



Media Release: For Immediate release  
17 May 2007

### **CeBIT.AU Business Awards provide global recognition**

A fast-growing eCommerce payments company from Canberra and a next-generation software-as-a-service product from Sydney have taken top honours in the inaugural CeBIT.AU Business Awards.

Announced in the wake of the most successful CeBIT Australia in the event's history, payment company **eWAY** was awarded the CeBIT.AU Platinum Award for Export Excellence, while software-as-a-service utility firm **Saasu** took the CeBIT.AU Platinum Award for Excellence in Innovation.

The Platinum innovation and export awards are the most prestigious of seven CeBIT.AU Business Awards announced today. The seven winners – all exhibitors at CeBIT Australia 2007 – have won the right to use internationally recognised CeBIT branding on their web sites and marketing material for the next year.

"CeBIT helped pave the way for eWAY to get into the Europe market by assisting us with key partnerships," said eWAY Founder and Chief Executive Officer Matt Bullock.

"Taking our internet payment technology to a new region has been a complex and intense learning process for us, however we are now looking to expand into similar markets in Asia and USA," he said.

Saasu Chief Executive Officer Peter Cooper said the company had been delighted to be recognised for the "overnight success" of its NetAccounts service, which he says had taken several years of hard work to achieve their current wide industry acceptance.

"The NetAccounts team here at Saasu are absolutely delighted to have our world class efforts in online accounting and business management recognised by CeBIT," Mr Cooper said.

"Our model and success to date is unique in the region because we are a pure web based accounting and business management system delivered 100 per cent in an internet browser, and already used by thousands of businesses," he said.

The launch of the CeBIT.AU awards represented a milestone for the local industry, according to Hannover Fairs Australia managing director, Jackie Taranto.

"Our industry produces some of the most impressive creative talent and best business brains in the country, and yet these people often don't get the recognition they've earned," Ms Taranto said.

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“CeBIT is a globally recognised brand, and by creating a CeBIT-branded award for Australia we will be giving our best and brightest a tangible endorsement to take with them to global markets,” she said.

A special Showcase area is to be set aside at CeBIT Australia 2008 to honour next years CeBIT.AU award recipients. Winners will be named the day before the show opens next year, and the winners given prominent “glass-case” display for the duration of the exhibition.

CeBIT.AU Business Awards 2007 Winners:

**CeBIT.AU Platinum Award for Export Excellence**

eWAY

**CeBIT.AU Platinum Award for Excellence in Innovation**

Saasu for the NETaccounts small business accounting software/service

**CeBIT.AU Early Innovators Award**

NICTA (National ICT Australia) – mContext project

**CeBIT.AU Business Advantage Award**

Salesforce.com

**CeBIT.AU Excellence in Technology Services Award**

AWA Limited

**CeBIT.AU Excellence in New Media Award**

Panasonic

**CeBIT.AU Excellence in Engineering Design Award**

Walletex represented at CeBIT Australia by Ginnovations

**CeBIT.AU Excellence in Communications Award**

Digium represented at CeBIT Australia by Digium Asia-Pacific distributor Australian Technology Partnerships

Though most awards are open to local and foreign companies, the CeBIT.AU Excellence in Innovation and CeBIT.AU Early Innovator Awards are restricted to Australian and New Zealand developers and their products.

And while the CeBIT.AU Platinum Award for Export Excellence attracts a lot of interest from small Australian companies doing well overseas, Ms Taranto said the category is not restricted to local companies.

“It is sometimes overlooked that some of our biggest exporters of ICT products and services are the local subsidiaries of multinational companies,” Ms Taranto said.

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“These local units have to compete for business on the global market – and often against other subsidiaries within their own companies – and we want these efforts properly recognised.”

One of the oldest and best-known Australian technology brands, **AWA Limited** (originally known as Amalgamated Wireless Australasia when it was founded early last century), made a welcome return to the limelight at CeBIT Australia 2007 by winning the CeBIT.AU Excellence in ICT Services Award.

“This a pleasant surprise and its great to see recognition of all the hard work that the AWA team has put into providing quality support to all our customers,” AWA Limited Managing Director Mark Rainbird said.

Developers at the nation's premier R&D organisation **NICTA (National ICT Australia)** was awarded the CeBIT.AU Early Innovators Award for its mContext project. mContext breaks conventional boundaries of information ICT by enabling users to access and search their own information and data from anywhere, anytime, in a secure, user-friendly and personalised manner from their own PDA or smart phones.

The team behind mContext is already working with international technology providers to market this Australian technology to the world.

“Our technology can be used across all industries where secure and quick access to personal or sensitive data, through small mobile devices, is essential,” NICTA program leader and mContext project leader Raymond Wong said.

**Australian Technology Partnerships** Director Martin Warner said he was delighted the company had won the CeBIT.AU Excellence in Communications Award for its range of Voice Over IP products from Asterisk open source specialist **Digium**.

ATP is the exclusive Asia Pacific distributor for US-based Digium. “We were extremely pleased with how things went for us at CeBIT Australia. We generated a lot of interest from people coming through (the exhibition) and obviously we're very happy to accept this award,” Mr Warner said.

**Salesforce.com** Vice President, Marketing, Asia-Pacific Jeremy Cooper said the company was pleased to receive the CeBIT.AU Business Advantage Award because it is judged for providing clear and outstanding business value to customers.

“To have been selected by the industry for this award is a great validation for our product,” Mr Cooper said.

The CeBIT.AU Excellence in New Media Award went to **Panasonic** for its stunning digital signage solutions.

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"We're proud of our digital signage solutions, which offer outlets such as retail, hospitality and healthcare dynamic, on the spot and media-rich content that captures the attention and imagination of target audiences," Panasonic Group Manager AV/IT Brendan Frawley said.

Attracting enormous interest at CeBIT Australia was the credit card-sized 8GB flash memory cards from Israeli firm Wallelex, which was represented at the exhibition by Australian distributor **G-innovations**. The Wallelex card received the CeBIT.AU Excellence in Engineering Innovation Award.

G-innovations principal Gilad Greenbaum said that although the convenience of the card had attracted people's attention at CeBIT Australia, it was the serious business applications that can be built on the Wallelex line of products that most impressed potential customers.

"I was always impressed by the elegance and simplicity of the Wallet Flash design, so it is gratifying that the product has been recognised with a CeBIT award," Mr Greenbaum said.

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CeBIT is Australasia's leading event for Information and Communications Technology. It will be held from 1-3 May 2007 at Darling Harbour, Sydney. For 2007, it has projected 730 exhibitors and over 30,000 business visitors. For more information on CeBIT Australia, please visit [www.cebitt.com.au](http://www.cebitt.com.au).

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