Thank you very much for your interest in the trade magazine “RFID im Blick” and for planning a cooperation with the publishing house in 2015. “RFID im Blick” already appears in the 11th volume. In 2015, “RFID im Blick” will also be published as a digital version in English.

The following media kit will inform you about the
- Marketplace and Press Portal
- Online Platform
- Publications (German and English)
- RFID Conference 2015

The recipe for success is “Realizing projects committedly!”

Anja Van Bocxlaer
Managing publisher and chief editor

„RFID im Blick“
The Trade Magazine for Contactless Data Transfer

Verlag & Freie Medien
Anja Van Bocxlaer
Bardowicker Straße 6
21335 Lüneburg

Chief Editor & Publishing Director: Anja Van Bocxlaer
Frequency: monthly, 2 double issues (November and December/ January and February)

Print Run „RFID im Blick“: 6 000 copies
Circulation: 5 500 copies
Print Run „Company & Application Guide“: 10 000 copies
Circulation: 9 000 copies
Print Run „Product Guide“: 5 000 copies
Circulation: 4 500 copies

The Publishing House
The Magazine “RFID im Blick“

Brief description
RFID im Blick is the only German monthly trade magazine that exclusively and specifically covers the whole spectrum of issues pertaining to RFID technology. The practical coverage and breaking news spans across many different industries and is nonpartisan.

The trade magazine for contactless data transfer highlights RFID issues from a comprehensive, technological, economic, and scientific perspective.

RFID im Blick provides not only knowledge, but also guidance for companies planning to use RFID technology.

Technical Specifications
- Magazine Format: 210 mm wide, 297 mm high
- Digital Data Delivery: Artwork can be sent by FTP servers, e-mail or CD
- File Formats: Digital data should be in PDF format
- Printing and Binding Specifications: Offset printing, perfect binding

