

Cebit 2012

aktuelle Trends

Till Hänisch, DHBW Heidenheim, 9.2.2012

Agenda

- Cloud Computing
- Ultrabooks
- Tablets
- Google (und andere) TV
- 3D-Drucker

Cloud Computing



Cloud Computing

The screenshot shows the Microsoft Office 365 trial page. The browser address bar displays the URL: www.microsoft.com/en-us/office365/free-office365-trial.aspx#fbid=TFnSFZtODCs?WT.mc_id=MSCOM_EN_US_SEARCH_EDITORSCHOICE_123GMUS014561. The page content includes a trial offer: "Take Office 365 out for a spin and see how it helps your team work together. Find the right plan for you >". Below this, there are two plan options: "Small businesses (Plan P1)" and "Midsize businesses and enterprises". A large yellow banner is overlaid on the page, containing the text "Managing trust!".

Plan details	30 day no-risk free trial \$6 per user/month after 30 days monthly subscription	30 day no-risk free trial E plans start at \$10 a month. You can try Plan E3 and then purchase a different E plan.
Top features	<ul style="list-style-type: none">• Cloud-based email• Shared calendars• Instant messaging, PC-to-PC calling, and video conferencing• Web-based viewing and editing of Word, Excel, PowerPoint, and OneNote files• Team intranet site for sharing files and content• External website• Antivirus and anti-spam filtering• Microsoft community support	<p>Plus these features:</p> <ul style="list-style-type: none">• Live 24x7 IT customer phone support• Office Professional Plus 2010 desktop version subscription (for up to 5 devices per user)• Active Directory synchronization• Configurable anti-spam filtering• Unlimited email storage and archiving• Hosted voicemail support

Managing trust !

Risiken :

Schutz ?

Cloud Computing

- Viele Ausprägungen
 - Software as a service (Google docs, Basecamp, Office, Salesforce)
 - Platform as a service (Google App Engine, MS Azure)
 - Infrastructure as a service (Amazon EC2, private clouds)

Ultrabooks

ACER GEGEN APPLE

Das Duell: Ultrabook gegen MacBook Air

SIND ULTRABOOKS DIE BESSEREN LEICHTGEWICHTE?



TEST

Ultrabook gegen MacBook Air

Die Rivalen: Die beiden Kontrahenten Ultrabook Acer Aspire S3 (links) (ab 800 Euro) und Apple MacBook Air (1500 Euro) trennen stolze 700 Euro Preisunterschied

Foto: BILD.de

1 von 14



neuer Standard von Intel:

<21 mm

<1.4 kg

5-8h

<1000 \$

Tablets



Konvergenz, Google TV & Co



Google



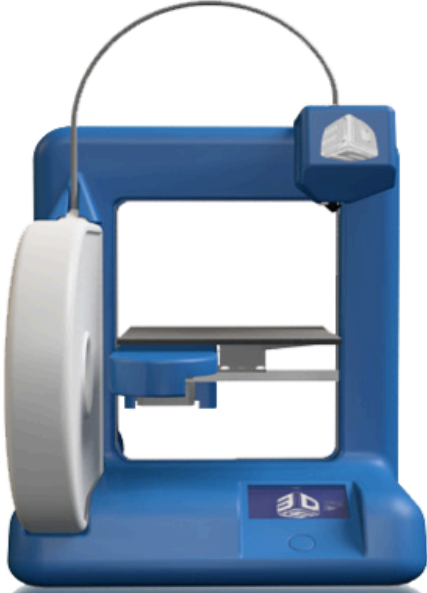
3D Drucker

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JUST IN BETA

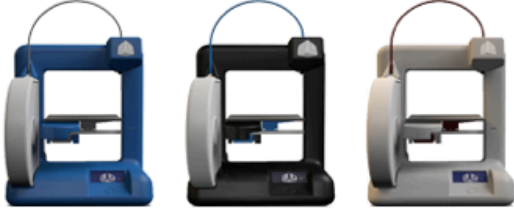
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Cube Creations



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Fragen ?

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