

CeBIT Closes with 495,000 Attendees

Written by Bob Snyder
11 March 2008

Despite the shorter show (6 vs. 7 days), attendance was up 3% from last year, totaling 495,000. One out of five attendees (100,000+ in total) was from outside Germany.

CeBIT's new show format used a "Home & Mobility" category to reflect the consumer IT products that CeBIT once spurned but now covets.

Buzz in this category centered mainly on the emerging low-cost subnotebook category as epitomized by Asus' eee pc (350,000 sold with 3-5 million units by year end). Asus will have plenty of competition as 25 new notebooks using Intel's Atom are readying in Asia for Q3 release.

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Partner Country France Was Happy at CeBIT

According to organizers, partner country France was also happy with this year's CeBIT, speaking of "renewed momentum for our Franco-German partnership."

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We already knew that by looking at these two photos from the opening ceremony. No disrespect but these could make for an interesting Photo Caption contest.



Send your suggestions to: thedistributionchannel@gmail.com