Since 2005 - Let’s go 2015

www.rfid-im-blick.de
Target Groups According to Readers and Industries

Distribution Analysis
Readership According to Industry

Distribution Analysis
Thematic Division

Readership According to Position in Company

Readership According to Company

Source: Internal Evaluation, August 2014
<table>
<thead>
<tr>
<th>Issue</th>
<th>Dates</th>
<th>Technology Topics</th>
<th>Solutions and Applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Deadline</td>
<td>NFC</td>
<td>Retail and Logistics</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Smart Cards</td>
<td>Fashion</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chip design</td>
<td>Distribution logistics</td>
</tr>
<tr>
<td></td>
<td>January 23</td>
<td></td>
<td>Store solutions</td>
</tr>
<tr>
<td></td>
<td>February 06</td>
<td></td>
<td>Loyalty solutions</td>
</tr>
<tr>
<td></td>
<td>84 pages</td>
<td></td>
<td></td>
</tr>
<tr>
<td>February</td>
<td>Deadline</td>
<td>Smart Cards</td>
<td>Retail</td>
</tr>
<tr>
<td></td>
<td></td>
<td>NFC</td>
<td>Healthcare</td>
</tr>
<tr>
<td></td>
<td>February 20</td>
<td></td>
<td>Maintenance</td>
</tr>
<tr>
<td></td>
<td>March 13</td>
<td></td>
<td>Asset Management</td>
</tr>
<tr>
<td></td>
<td>84 pages</td>
<td></td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>Deadline</td>
<td>RFID Printers</td>
<td>Report</td>
</tr>
<tr>
<td></td>
<td>February 20</td>
<td></td>
<td>Hospital</td>
</tr>
<tr>
<td></td>
<td>March 13</td>
<td>Print and apply systems</td>
<td>Laboratory management</td>
</tr>
<tr>
<td></td>
<td>84 pages</td>
<td></td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>Deadline</td>
<td>RFID integrators</td>
<td>Production &amp; Logistics</td>
</tr>
<tr>
<td></td>
<td>March 20</td>
<td>RFID middleware &amp; Software</td>
<td>Automotive industry</td>
</tr>
<tr>
<td></td>
<td>April 10</td>
<td>RFID installations</td>
<td>Material flow control</td>
</tr>
<tr>
<td></td>
<td>84 pages</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>Deadline</td>
<td>RFID readers</td>
<td>Industrial production</td>
</tr>
<tr>
<td></td>
<td>April 25</td>
<td></td>
<td>Process automation</td>
</tr>
<tr>
<td></td>
<td>May 15</td>
<td>RFID handhelds</td>
<td>Factory automation</td>
</tr>
<tr>
<td></td>
<td>84 pages</td>
<td></td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>Deadline</td>
<td>Transponders</td>
<td>Energy industry</td>
</tr>
<tr>
<td></td>
<td>May 22</td>
<td>Ex protection areas</td>
<td>Oil &amp; Gas</td>
</tr>
<tr>
<td></td>
<td>June 12</td>
<td>RFID &amp; Sensors</td>
<td>Mechanical engineering</td>
</tr>
<tr>
<td></td>
<td>84 pages</td>
<td></td>
<td>Maintenance</td>
</tr>
<tr>
<td>Issue</td>
<td>Dates</td>
<td>Technology Topics</td>
<td>Solutions and Applications</td>
</tr>
<tr>
<td>---------------</td>
<td>----------------------</td>
<td>----------------------------</td>
<td>---------------------------------------------</td>
</tr>
<tr>
<td>July</td>
<td>Deadline</td>
<td>Report</td>
<td>Security</td>
</tr>
<tr>
<td>June 26</td>
<td>June 10</td>
<td>Smart Cards</td>
<td>Access solutions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>NFC</td>
<td>Parking space management</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Smart Labels</td>
<td>Asset management</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Personal ID</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Loyalty solutions</td>
</tr>
<tr>
<td>August</td>
<td>Deadline</td>
<td>RFID on forklifts</td>
<td>Retail</td>
</tr>
<tr>
<td>RFID im Blick</td>
<td>July 24, 2015</td>
<td>Active RFID systems</td>
<td>Fashion</td>
</tr>
<tr>
<td>international</td>
<td>August 7, 2015</td>
<td>Localisation</td>
<td>Logistics</td>
</tr>
<tr>
<td></td>
<td>100 pages</td>
<td></td>
<td>Industry</td>
</tr>
<tr>
<td>September</td>
<td>Deadline</td>
<td>RFID handhelds</td>
<td>Automation report part I</td>
</tr>
<tr>
<td></td>
<td>August 28</td>
<td></td>
<td>Warehouse logistics</td>
</tr>
<tr>
<td></td>
<td>September 11</td>
<td></td>
<td>Sea terminals and airports</td>
</tr>
<tr>
<td>October</td>
<td>Deadline</td>
<td>RFID &amp; Sensors</td>
<td>Automation report part II</td>
</tr>
<tr>
<td></td>
<td>October 02</td>
<td></td>
<td>Intralogistics</td>
</tr>
<tr>
<td></td>
<td>October 16</td>
<td></td>
<td>Container management</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Pallet management</td>
</tr>
<tr>
<td>October</td>
<td>Deadline</td>
<td>RFID &amp; Sensors</td>
<td>Automation report part III</td>
</tr>
<tr>
<td>Product Guide</td>
<td>November 23, 2015</td>
<td></td>
<td>Industrial production</td>
</tr>
<tr>
<td>2016</td>
<td>December 4, 2015</td>
<td></td>
<td>Process automation</td>
</tr>
<tr>
<td></td>
<td>160 pages</td>
<td></td>
<td>Factory automation</td>
</tr>
</tbody>
</table>

- Number of pages
- Editorial Deadline
- Date of publication

Die Tiefseebohrungen werden rentabler, wenn sie in der Lage sind, die große Menge an Öl aus dem Meer zu finden. Heute werden die Öl-Fässer auf alten Sandwegen gefunden, während die Ölreste aus überschwappenden Fässern erfassung und Dokumentation im Bereich der Ölindustrie erfolgt.

Die Stabilisierung des Ölmarktes wird durch die Verarbeitung von Ölresten aus überschwappenden Fässern unterstützt. Die Ölindustrie ist ein wichtiger Ansprechpartner im Bereich der Ölreserve. Die Öl-Fässer werden auf den alten Sandwegen gefunden.

