



Letter of application



Messe München
International



MOBILE APPS

About the apps

Messe München International is pleased to offer its visitors and exhibitors an innovative and easy-to-use tool for planning their time at the fair – to make their visit as efficient and professional as possible.

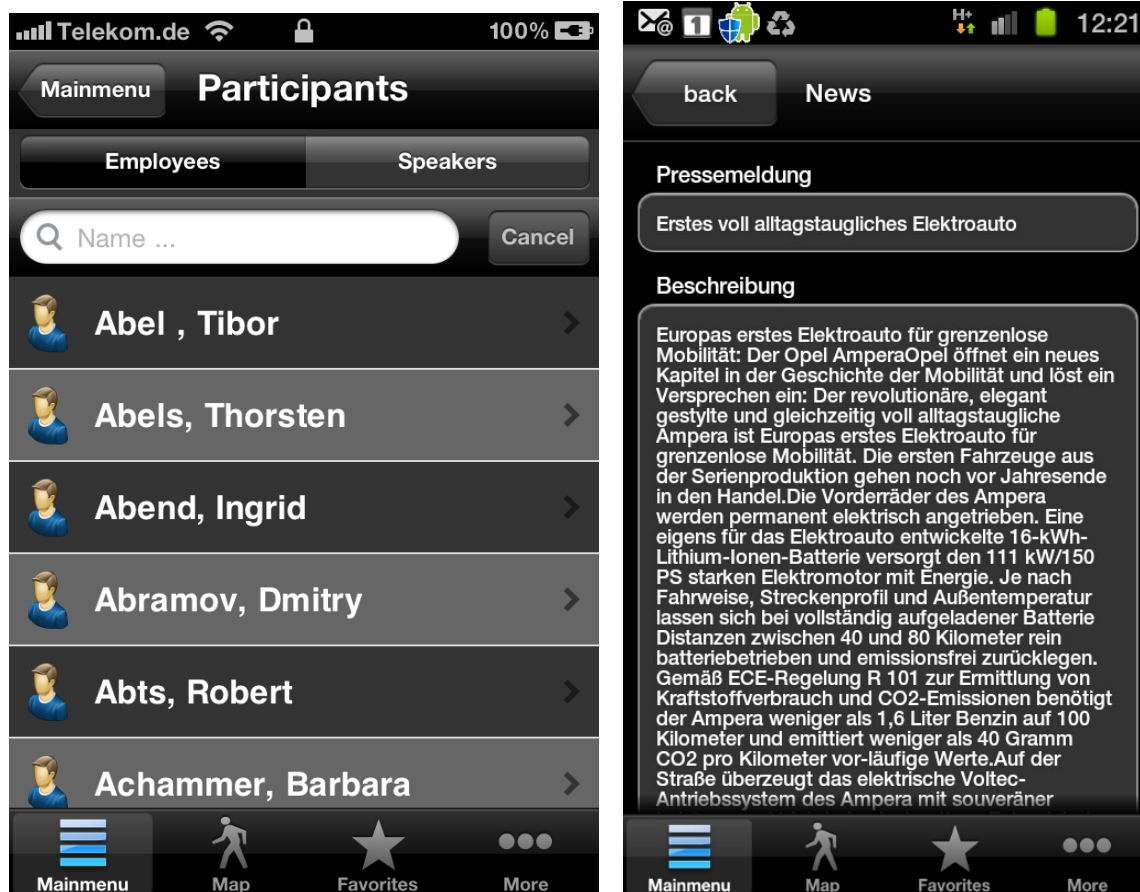
This tool helps to locate exhibitors of interest to visitors and, via a product search, identifies all those firms at the fair that could have relevance for their business. There's also a search function for the events program, sort able according to forums or days, so visitors won't miss anything when they are on site.



