

12 - 14 MAY, 2009

**CeBIT**  
australia

[www.cebit.com.au](http://www.cebit.com.au)

## Travellr Joins Web Elite at CeBIT Australia 2009™s Webciety

SYDNEY, Australia

5 May 2009: Travellr, An innovative Hobart-based start-up that has harnessed the power and reach of the Internet to help travellers enrich their experiences by drawing on the advice of local experts for tips and suggestions, is to make the trek to CeBIT Australia 2009 as the winner of the Wildcard spot at the shows Webciety display.

An initiative of Australian entrepreneurs Ian Cumming and Scott Woodhouse, and developed in Australia with the help of private equity funding and Australian Government innovation funding, Travellr, is a new service that connects travellers with like-minded locals and past visitors to popular destinations from around the world to deliver valuable, insightful and relevant travel answers.

Be it asking about where to find the best underground clubs in Bristol, the most secluded reef breaks in Banten or where to find the perfect espresso in Lake Como, the Travellr service is designed to help adventurous travellers get more out of their journeys than any guide book or travel agent ever could.

"We want Travellr to help people find the best local knowledge about anywhere in the world," the companys co-founder and CEO, Mr Ian Cumming said.

The company will now take up the coveted 12th and final spot at CeBIT Australias Webciety multimedia display of the power and potential of the Internet for todays working and social worlds.

CeBIT Australias Webciety pavilion is designed to put the spotlight on today's Web-based society, featuring mobile Internet, wikis, communities, blogs, microblogs and other interactive Internet services which are making our lives increasingly digital, by showing the Internet at work using the tools of the Internet itself

essentially creating a "walk-through" Internet.

Companies exhibiting at

Webciety will not have conventional booths, but rather "home bases" which will serve as digital staging zones for content using sound, images, video, light and color.

Travellr

beat-out a strong and varied field of innovative and original applicants from the countrys Web start-ups to win a spot at Webciety. Its addition now completes the following line-up for the Webciety showcase:

Hiive Systems: A

builder of web-based software for staff in professional services companies. See [www.hiivesystems.com](http://www.hiivesystems.com)

for further information;

Siteflex:

The first Australian Web CMS to successfully integrate the Google Analytics Data Export API into both the Mailflex module and Siteflex itself. See [www.siteflex.com.au](http://www.siteflex.com.au)

for further details;

ModSite:

Developer of interactive moderation tools for more engaging websites. See [www.modsite.com](http://www.modsite.com)

for more details;

Saasu.com: An

on-demand, online accounting portal. See [www.saasu.com](http://www.saasu.com)

for more details;

Buzz Numbers: A

leading Australian social media intelligence platform enabling brands and businesses to monitor and report word-of-mouth conversations online. See [www.buzznumbershq.com](http://www.buzznumbershq.com)

for more details;

[wotnews.com.au](http://wotnews.com.au):

A news search engine focusing on Australian business news. see <http://wotnews.com.au/>

for ore information;

SportsPassion:

Australias leading community sports-focused social networking service. See [www.sportspassion.com.au](http://www.sportspassion.com.au)

for further details;

Devnet

Innovations: An advanced supplier of skills in the design and development of websites and in the creative application of Google maps and Search appliances. See [www.devnet.com.au](http://www.devnet.com.au)

for more information;

Design Bay: A

graphic design marketplace that gives creative people opportunities and helps business get the best design possible. See

[www.designbay.com/](http://www.designbay.com/)

for more information;

TJoos: A

Sydney-based search engine for special deals and discounts from online merchants. See [www.tjoos.com](http://www.tjoos.com)

for more information;

IPScope: A

company that makes Contact Centres work by hosting voice & data in the Cloud. Clients buy the service on a per second usage basis. Go to [www.ipscape.com.au](http://www.ipscape.com.au)

for further details; and

Travellr: a

question and answer based Web service that connects travellers with like-minded locals and past visitors to popular destinations from around the world. See <http://travellr.com/beta>

for more information.

The

Webciety program will run from 11am until 5pm each day of CeBIT Australia 2009 and cover such exciting topics as:

What's this Twitter thing?

Getting

online with your mobile

The

future of e-commerce

Building

an online business in tough times

Start

your own online TV station

What

is "Cloud Computing"?

Webciety

at CeBIT Hannover was a simply amazing, an impressive display by all the major players in the web industry worldwide of just how fundamental the internet is to all areas of society today, the managing director of CeBIT Australias organiser, Hannover Fairs Australia, Ms Jackie Taranto, said.

From

social blogging to cloud computing to e-marketing to digital content, the webs potential has never been shown so vividly and starkly, and we aim to bring that same flavour to our event in Sydney.

Its

also oriented to how companies can do business on the Web. With 'cloud computing', for example, data and applications are stored on the Internet rather than on the user's local system. This makes it possible to access data and use software from any number of devices via the Internet, including on-the-go.

More

information on Webciety at CeBIT Australia 2009 can be found at [www.webciety.com.au](http://www.webciety.com.au)

Ends.

Press contacts:

Roland

Tellzen, +61-2-9282 7509

[roland.tellzen@hannoverfairs.com.au](mailto:roland.tellzen@hannoverfairs.com.au)

CeBIT Australia is

the largest business technology exhibition and conference event in the region. CeBIT Australia 2009 will be held from May 12-14 2009 at the Sydney Convention and Exhibition Centre at Darling Harbour. For more information on CeBIT Australia, please visit [www.cebit.com.au](http://www.cebit.com.au).

CeBIT Australia is organised by

Hannover Fairs Australia, a wholly-owned subsidiary of the global trade group company Deutsche Messe AG. Hannover Fairs Australia also assists Australian companies in attending other international events organised by Deutsche Messe AG across the world. For information about other please visit [www.hannoverfairs.com.au](http://www.hannoverfairs.com.au).