Jede Öl-Fässer auf den alten Sandwegen wird gelagert und die Ölreste eingelagert. Die Öl-Fässer werden durch die Ölindustrie auf den alten Sandwegen gefunden. Die Förderung der Ölindustrie wird durch die Verarbeitung von Ölresten aus überschwappenden Fässern unterstützt.

Die Verarbeitung von Ölresten aus überschwappenden Fässern ist ein Teil der fortschreitenden Ölindustrie. Heute werden die Öl-Fässer auf alten Sandwegen gefunden und die Ölreste aus überschwappenden Fässern erfassung und Dokumentation im Bereich der Ölindustrie erfolgt.

Die Stabilisierung des Ölmarktes wird durch die Verarbeitung von Ölresten aus überschwappenden Fässern unterstützt.
4-Page Cover Story
Eye-catching presence on the title page

1- or 2-Page Advertorials
Combination of image, text, and interview

Special Publications
4-page brochure with individual cover page and own advertisement page

Placement of the advertorial on www.rfid-im-blick.de
Optimal visibility for your company

Google Indexing
Presence in Google News

Links to the Online Marketplace
Direct links to your company profile on www.marktplatz-rfid-im-blick.de

Your Contact
Anja Van Bocxlaer
Tel. (+49) 4131-789529 0
info@rfid-im-blick.de

4-Page Cover Story

Exceet Card Group

First-Mover-Advantage

Smart Card und Mobile Payment-Mehr draußen

Individuelle Komplettsolutions out-of-the-box

Mehr Freiheit bei der Produktwahl

Dialogmarketing eine Alternative zum QR-Code werden.

Advertising Formats

Here are examples of our different advertisement formats. Of course, we also offer advertising spreads within an issue.

Please keep in mind that a border of 3 mm is required around the edge of your advertisement if you wish to print to the edge of a page.

Costs

<table>
<thead>
<tr>
<th>Page Share</th>
<th>Print Space</th>
<th>Ingate</th>
<th>Price 4c in Euros</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 Page</td>
<td>186 x 270</td>
<td>210 x 297</td>
<td>3190.00</td>
</tr>
<tr>
<td>Junior Page</td>
<td>122 x 192</td>
<td>134 x 204</td>
<td>1890.00</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>186 x 164</td>
<td>210 x 198</td>
<td>2390.00</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>122 x 273</td>
<td>140 x 297</td>
<td>2390.00</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>90 x 273</td>
<td>105 x 297</td>
<td>1690.00</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>186 x 128</td>
<td>210 x 148.5</td>
<td>1690.00</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>59 x 273</td>
<td>70 x 297</td>
<td>1299.00</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>186 x 82</td>
<td>210 x 99</td>
<td>1299.00</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>90 x 125</td>
<td>105 x 148.5</td>
<td>999.00</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>186 x 60</td>
<td>210 x 74</td>
<td>999.00</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>90 x 82</td>
<td>-</td>
<td>799.00</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>186 x 38</td>
<td>-</td>
<td>799.00</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>41 x 125</td>
<td>-</td>
<td>699.00</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>186 x 27</td>
<td>-</td>
<td>699.00</td>
</tr>
</tbody>
</table>

Discounts

Series Discounts
- 3 ads in the advertising year  5%
- 5 ads in the advertising year 10%
- 10 ads in the advertising year 15%

Volume Discount
- 2 Pages   5%
- 4 Pages   10%
- 6 Pages   15%
- 8 Pages   20%

Preferential Placement
Inside the front/back cover 4 (1 Page)   3590.00
Inside the front/back cover 2, 3 (1 Page) 3390.00

The prices are valid for Euroscale colors (Cyan, Magenta, Yellow, Black), offset printing, and additional sales taxes. Special colors (HKS, Pantone) may be used after consultation with the staff and with the addition of a color charge. Ads can be customized upon request. Costs incurred for the custom design will be subsequently invoiced.

Contact
anzeigen@rfid-im-blick.de
Advertising Format online

This is a selection of our display formats.
Contact us for an individual quote for your advertisement concept.