To sum up, the main functions of all apps are:

- Search according to exhibitor name, industry sector or points of interest around the site
- Interactive hall plan featuring favorite functions
- Indoor positioning and navigation
- Overview of the entire conference program, according to day or forum
- Detailed information on the individual events
- Press news and social media

Thanks to a module structure the content and functions can be customized for each trade fair. For some shows we have integrated news streams, rss feeds and social networks. We have also a participant module which allows to link contact details with events or companies.



Objectives

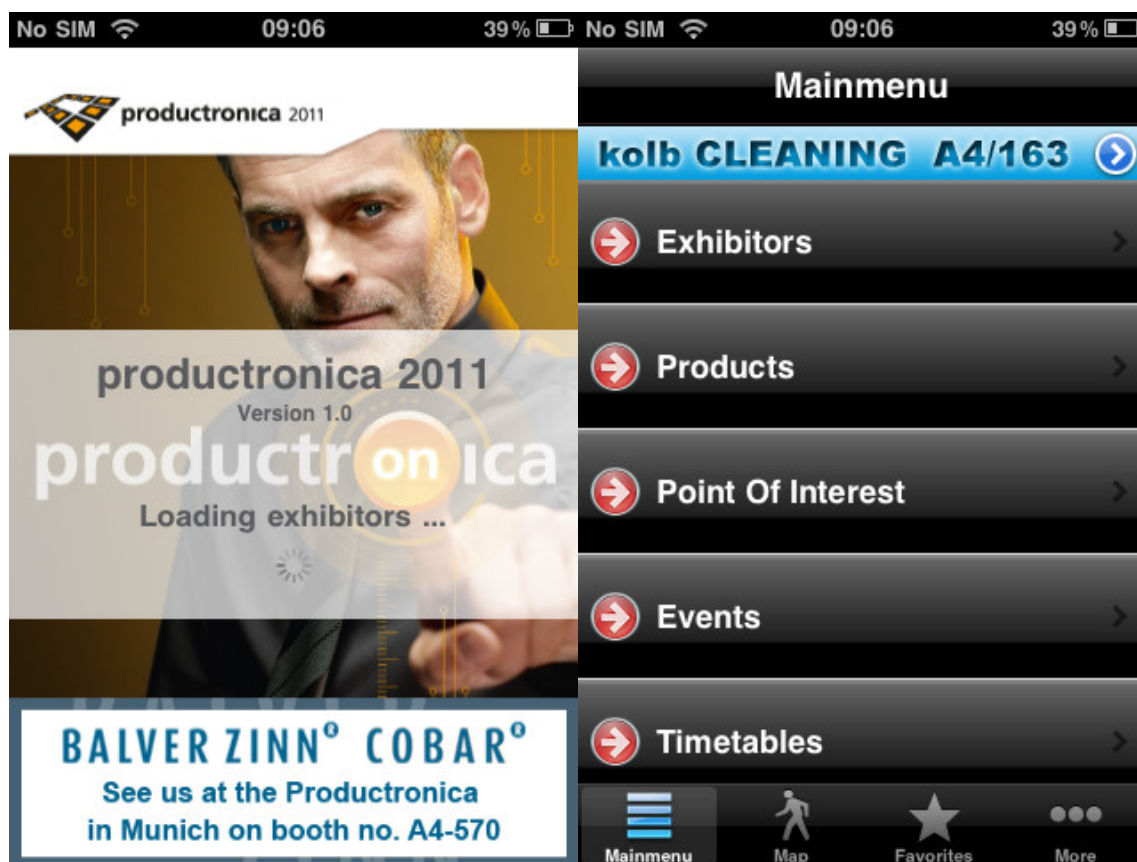
Trade Fair Munich has a long-term strategy to get its shows involved with new media. One main piece of that portfolio are apps for mobile devices. The big difference to other new media is the fact that visitors and exhibitors can interact with it directly on the fair ground. So it's not another tool to prepare and follow-up a trade show visit. A mobile app can provide active support for visitors and exhibitors during their stay, too.

