors with real projects,» said Geoff Hogg, from Hewlett-Packard.

Jean-Paul Deschamps, CEO and VP Marketing of Norwood Systems was equally positive about the event. «We decided to exhibit at Enterprise Wireless Technology to support the launch of Enterprise Mobility (TM), the first wireless office software platform to support voice and data. We were impressed by the quality of the visitors and we met with key decision makers representing end-users and chan-

nels. We are delighted with the outcome, as the exhibition delivered meaningful business opportunities for us. We have already rebooked for 2003.»

## Next Show

Enterprise Wireless Technology 2003 will take place on November 24<sup>th</sup> and 25<sup>th</sup> 2003 at London's Olympia 2.

For further information please contact Amanda Strange on telephone number +44 (0)20 8910 7937 or e-mail: amanda.strange@reedexpo.co.uk or visit the web site: [www.enterprisewireless.co.uk](http://www.enterprisewireless.co.uk)

## Das richtige Gesicht

NeoFace heisst ein Personen-Identifizierungssystem, das NEC Solutions auf den Markt bringt. ID-Systeme haben derzeit Konjunktur: Für den PC-Zugang und die Auszahlung von Geld mag ein Fingerabdrucksystem hinreichend sein, für den Zugang zum Arbeitsplatz auch die Iriserkennung. Bei noch höheren Ansprüchen – Zugang zu Sicherheitsbereichen – kann jetzt auf einer noch erweiterten Ebene die Berechtigung überprüft werden. NeoFace kontrolliert nicht nur die Augen, sondern auch Nase und Mund des Gesichts und vergleicht die extrahierten Daten mit gespeicherten Informationen. Die Software von NeoFace kann in existierende Kamera-Überwachungssysteme eingebaut werden. Allerdings muss man mindestens 25 000 US-\$ dafür auf den Tisch legen. Vielleicht wird eines Tages auch der «Türsteher» an prominenten Nachtclubs überflüssig, der bisher den Zugang für ein passendes Publikum limitierte: Ein Blick in den halbdurchlässigen Spiegel am Eingang, und die Tür öffnet sich. Vorausgesetzt natürlich, die gespeicherten Daten weisen den Besucher als berühmt, reich und schön aus.

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