✔ Rectangle
✔ Ad Clips/Streaming Banner
✔ Keyword/Continuous Text Advertisement
✔ Super Banner
✔ Customized Banner
✔ Nano-Site-Banner/Microsites
✔ Content Ad/Advertorial
✔ Cross Media Advertising

Your Contact
anzeigen@rfid-im-blick.de
Show Profile in the AIDC/RFID Marketplace

Print and Online

In the section “AIDC/RFID Marketplace”, you can show your company colors with style. Comfortably post your company’s information, including address, logo, and up to five core competencies.

Benefits

✓ Your company’s skills are emphasized
✓ The reader associates your competencies immediately with the address and logo
✓ The full company profile enables quick contact by potential customers

www.marktplatz-rfid-im-blick.de

Decide for yourself!

✓ Publication in 10 consecutive issues 1190,- Euro

Prices do not include value added tax.
Press Portal Online

Benefits

✔️ Research Platform
✔️ News Platform
✔️ Up to Date and Informative
✔️ Press Portal

Research Platform
For over 100 companies in the AIDC/RFID industry, the research platform www.marktplatz-rfid-im-blick.de, is where they leave their calling cards.

• Vendor Search
  Simply enter a keyword in our search box and you will receive all of the pertinent information about vendors in your specified marketplace.

News Platform

• News
  With our news search, you will receive daily updates including company news, product news, and events listed by companies in the marketplace portal.

• Quick Search
  Our quick search allows a targeted search through over 100 companies that are listed in the marketplace. Thanks to our more advanced product differentiation, application areas, and topics, you can also narrow your search.

Up to Date and Informative
Our press portal provides daily information about the latest news in the AIDC industry in its own specialized section. In this portal, the news from over 100 marketplace companies is released in the categories of:

• Company News
• Product News
• Events

Press Portal
The portal offers interested parties differentiated and comprehensive access to suppliers, products, practical reports, technology reports, expertise, interviews, and videos, all regarding RFID technology.
Benefits

✔ You provide the data; we supply the layout
✔ You will receive accurate representation of your company
✔ We distribute the special edition, with your company profile, to over 150 events

Your Company in the Company & Application Guide 2015

- **Success Story**
- **Company Profile**

You present your company on a double page in the “Company & Application Guide“ 2015

- ✔ Price of a 1 page company profile EUR 990*
- ✔ Price of a 1 page company profile and a 1 page success story EUR 1390*
  
  *plus value added tax

Extensive categories

- Data Carrier Manufacturer
- Readers
- Manufacturers at RFID Components

Company reports

- Clear listing of all companies
Product Guide

RFID | NFC | Smart Cards 2016

Benefits

✓ Present your product for 380 EUR in the international Product Guide
  by “RFID im Blick” - the catalogue for products of the sectors RFID | NFC | Smart Cards.
✓ 10 product categories can be selected in the market overview.
✓ In addition to the edition of 5 000 copies the Product Guide is freely available as a downloadable PDF online issue.

The Product Guide is published in English and distributed for 1 year.

Sample entry in the category “Smart Cards“
International RFID Conference 2015
September 28 and 29, 2015
Van der Valk Airporthotel Düsseldorf

The entire innovative world of RFID. Your way to smart RFID!

Van der Valk Airporthotel
4-star location with charm and atmosphere!
Only 4 km away from the airport!

4 Forums | + 36 Talks | + 40 Exhibitors | + 36 SpeedLabs

Forum I - Industry
Industrial Production

Forum II - Logistics
Intralogistics

Forum III - Security
Secure ID | Access Control

Forum IV - Retail
Fashion | Shop Solutions

www.rfid-kongress.com
organised by RFID-Blick
Terms and Conditions

1. "Advertisement order" under the following terms and conditions refers to the agreement between the publisher and the client for the publication of one or more advertisements or other advertising material (henceforth to be referred to as advertisement) from advertisers or any other party (henceforth to be referred to as advertisers) in a newspaper or magazine for the purpose of distribution.