Based on this understanding the objective was to generate added value for all participants. It's commonly known: everybody wants to find on a trade show what he is interested in. So the focus was to improve orientation. With interactive 2D-plans which can be controlled by gestures there was a first step. But to provide the participants something unique we need something else: on-site positioning. In the final app we don't only have the possibility where the user is on-site – but we can also calculate the fastest route to his desired destination on the entire fairground.

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Very popular are the integrated timetables of public transport around the trade fair area with real time information. Visitors can see with one touch when the next subway will leave and arrive at central station to catch their travelling connection.

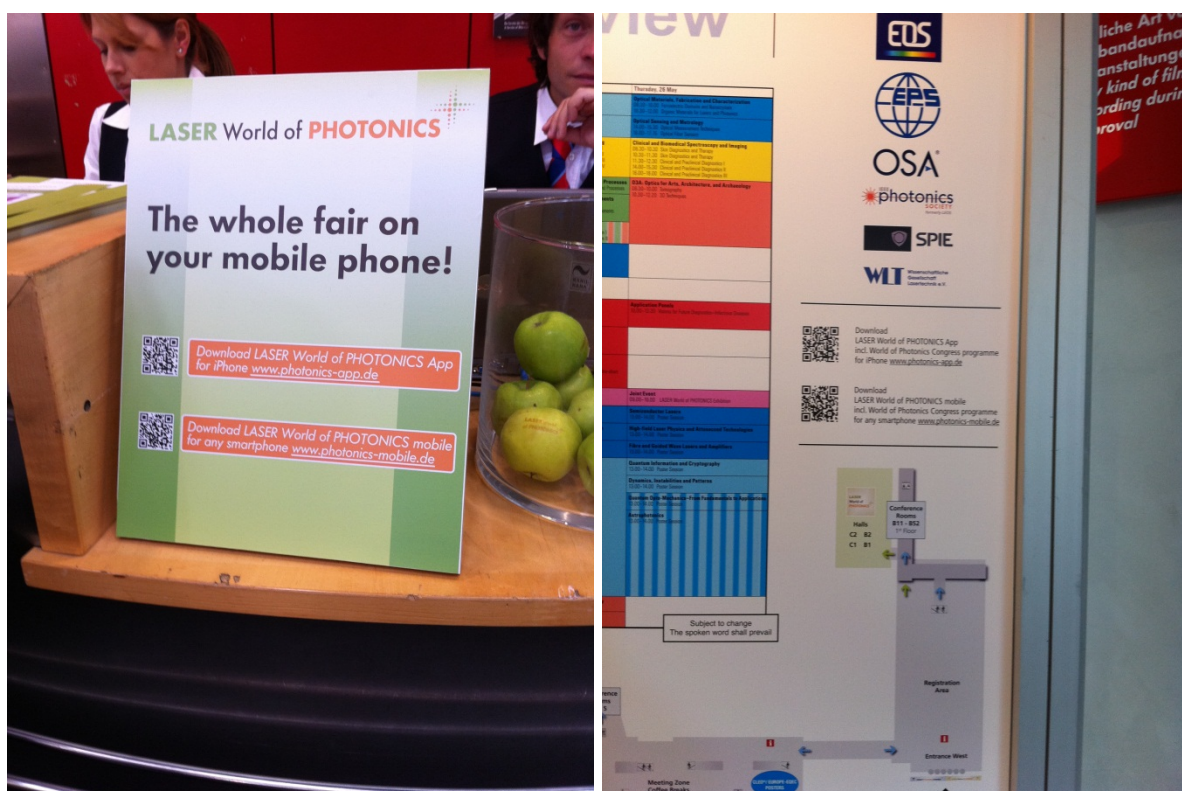
The apps are provided for free on Apple's App Store and on ANDROID Market. To finance the development and administration of the apps we offer advertising possibilities to exhibitors. They can book their ad exclusive within the start screen or main menu. Every exhibitor has the possibility to book his company logo within his profile and the exhibitor overview. It's also possible to book keywords within the search.



