



Eurasia Marketplace Attracts Focus

Turkey is the world's 17th largest economy, at the heart of the Eurasian market and bridging some 35 countries from Eastern Europe through the Caspian region and into the Middle East. With an IT and communications marketplace valued at US\$ 27 billion last year and an economy growing at an average of 7%, the Turkish market and surrounding area is attracting attention from ICT vendors seeking new areas for growth.

These facts prompted a briefing Thursday in the American Business Centre in Hall 24, Stand B11. On hand were more than a dozen American companies investigating export opportunities, as well as a handful of Turkish companies looking for potential business alliances.

The presentation was started by Ihsan Müderrisoğlu of the US Commercial Service in Turkey, with an explanation of the opportunities available in the Turkish region. Deniz Kurdakul, Sales Manager for Hannover Fairs USA, took the podium to speak about prospects for US companies and opportunities of an increased market presence offered by CeBIT Bilisim, the leading ICT trade fair for the Eurasian market.

CeBIT Bilisim takes place 07-12 October in Istanbul. It expects to attract more than 900 exhibitors and 150,000 visitors from more than 60 countries. For more information about CeBIT Bilisim visit www.cebitbilism.com. For American companies, contact Deniz Kurdakul at dkurdakul@hfusa.com.



Brain Trust (l to r): Art Paredes, President, Hannover Fairs USA; Deniz Kurdakul, Sales Manager (for Eurasian markets), Hannover Fairs USA; Dennis Smith, General Manager, Hannover Fairs Turkey and George Ruffner, Sr. Commercial Officer, US Commercial Service, Germany discuss business prospects for US firms in the Eurasian market during Thursday's briefing.



Ihsan Müderrisoğlu, Commercial Specialist, US Commerce Service, Turkey, warms up the crowd.

The Future of the Internet

By Gerhard Kafka

Today's Internet structure goes back to the times when only data and pictures were being exchanged between computers. So it's not surprising that the Internet transport protocol TCP is not very well suited to handle multimedia services such as Internet telephony, video communications, network games or Internet TV.

Small delays or loss of important data packets are causing serious problems for multimedia applications.

A team around University of Saarland professor Thorsten Herfet is researching new transport protocols for the Internet to avoid loss of data in mobile transmission and time critical applications for areas

such as telemedicine.

The team is demonstrating a wireless multicast TV broadcast, sending high quality movies to several laptops at the research area of Saarland in Hall 9, Stand B35. New algorithms help avoid redundancies by transmitting only as much data as required by a specific application.

In addition, a flexible handling of the error rate is part of the solution.

It's expected that within the next ten years the amount of live stream applications including audio and video signals will account for more than 50% of all Internet traffic. TCP, with its mechanism to retransmit lost packets, is hindering multi-player network games.

IN BRIEF

- If you transport digital content, book a flight to Los Angeles next February, CeBIT will host a two-day multichannel content distribution conference for the ICT, Hollywood and Silicon Valley communities. The goal is networking and improving hybrid solutions. See www.mccdexpo.com.
- Alan Chan worked in banking for years when inspiration hit him: Chinese people love exotic foreign stuff. So he started a Hong Kong shop called j-Bei (Hall 19, Stand 41) selling wine, crafts... you get the picture. For now the shops are 3D. But the idea is to turn them into online shops. That's why he's at CeBIT, and he's looking for partners.
- Need some cool ethereal tunes to unwind from CeBIT but can't find them in your enormous music collection? Fraunhofer Institute's nifty Digital Music Finder sifts through your music database using content-based metadata, whether you're a music fan or a rock star. Very cool.