

IFA NEXT 2019: Smart Health, Smart Pleasure and Startup Days

smart health

IFA NEXT in Hall 26 shows how the digital revolution is promoting health and well-being. More and more possibilities are emerging to control oneself in order to specifically promote mind and body. Modern sensor technology and intelligent analyses make this possible.

The "world's first fitness and posture coach for the office" is supplied by the German company 8sense GmbH. A small sensor stick in the collar measures the back posture and vibrates to achieve an immediate posture correction. Stick and user are supported by a smartphone app.

The World Corporation (Stand 132) in Korea has a feeler in its stylish, normal-looking leather belt. With the help of the corresponding smartphone app, the daily movement and eating cycles are logged as well as optimized.

The Korean startup OneSoftDigm (booth 133) wants to bring everything under control: The thumbs are placed on a small measuring device and the overall body condition is determined. The smartphone app then delivers the appropriate training and nutrition plan. Ongoing monitoring optimizes the state of health.

The topics stress, relaxation and sleep are not left out. The soft noise-canceling headphones by Kokoon Technology LTD (Stand 233) from Great Britain achieve more than simply relaxing with pleasant music and guided meditations. They simultaneously measure the calming curve and sleep pattern to learn which contents achieve the best effect individually.

The German startup Kenkou GmbH (booth 302a) will learn the current stress level via the smartphone camera. Hold your finger on the lens for one minute and breathe, the app already knows the status quo. The Stress Guide then sends relaxation tips and exercises.

Smart taste

With smart self-regulation, food provides new taste experiences and better nutritional values. IFA NEXT presents the smart ideas of the newcomers in Hall 26.

Smart enjoyment in top form: Albicchiere from Italy serves fine wines from a multifunctional, mobile dispenser that is designed to preserve open wines for up to six months. In cooperation with the corresponding smartphone app, it displays the bottle label on its small display when it is served. Whoever connects the Albicchiere with the Smart Home cools or warms the wine remotely and voice-controlled so that he has reached the drinking temperature recommended by the winegrower at the right time.

Also for wine lovers: Startup MyOneo (Stand 379) presents the "Connected Sommelier". Immersed in the wine, he scientifically decodes its structure and sends the results to the MyOneo app. The analysis provides information on the scanned wine and recommendations for further wine tastings.

FoodMarble LTD (Booth 101), Ireland, will ensure that the food is exactly right. The small device of the same name uses a breath test to find out when digestion works and which foods are most compatible. As time goes by, the app on the smartphone will increasingly personalise the nutrition plan.

Support for such healthy personalization can be provided by the Startup Veritable SAS (booth 390). The Frenchman has designed a small indoor garden where herbs, vegetables and edible flowers grow. The system regulates itself completely by LED lamps and an automatic watering system, taking into account the room conditions. In the "Connect" version, the smartphone app also supports this.

Finally, Cambridge Oven Innovation (Stand 159), Great Britain, helps with the preparation. The exhibitor has rethought the hot-air oven. Cooking technologies from industry and special control elements with automatic humidification are designed to achieve professional quality and reduce energy costs.

IFA NEXT - Pure Startup Spirit

The "Startup Days" present innovations from newcomers, let specialists discuss trends controversially, deliver impulse lectures and select concept winners. In this way, the Startup Days stage in the centre of Hall 26 will bring the future into the present daily from 2 p.m. to 6 p.m..

IFA NEXT in Hall 26 is the ideal meeting place for startups. They can hardly better inform the public about their products and make business contacts at the same time. The "Startup Days" offer an additional framework: On the central stage, consumers as well as trade visitors can follow top-class contributions and round tables on topics that change on a daily basis.

The organiser is the Bundesverband Deutsche Startup e.V. (German Startup Association), which represents the interests of its members vis-à-vis the various political levels. The aim is to network the "startup ecosystem" and to support young companies in their development.

"IFA NEXT is important and sensible for startups from the consumer electronics sector, as they actively make contact with customers, i.e. present their products and receive direct feedback," says Jessica Schattenberg, event assistant at the association. This could have a major influence on new technologies and developments in particular. At the same time, the product will not only be presented to a broad audience, but also to investors and politicians.

The program of the Startup Days has a new motto every day. In keeping with this, there will be impulse lectures and thought-provoking ideas, a discussion round with top-class participants from the industry, the presentation of innovative concepts and the selection of the winners of the best ideas.

From 6. 9. to 11.09., from 2 p.m. to 6 p.m., current trends will be picked up, which will also be reflected in many stands in the hall:

- Digital Health
- Tech for Good
- artificial intelligence
- IoT/Wearables/FitTech
- Smart Living
- future mobility