At this time the features of the app are strongly focused on the needs of trade show visitors. But there are a lot of new developments planned especially for exhibitors and show organizers. Learn more about it under "visions".

Actions

As it is a completely new service to some shows visitor have to be informed about the apps. Therefore all shows get their own microsite like for example: <http://www.productronica-app.com/>. This site is linked in the footer of the show's website. If the app is not released it allows to register for an e-mail alert. Every app is announced with a news on the website as well as a press release. The app is named in all offline an online communications. Especially on the fairground we indicate through QR codes at all useful places.



LASER World of PHOTONICS
23 - 26 May 2011



VISITOR INFORMATION



Sehr geehrte/r LASER World of PHOTONICS Besucher/in,

ab sofort steht Ihnen die LASER World of PHOTONICS iPhone Applikation zum Download zur Verfügung. Unter www.photonics-app.de werden Sie direkt zum App Store weitergeleitet.

Wir wünschen Ihnen eine erfolgreiche Messe und interessante Kontakte!

Mit freundlichen Grüßen

Ihr LASER World of PHOTONICS – Team



Dear LASER World of PHOTONICS Visitor,

From now on the LASER World of PHOTONICS iPhone App is available for download. Under www.photonics-app.de you will be forwarded to the App Store automatically.

We wish you a successful fair and valuable contacts.

Kind regards

Yours LASER World of PHOTONICS - Team

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www.messe-muenchen.de
www.world-of-photonics.de

The main challenge was to make our apps outstanding from existing trade fair apps. Therefore we had to do a lot of research to get the needs of our visitors and find the right solutions for that. As you can't use GPS within closed buildings we had to do a lot of research to solve that issue. Thanks to our technology partner insoft we can draw on their innovative position determination and indoor map technology. Based on common WiFi technology we can provide our app on fairgrounds around the world without installation of any further hardware.

On the beginning it was also difficult to find exhibitors to pay for advertising within the map. But time was on our side and it didn't take long that exhibitors saw the advantages of mobile advertising.

An issue we are still facing with are the different mobile platforms. We started with Apple's iOS in 2010 and last year we followed with an ANDROID version. For all other devices we offer a mobile website which is optimized for smartphones at the moment. It is scheduled to release our apps on Windows Phone till end of the year. We have also BlackBerry users in mind.

The apps are administrated by MEPLAN (a subsidiary of Messe München International) and developed in close collaboration with insoft (an IT company with focus on indoor positioning and navigation). This cooperation allows MEPLAN to provide this service to trade shows around the world. They could already win international customers like GITEX in Dubai or intersolar in USA.

Results

Our apps are an interactive guide which should make a trade fair visit more efficient and comfortable. Finding what you are looking for and get to it the fastest way was never that easy. You don't have to spent so much time in preparing your visit in advance any more. Exhibitors have new advertising possibilities and can be better found by potential customers.

It's not the focus the make money out of it. The main objective is to provide all participants a service with added value. Through selling advertising space to exhibitors we can cover the investments in development and administration.

Based on the download figures and the positive feedback we get from visitors, exhibitors and organizers we can say our apps are a great success. Trade fair organizers around the world request our solution for their show. This approves our app concept.

Trade fairs

Following trade shows are already using the technology (extract):



Vision

In near future we are going to add new functions to increase added value for all participants.

Exhibitors can get a PRO version with integrated badge scan functionality. This data can be connected optionally with MEPLANs appointment administration “ExpoEasyContact” and Lead management solution “ExpoTurboLead”.

For show organizers we will release an analytics tool for visitor streams. Within an interactive map they see which the busiest areas on the fairground are. They can learn the ways visitors are used to take through a trade show. With that information they can improve their visitor guidance and optimize latencies. It can also be used to estimate the most expensive exhibition space or use it for location based marketing.

