

AMICOM

**Trade fair for mobile entertainment, communication and navigation technology
(2 to 6 June 2012)**

Leipzig, 31/05/2011

New date for AMICOM: 2 to 6 June 2012

The leading trade fair for mobile entertainment, communication and navigation technology is once again accompanying the AMI Motor Show for Central Europe

Range of offers extended beyond the car itself

The AMICOM takes place from 2 to 6 June 2012, once again in tandem with the AUTO MOBIL INTERNATIONAL, the sole international car fair in Germany in evenly-numbered years, and the AMITEC - specialist trade fair for vehicle components, workshop and service equipment - in a constellation unique of its kind in Europe.

The decision for the date of the fair was taken unanimously on 26 May 2011 in the AMICOM working group, which comprises the majority of the market-leading companies in the in-car electronics field and the European Mobile Media Association (EMMA). Decisive factor in the renewed changing of the date was the numerous synergies with the two parallel events and the high number of both trade and private visitors recorded in 2010. "We are delighted with this clear decision, the result of intense discussion, because the trade fair alliance undoubtedly offers added value for manufacturers, traders and private consumers," declared Matthias Kober, Project Director for the AMI fairs. This was already visible at the premiere of AMICOM two years ago in the same constellation. The direct feedback of the visitors is a key criterion for industry and trade.

The decision of the working group to change the title of the fair to "Trade fair for mobile entertainment, communication and navigation"* is linked to an extension of the range of offers of the AMICOM and the associated appeal to additional exhibitor and visitor target groups. Dr. Deliane Träber, Business Unit Manager at the Leipziger Messe, welcomes this vote of the industry representatives: "Reflecting the wide range of comfort and entertainment functions of modern in-car infotainment and the future theme of the "networked car" remains the central content of the fair. The increasing areas of use and integration solutions for mobile entertainment, communication and navigation technology beyond the car itself are becoming a further component of the AMICOM. This is set to further increase the attractiveness of the fair for the European trade and private users."

** to date: Trade fair for in-car entertainment, communication and navigation technology*

Contact for the press:

Heike Fischer
Head of Press and PR Department
Telephone: +49 (0)341 678 8180
E-mail: h.fischer@leipziger-messe.de

Frank Schütze
Press, PR & Communications Consulting
Telephone: +49 (0)1 62 – 665 1980
E-mail: schuetzefrank@freenet.de

On the internet:

<http://www.amicom-leipzig.de/>