

Our vision: Shaping the future of the transport industry through the Testing Innovation Hub.

Imagine a world where the mobility industry not only relies on innovation but actively shapes and drives it forward.

With a place where new ideas are developed and brought to life. Where companies, start-ups, researchers, and thought leaders come together to define the future of mobility.

This vision will soon become a reality – thanks to the Testing Innovation Hub, which will be established through the collaboration between Leadership Datacenter GmbH and Deutsche Messe AG on the Messe Campus in Hanover.

This hub will be more than just a testing environment; it will be the heart of a dynamic, digital ecosystem based on the principle that data drives every movement. In this state-of-the-art facility, new technologies and concepts will be tested, optimized, and brought to market maturity in real-world settings. The boundaries of what is possible will be pushed here – from autonomous vehicles to intelligent traffic management systems to data-driven business models that will sustainably transform people's everyday lives.

Imagine innovations being validated and scaled in real time within this facility. Developers and engineers will work side by side with researchers and market leaders to create solutions that will revolutionize the way we travel and transport. In this melting pot for new ideas, the latest data processing technologies, AI systems, and connected solutions will be leveraged to ensure that every innovation is not only technically feasible but also market-ready and scalable.

The Testing Innovation Hub will be a place where ideas can grow and thrive – a catalyst for groundbreaking developments that go far beyond traditional boundaries. This vision will become a reality as Leadership Datacenter GmbH and Deutsche Messe AG are determined to establish this facility as a center for innovation and collaboration.

The momentum is now.

Leadership Datacenter GmbH and Deutsche Messe AG are setting new standards with Edge Datacenter at IAA TRANSPORTATION 2024.

Added value for the transportation industry

„We build your digital ecosystem.“ By processing data locally, close to the end users, latency is drastically reduced, leading to faster response times and an improved user experience. This is particularly important for applications such as autonomous driving, real-time navigation, and intelligent traffic management systems.

Data forms the foundation of a digital ecosystem that connects the entire industry. This opens up opportunities for innovative partnerships that go beyond traditional collaborations.

Expansion to the Testing Innovation Hub on the Messe Campus

Another milestone is the planned Testing Innovation Hub on the existing Messe Campus in Hanover, aimed at testing and developing new innovations all the way to market readiness. This future melting pot will bring together research and development, companies, start-ups, and research institutions to collaboratively work on the next generation of innovations or test their solutions and products in a real live environment with minimal investment costs. This hub aims to promote the development and implementation of data-driven solutions that can sustainably transform the industry. Here, the future of mobility will be shaped.

Call for Partnership: Innovation through Collaboration

At IAA TRANSPORTATION 2024, a clear call and desire for collaboration will be made. Partners from the transportation industry are being sought to set new standards through artificial intelligence, data analysis, connected mobility, and other cutting-edge technologies.

„We are striving to establish a digital ecosystem and develop applications to transform the industry. Innovation is the key to the future of mobility. The Smart Venue Campus of Deutsche Messe AG offers the optimal conditions.“

Holger Zultner, Managing Director of Leadership Datacenter GmbH