

IFA NEXT – The global Innovation-Hub of IFA

From artificial intelligence to digital health – a comprehensive range of topics revealing the smart future of consumer electronics and home appliances

As the Global Innovation Partner of IFA NEXT Japan presents fascinating innovations from a high tech nation

Berlin, 29 July 2019 - IFA NEXT, the innovation platform of IFA, is focusing on smart cities, the future of mobility, artificial intelligence, robotics and virtual reality, along with many other topics. All these complementary topics will be brought together in Hall 26 from 6 to 11 September: global expertise for the future of technology, business and lifestyle.

This year future technology from Japan is one of the main features of IFA NEXT: As a Global Innovation Partner this high tech nation is presenting startups, research facilities and innovative enterprises.

Video systems for self-driving vehicles or camera control systems based on facial recognition show what **artificial intelligence** can contribute to everyday life. Another state of the art development consists of mini-headphones connected to the internet to provide real time translations.

The “**House of Smart Living**”, a model for interconnected living, demonstrates the use of artificial intelligence in a smart world. Voice-controlled devices can learn their users’ habits and can automatically set up all the installations in the home accordingly.

“Smart Living” is a term that applies to many other trends at IFA NEXT. Wireless charging systems are now capturing an increasing share of the cordless home appliance market. Intelligent systems for air purification, voice-controlled coffee makers and systems for enhanced security and fire protection are other fascinating highlights.

Robots as home helpers, entertainers or as hardware for making learning fun are also among the trends at IFA NEXT, along with such new developments as self-driving mini-transporters. **Mobility in the future** will also include **light, two-wheeled vehicles**. IFA NEXT presents innovative transport devices, including e-mopeds and e-scooters.

A brilliant item of sports equipment demonstrates the links between **fitness and virtual reality**. Wearers of VR glasses can fly through space and time, using their whole body and exercising all the fibers in every muscle.

Digital health is another major topic. Clothing fitted with sensors helps to prevent postural defects or dehydration, while special glasses for light therapy or hypnosis promote a sense of well-being.

The first of the main themes for the **IFA NEXT Innovation Engine** have already been chosen, with a program of lectures and discussions on two centrally located stages.

The **8k Panel** focuses on the media of the future. How will the media world respond to the latest generation of high definition TV displays? In addition to extreme pixel resolution, what are the key roles played by other quality parameters? What distribution

channels can meet the demands of this new quality level, enabling 8k to be enjoyed in the homes of the future?

The **Housing Industry Conference** focuses on smart living in interconnected cities. The emphasis is shared equally by aspects of technology, economics and the quality of life.

The **Future Network 5G** panel will be discussing various use scenarios, network characteristics, installation road maps and the range of available terminals.

During all six IFA days the National Association of German Startups will be featuring their own topics at the Startup Days – with their own displays and contributions to the IFA NEXT Innovation Engine:

6 September **Digital Health**

7 September **Future Mobility**

8 September **Smart Home**

9 September **Artificial Intelligence**

10 September **Tech for Good (Social Entrepreneurship)**

11 September **IoT/Wearables/FitTech**

About IFA Berlin

IFA is the worlds most significant trade show for consumer electronics and home appliances. It will take place at the Berlin Exhibition Grounds (ExpoCenter City) from 6 to 11 September 2019. Alongside the event, IFA Global Markets will take place from 8 to 11 September at Station Berlin, bringing together buyers and OEMs / ODMs at Europe's largest sourcing show for the electronics sect

Contact

IFA

Nicole von der Ropp

IFA Global Communication

nicole.vonderropp@messe-berlin.de

Messe Berlin GmbH

Emanuel Höger

Senior Vice President

Corporate Communication

Messe Berlin Group