

# hypermotion

Trade Fair and Conference Series for  
Intelligent Systems and Solutions for Transport,  
Mobility, Logistics and Digital Infrastructure

20–22. 11. 2017, Frankfurt am Main



messe frankfurt



# Mobility with intelligence

## The future of intelligent transport systems at a single event

Wherever you look, our society is in the midst of transition to a digitally networked world. This will fundamentally change the way people and goods move. Data exchange and increasingly rapid response times will help us to make mobility more reliable, safe, efficient and environmentally friendly in future.

The introduction of 5G technology until 2020 and communication with real-time data will give further impetus to this fast-moving development. However, in order for these changes to take place, the system barriers between logistics, mobility, infrastructure, traffic and transportation must be overcome. Only in this way can new, networked, integrated and modular solutions be developed.

Hypermotion is the first international specialist event that addresses this theme comprehensively and in all its complexity. Use this platform to present your ideas on the transport system of the future to an interested trade audience, and to talk with potential customers and sales partners.

*Welcome to  
Hypermotion – from  
20–22. 11. 2017 in  
Hall 5.1 and in the  
Messe Frankfurt  
Congress Center.*



### Institutional partners



### Conceptual partners





The central area of focus at Hypermotion is the concept of intelligent transport systems (ITS) and comprises the following three core elements: Infrastructure, Equipment and Services & Applications. These elements, combined with accumulated German industry know-how, have resulted in the identification of two practically oriented key themes:

#### **Digitalisation of intelligent transport systems and mobility services.**

Bring your innovative technologies and solutions to life for an international trade audience and promote Mobility 4.0 on all forms of transport.

#### **Multimodal transport and logistics systems from road and rail to air and waterways – including data exchange.**

Show the industry your expertise in the field of intermodal travel using networked modes of transport and open data interfaces.

Other areas include automation, electrification, the networking of different modes of transport, as well as systems and solutions for the requisite infrastructure. In parallel with the exhibition, the topics of digitalisation, ITS and intermodality are explored in more detail in three conference blocks – in particular within the established ZEIT Logistics & Mobility Conference, which is being held for the fifth time at the Messe Frankfurt Congress Center. A great opportunity to forge contacts with industry experts and to expand your own knowledge.



*"At Hypermotion the focus is on the irreversible process of digital transformation in the fields of mobility, logistics, infrastructure, transport and traffic. Thanks to its location in the heart of Europe and its exemplary road, rail and air infrastructure, Frankfurt is the ideal venue for an event of this kind. Our aim is to take account of this wide-ranging and disruptive subject, which is so important for Germany, and provide a platform for future-oriented companies, start-ups, the world of science, politics and administration, as well as interested parties from all over the world."*

**Detlef Braun**  
CEO  
Messe Frankfurt GmbH

# Centrally located, globally networked

Frankfurt – driving force for the mobility industry



*"Today, Germany is a pioneer for Mobility 4.0. We have launched a comprehensive digital campaign based on three pillars: we are creating Europe's most dynamic fibre optic network, we are taking the lead in automation and networked mobility, and we are forming the best possible ecosystem for mobility start-ups."*

*Germany is already the leader in the development of intelligent transport systems. Now, we aim to extend this competitive edge and become the leading market and supplier for Mobility 4.0. I anticipate that Hypermotion will generate a host of new impulses."*

**Rainer Bomba**  
State Secretary  
Federal Ministry for Transport  
and Digital Infrastructure

Frankfurt is located in the most international region of Germany. It is also one of the most important financial centres and most successful business locations in Europe. It is home not only to Europe's largest cargo airport, but also the largest internet hub in the world. Digital data from New York, Dubai, Johannesburg, Moscow and across the globe comes into and out of Frankfurt am Main.

As the world leader in the mobility and logistics sectors, Germany is the ideal host for a new trade fair focusing on intelligent transport systems of the future. Hypermotion is supported not only by the German Federal Ministry for Transport and Digital Infrastructure (BMVI), but also by the state of Hesse, represented by the Hesse Ministry for the Economy, Energy, Transport and Regional Development (HMWEVL). Other major partners include the German Association for Intelligent Transport Systems (ITS Germany), the Association of German Transport Companies (VDV), the German Association of Transport Sciences (DVWG) and the German Transport Forum (DVF).

Messe Frankfurt with its extensive international expertise is the ideal partner for Hypermotion. With over 30 mobility and logistics events worldwide and a sales network in more than 150 countries, we organise a broad portfolio of leading trade fairs. Our wide-ranging market knowledge benefits all trade fair participants, including future-oriented companies, start-ups, representatives from the world of politics and administration and industry associations.