In connection with the upcoming match making “ExpoTurboMatch” it will be possible to inform interested visitors through push notifications about fitting exhibitors near their current location.

Statistics

EXPO REAL 2011

Downloads iPhone: 3,909 (EXPO REAL 2010: 2,853)

Most Active Countries:

1. Germany
2. USA
3. UK

Downloads Android: 2,880 (EXPO REAL 2010: no Android version)

Most Active Countries:

1. Germany
2. Austria
3. Czech Republic

Unique Visits EXPO REAL mobile: 3,209 (EXPO REAL 2010: 5,916)

Most Active Countries:

1. Germany (49,39%)
2. United Kingdom (32,48%)
3. United States (6,79%)



Operating Systems:

1. Blackberry (47,81%)
2. Windows XP (17,91%)
3. Others (11,59%)

Productronica 2011

Downloads iPhone: 3,279

Most Active Countries:

1. Germany
2. Switzerland
3. USA
4. UK
5. Italy
6. Austria

Visits Productronica mobile: 3,181

Most Active Countries:

1. Germany (59,03%)
2. United States (6,66%)
3. United Kingdom (3,42%)
4. Netherlands (3,24%)
5. Unknown (3,18%)
6. Switzerland (2,58%)

Most Used Operating Systems

1. Android OS (30,95%)
2. Windows XP (26,03%)
3. Windows 7 (18,24%)
4. Others (10,50%)
5. BlackBerry (5,70%)
6. Mac OS (2,52%)