2. A "contract" is when an agreement is made for the publication of several advertisements in compliance with the advertiser according to the price list including applicable discounts, whereupon none of the publications shall be printed. Discounts are not granted to companies whose business purpose is among other things, to issue orders for various advertisers in an attempt to claim a group discount.

3. Advertisements must be submitted for publication within one year of the contract. It is within the scope of the contract for an advertiser to recall individual advertisements, provided that the first advertisement is requested within the period specified in the first sentence and is published.

4. The advertiser is also entitled, according to the contract, to increase the number of advertisements ordered within the agreed upon deadline specified in paragraph 3.

5. If an order is not met and it is not the fault of the publisher, then the client, regardless of any other legal obligations, must pay the difference between the granted discount price and the actual purchase price retroactively.

6. Orders for advertisements to be published exclusively in specific issues or editions or in certain positions must be received by the publisher in sufficient time, so that the customer can be informed before the copy deadline as to whether or not this format will be acceptable. Advertisements that are not recognizable as advertisements due to their layout will be clearly marked with the label "Advertisement" by the publisher. Advertisements must be distinguishable from the base text and from editorial content. Classified advertisements are printed in the appropriate column and do not require a formal arrangement.

18. The client releases to the publisher all rights for the use of the advertisement in print and online media of all kinds, including the internet, as well as all rights of use, ancillary copyright and other rights, including but not limited to the right of reproduction, distribution, transmission, broadcasting, publishing, extraction from a database and retrieval, and namely gives the publisher the time and content to the extent necessary for the implementation of the order. The aforementioned rights are transferred in all cases, localized without limit.

19. If a group discount is claimed for group-affiliated companies, written proof from the advertisers is required. Affiliated companies, under this provision, are companies required to have a capital share of at least 50 percent. For a corporation, this company status must be confirmed by an auditor or by submitting the latest annual report. Private companies must submit a certificate of registration. The evidence must be submitted by the end of the contract year. Group discounts must in any case come from the express, written consent from the publisher.

20. The publisher reserves the right to reject advertisements, including individual advertisements under contract if the content violates any laws, government regulations or if the content was subject to and/or rejected by the German Advertising Council in any appeal proceedings, or if the publication is unreasonable for the publisher to print due to the content, design, origin, or technical format, or if the advertisement contains advertising for or by third parties. Orders for other forms of advertising, such as inserts, are not accepted until after the design submission and approval. Advertisements containing advertisement for or by a third party (group advertising) must in each case have prior, written acceptance by the publisher. This also entitles the publisher to raise association fees. The rejection of an advertisement or other advertising material will be immediately communicated to the client.

21. The bill is to be paid within the period stated in the price list, starting from the receipt of the invoice to the current period, except as agreed upon in individual cases where other payment or advance payment would be valid. Any discounts for early payment will be granted according to the price list.

7. The advertiser is solely responsible for the timely delivery and proper condition of advertisement text in addition to appropriate print material or other promotional material. For the delivery of digital print material, the client is obliged to correct any problems, particularly in the area of advertisement format or technical specifications of the publisher, and appropriate, corrected templates for the advertisements must be delivered early enough before publication. In the case of clearly unsuitable or damaged print material, the publisher will immediately request a replacement from the advertiser. If the replaced advertisement is not immediately recognizable, the advertiser cannot claim unsatisfactory printing. The same applies to errors that occur in following advertisements, should the advertiser fail to inform the publisher of the print material error.

8. The publisher guarantees conventional print quality to the extent possible within the framework of the print materials. If the publication of the advertisement does not meet the contractual obligations in regards to quality or performance, the client is entitled to a price reduction or a faultless reprint, for example a printing of a different advertisement, but only to the extent to which the advertisement or other advertising materials was impaired. If the publisher fails to comply with its contractual obligations, if the advertisement which was reprinted is still incorrect, then the advertiser is entitled to a further reduction in price or a cancellati on of the order. In the case of minor defects in the advertisement or other advertising materials, the cancellation of the contract is excluded. Complaints for non-obvious defects must be claimed within one year from the statutory limitation period. If the publisher is liable for all damages, whether from contractual demolition of duty or unlawful acts, according to the following provisions: in case of gross negligence, the liability is restricted to commercial transactions in the replacement of typically foreseeable damage. This restriction does not apply if the damage was caused by the managerial staff of the publisher. In the case of simple negligence, the publisher is only liable if an assured obligation was violated. In such cases, the liability is limited to the typically foreseeable damage.