*"With Hypermotion, we are creating an innovative platform for marketing German ideas and Germany as a major market for tomorrow's ITS technologies – for Logistics & Mobility 4.0."*

**Hans-Joachim Schade**  
Chairman of the Board of  
Management of ITS Germany

*"Sustainable Mobility is a mega-subject for our state and we are delighted that Messe Frankfurt has taken the initiative in this respect. Hypermotion perfectly complements our initiatives for future-oriented and sustainable mobility."*

**Mathias Samson**  
State Secretary  
Hesse Ministry for the Economy, Energy,  
Transport and Regional Development

*"The transport system of the future must be networked, integrated, digital, multi-modal, safe and affordable – in other words, it really must be intelligent. Then, we will have made a substantial contribution to the decarbonisation of society!"*

**Dr. Ulrich Nussbaum**  
Chairman of the Executive Board  
of the German Transport Forum



# Modular concept and clear structure

Themes, exhibitor groups and visitor groups at a glance

Seven networked  
themed areas based  
on the core elements  
of **Infrastructure,  
Equipment and Service  
& Applications** – with  
this modular structure  
Hypermotion spans  
the future of intelligent  
transport systems.







## Which visitor groups are targeted?

- Public and private transportation companies
- Transport authorities and associations
- Technology experts and project managers
- Representatives of local and regional authorities worldwide with responsibility for IT solutions in public areas
- Local, regional and national authorities
- Vehicle manufacturers and systems manufacturers
- IT specialists, engineers and developers
- Key players in the areas of interoperation and standards
- Experts from research and development
- Manufacturers and suppliers from the electrical, electronics, sensor, telematics and navigation sectors
- Telecommunication and software industry
- Start-up companies

## Which exhibitors will be there?

- Automobile manufacturers and automotive parts suppliers
- Consultancies and engineering offices
- Data and service providers
- Financial service providers
- Software developers
- Insurance industry
- Electrical engineering companies
- Infrastructure companies
- Manufacturers of visual signalling systems, traffic lights and telematics systems
- Start-up companies from the ICT, logistics and mobility sectors
- Manufacturers of smart gadgets
- Public sector (local authorities, government agencies etc.)
- Transportation companies
- Transport associations and organisations
- Universities and research institutes
- User organisations and associations

# smileXlab

At the Smart Mobility & Integrated Logistics Experiments Lab, school pupils, students, start-ups and young professionals exchange ideas and information with trade visitors on a range of topics:



### Careers Day

Companies provide information about opportunities within their organisations



### Hackathon

IT talents develop new applications for intelligent networking in smart regions within a limited time frame



### TED Talks

Researchers, senior executives, CEOs and entrepreneurs give brief lectures in the smileXlab Arena

# hypermotion

Yes, I'm interested in Hypermotion!  
Please contact me.

Company name

Contact person

Telephone

E-mail address

Street, no.

Town/postal code

Country

Please fill out and return by fax (+49 69 75 75-952 72) or e-mail to [danilo.kirschner@messefrankfurt.com](mailto:danilo.kirschner@messefrankfurt.com)

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Date

Signature



The background of the entire page is a dark blue field filled with a pattern of binary code (0s and 1s) in a lighter blue, semi-transparent font. Overlaid on this is a network diagram consisting of several grey circles of varying sizes connected by thin grey lines. One circle is positioned near the top left, another near the top center, and a third near the bottom left. A line also extends from the top center circle towards the right, ending near the red circle.

Register now for the free  
industry newsletter at  
[news.hypermotion-frankfurt.com](http://news.hypermotion-frankfurt.com)

## Are you interested in exhibiting at Hypermotion?

Register now online at  
[www.hypermotion-frankfurt.com](http://www.hypermotion-frankfurt.com)

Or simply use the form on the reverse.  
If you have any questions, please contact:  
Danilo Kirschner

[danilo.kirschner@messefrankfurt.com](mailto:danilo.kirschner@messefrankfurt.com)  
Tel. +49 69 75 75-52 72

**Date of fair:** 20 – 22 November 2017

**Opening times:** Monday to Wednesday, 9:00 – 17:00

**Venue:** Congress Center Messe Frankfurt  
and Hall 5.1

**Exhibition area:** 12,314 m<sup>2</sup> gross

**Messe Frankfurt Exhibition GmbH**

Postfach 15 02 10

60062 Frankfurt am Main, Germany

Tel. +49 69 75 75-52 72

Fax +49 69 75 75-9 52 72



[www.hypermotion-frankfurt.com](http://www.hypermotion-frankfurt.com)  
[twitter.com/hypermotionfair](https://twitter.com/hypermotionfair)

[danilo.kirschner@messefrankfurt.com](mailto:danilo.kirschner@messefrankfurt.com)  
Tel. +49 69 75 75-52 72