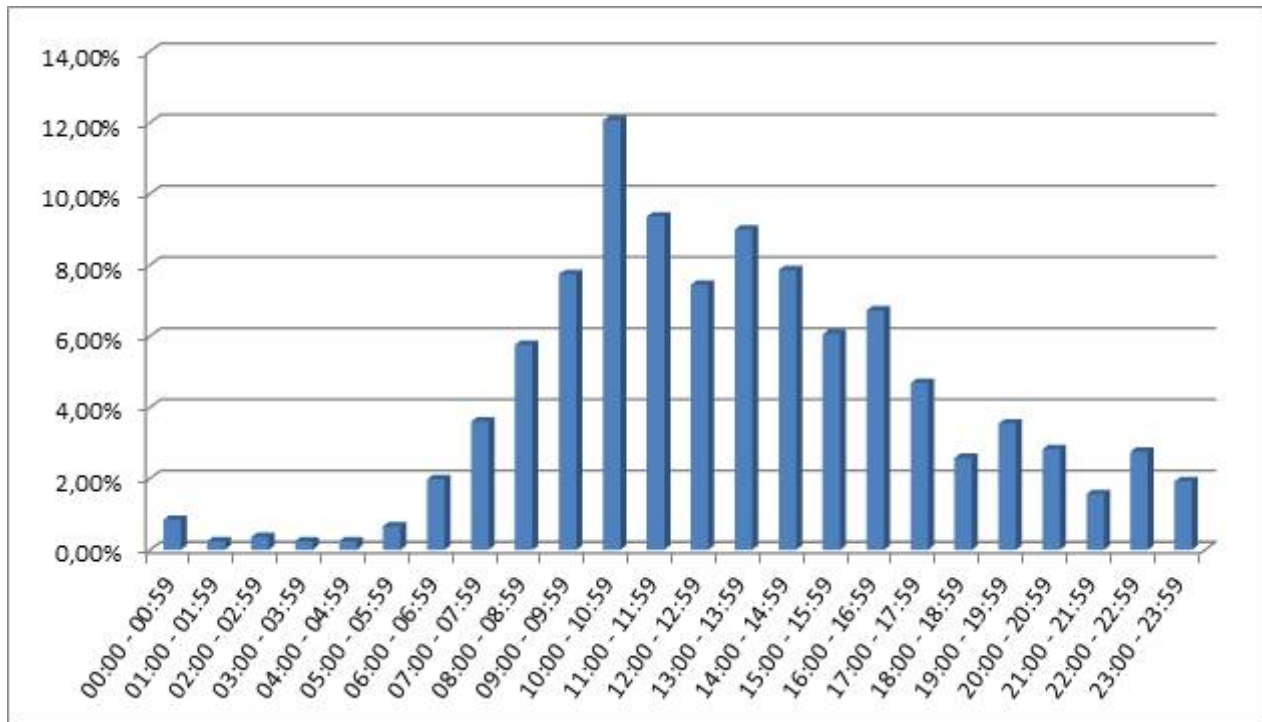
By Day of Week

1. Tuesday (26,21%)
2. Wednesday (24,30%)
3. Thursday (19,50%)
4. Monday (15,72%)
5. Friday (9,42%)
6. Sunday (2,64%)

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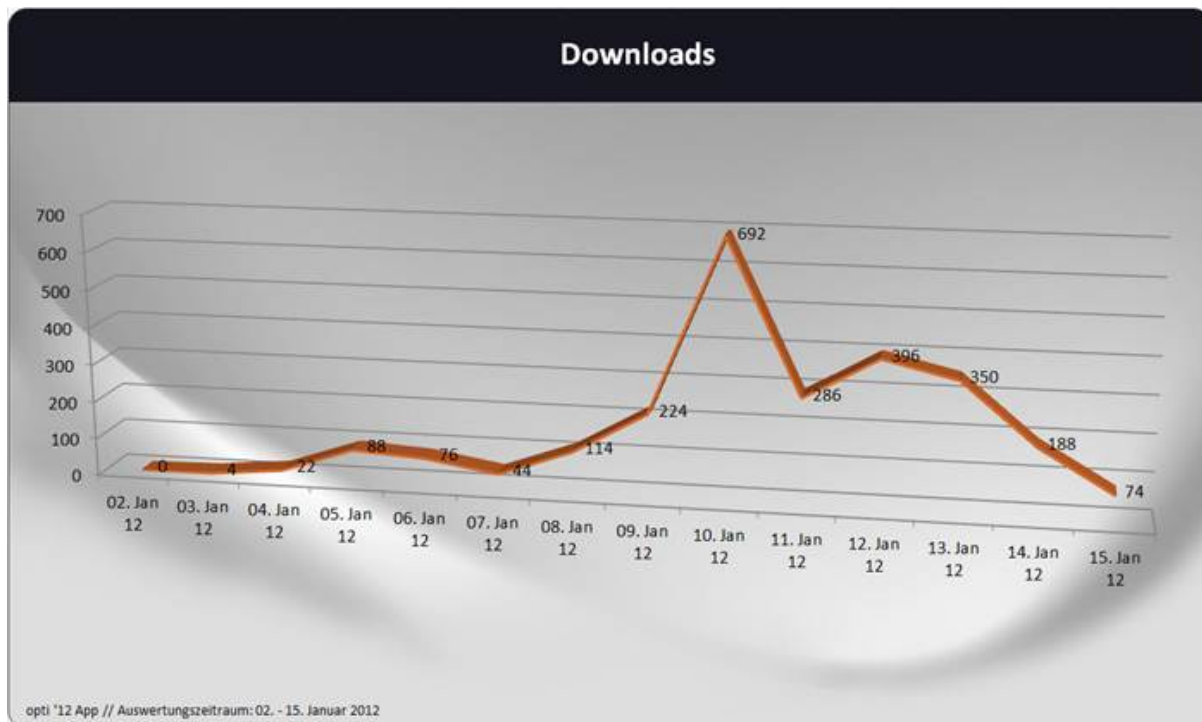
Saturday (2,22%)

By Hour of Day



opti 2012

Downloads iPhone: 2,558



Most Active Countries:

1. Germany
2. Switzerland
3. Austria
4. Italy
5. UK
6. Netherlands
7. France
8. USA
9. Spain
10. Denmark