10. In the case of claims falling under the Product Liability Act as well as under a loss of life, body, or health, the publisher shall be liable under the law. All complaints - except for hidden defects - must be made within four weeks of receiving the invoice and receipt.

14. If no specific parameters for the print size of the ads are agreed upon or specified, the display will be calculated and printed in the standard size for that advertisement. If the size of the finished print materials differ from the print size ordered, the measurements shall be applied to the print ad. Fractions of millimeters will be rounded up to the nearest whole millimeter.

15. The advertising deadlines and publication dates listed in the price list are not binding for the publisher. The publisher is free to adjust deadlines and publication dates in the short term according to the client.

16. Advertising orders must be in writing. Fax or e-mail is acceptable. The cancellation of a display is possible up until the closing date. If the advertisement has already been printed or has been sent to be printed, the customer is required to pay for that advertisement. If the advertisement is canceled in accordance to legal regulations, the publisher is allowed to charge a reimbursement of costs incurred up to the cancellation.

17. The client agrees that he or she owns all the rights necessary for the advertisement. The client is solely responsible for the content and legal permissibility for the insertion of the provided text and images as well as all of the supplied advertising materials. He or she, as part of the display order, releases the publisher from any liability in regards to all claims from third parties which may arise from the violation of legal provisions. Furthermore, the publisher is indemnified against the costs of legal defense incurred to support the publisher in good faith with information and documents in a legal defense against third parties.

22. If payment is delayed or deferred, interest and collection costs and/or advertising deficiencies in the print materials of the client shall be reduced in the same proportion, in which case the customer is subject to and/or rejected by the German Advertising Council in any appeal proceedings, or if the publication is unreasonable for the publisher to print due to the content, design, origin, or technical format, or if the advertisement contains advertising for or by third parties. Orders for other forms of advertising, such as inserts, are not accepted until after the design submission and approval. Advertisements containing advertisement for or by a third party (group advertising) must in each case have prior, written acceptance by the publisher. This also entitles the publisher to raise association fees. The rejection of an advertisement or other advertising material will be immediately communicated to the client.

29. The publisher reserves the right to arrange for advertisements in special supplements or collective special prices and special formats. For ads in publishing supplements and editorial supplements, special publications and collections, as well as ads that are sold after the closing date, the publisher can also specify prices not listed on the price list.

30. Publicity agents and advertising agencies are obligated to keep their offers, contracts, and settlements with advertisers within the price list of the publisher. The agency fee is granted by the publisher.

31. In case of malfunction or in cases of force majeure, labor disputes, congestion, traffic disturbances, general raw material or energy shortage etcetera – in the case of the publishers as well as the foreign plants used by the publishers to fulfill its obligations – the publisher is entitled to a full payment of the published ads if the published material has been supplied by the publisher 80 percent of the time on average over the last four quarters of circulation. In the case of minimal deliveries from the publisher, the invoice amount shall be reduced in the same proportion, in which case the customer agrees that the circulation has been delivered.

32. If the client has been warned or has already been given a cease-and-desist declaration in respect to the specific advertisements (or advertising material), the client is obliged to inform the publisher in writing immediately. If the client fails to do so, the publisher may for this reason deny any joint liability for damages suffered by the client from the publication of the disputed advertisements (or advertising material).

33. The place of performance is Amelinghausen; the place of jurisdict ion is Lüneburg. Where the claims of the publisher are not validated in enforcement proceedings, the place of jurisdiction for non-traders shall be determined in accordance with their domicile. If the domicile or habitual place of residence of the client is unknown at the time of the complaint or if the client has transferred his/her domicile or habitual place of residence outside the jurisdiction of the law after the conclusion of the contract, a legally stipulated court of jurisdiction will apply.

The magazine „RFID im Blick“
Since 2005 - Let's go 2015
www.rfid-im-blick.de