

IFA 2019: Quantum bits and AI - how these technologies are shaping our future

Berlin, 01 August 2019 – They filter information, compute our interests and analyse personal data. With Artificial Intelligence and high-performance calculation systems, the foundation is being laid today for the future of society. At the IFA+ Summit, global thought leaders discuss scenarios such as new intelligent technologies which will change society and our lives. Part of the final programme: Mark Surman, Executive Director for the Mozilla Foundation, and Jerry M. Chow, Senior Manager for the Quantum System Technology group at IBM.

To **Mark Surman**, the Internet is the most valuable resource for the public. The Executive Director for the Mozilla Foundation wants to ensure that it remains a source of information for everyone in future too. At the IFA+ Summit, he is speaking in the cluster "Society" about the essential role that Artificial Intelligence (AI) plays in society. "Today, AI is all around us -- filtering our news, recommending who we date, and making decisions about our finances and our health. We need that AI to put humans and humanity first, especially when its used by large consumer tech platforms." To achieve this, companies must take more responsibility, according to Mark Surman.

Researching the next generation of high-performance calculation systems is **Jerry M. Chow** from IBM. Under the title "How to Ctrl-Alt-Del This Quantum Computer?", Jerry M. Chow explains on 9 September the next big steps in computer systems and machine learning: quantum technology. The Senior Manager for the Quantum System Technology group is speaking at the IFA+ Summit about how existing quantum systems are already being leveraged and gives an outlook on their sheer endless possibilities for the future.

In addition to the impulse speeches by Mark Surman and Jerry M. Chow, the programme of the IFA+ Summit includes numerous renowned experts. The future forum at IFA, the world's leading trade show for consumer electronics and home appliances, provides inspiring talks across two days in four clusters: "Society", "Interaction", "Intelligence" and "Experience". The programme for this IFA Convention and an overview of all speakers can be found at ifaplussummit.com/Program. Tickets are available for 599 euros at ifaplussummit.com/Tickets. Students can take part for 299 euros. Day Passes are also available.

About IFA+ Summit

The IFA+ Summit has been the IFA's think tank since 2014, the world's largest show for consumer and home electronics. Each year, it draws in more than 550 participants from over 30 countries and more than 50 speakers. The two-day IFA+ Summit is part of the IFA NEXT innovation forum. The IFA+ Summit takes place on 8 and 9 September 2019 at the IFA fair grounds in Grand Theater, Hall 26b. More information at: www.ifaplussummit.com.

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