

IFA NEXT 2019: Program Highlights of the IFA NEXT Innovation Engine

Expert rounds on the hottest IFA trend topics

The IFA NEXT Innovation Engine spotlights the IFA's innovation topics - with exciting presentations and panel discussions on all six days of the fair. On two stages in IFA NEXT Hall 26 - the Innovation Engine Red and the Innovation Engine Blue - high-calibre experts from industry and research institutions will present a comprehensive programme with a total duration of over 56 hours. Expert panels will deal with topics such as 8k-TV, artificial intelligence, blockchain, the new mobile radio standard 5G and the future of smart cities. Here are some highlights in detail:

The evolution of resolution - status quo of 8K

8k stands for the next level of quality in the world of moving images: This year, all major manufacturers of TV sets are presenting IFA innovations with this enormous pixel resolution. This raises the question: When and how do 8K images enter the living room? Which media companies are already dealing with this topic? Which quality parameters play an important role in addition to pure resolution? Experts from the international 8k Association will be on hand to answer your questions.

Friday, September 6, 12 pm @ IFA NEXT Innovation Engine RED

With Chris Chinnock, Executive Director, 8K Association; Dan Schinasi, Director of Product Planning - Home Entertainment, Samsung Electronics America; Alfred Chan, Vice President Marketing, V-Silicon; Pete Sellar, Senior Director, Corporate Standards & Strategy, Xperi; Marek Maciejewski, Product Development Director, TCL

AI - And what do I get out of it?

The abbreviation AI is central to this IFA. A panel discussion with experts from industry and research will shed light on the concrete benefits that consumers can derive from products with artificial intelligence. Because a number of products and solutions are already on the market, others are in the starting blocks. But some consumers are still sceptical, fearing that overly intelligent technology will overwhelm them rather than benefit them. The participants in this round want to clear up this prejudice and show how AI makes our lives comfortable and easier.

Sunday, September 8, 1 pm - IFA NEXT Innovation Engine RED

With Arne Herkelmann, Huawei; Mike Henkelmann, Samsung; Bastian Seppelt Yamaha and Dr. Matthieu Deru, German Research Center for Artificial Intelligence. Moderation: Klaus Petri, gfu

Mobile radio standard 5G - One fits all?

It is regarded as a universal future solution for all types of data transport - including the distribution of TV and other media services: The 5G standard inspires the technical imagination of an entire generation. What can you really do with the new mobile technology? What is practicable and economically sensible? And under what conditions?

Monday, 9 September, 11 am - IFA NEXT Innovation Engine BLUE

With Dr. Roland Beutler, SWR; Benjamin Grimm, Freenet; Richard Weiler, German Telekom; Giorgio Koppehele, Magic Horizons. Moderation: Christian Just, Head of Telecommunications and Internet, Computer Bild Editorial Office

Blockchain in the industrial context - Where do we stand today?

A panel discussion on the initiative of the Fraunhofer-Gesellschaft: Outstanding experts from science, business, politics and associations convey their personal views on the Blockchain trend topic. Is Blockchain on the verge of a breakthrough? What are - also economically - viable applications for Blockchain technology, and how can they be designed? How can the effects of a blockchain implementation on established business models be predicted? The panel discussion program provides insights into current and future developments in all relevant areas of industry.

Tuesday, 10 September, 12 pm - IFA NEXT Innovation Engine BLUE

Future Living Berlin - A quarter for tomorrow's living: smart, sustainable and accessible to everyone

The Future Living Berlin project in the Adlershof district is a model settlement for future life in smart, networked cities. This year, the construction work is nearing completion - reason enough to invite the sponsors and participating companies to return to the IFA NEXT stage: What specific contributions do the various partners make to the project? What visions are they pursuing? How far have their work progressed? Which impulses will emanate from the model project?

Tuesday, 10 September, 2 - 4 pm - IFA NEXT Innovation Engine Red

With Birgit Eberhardt, GSW Sigmaringen; Sven Schmittbüttner, Krebs Group; Beate Albert, Berlin Partner; Adrian Obrist, DigitalStrom; Benedict Doeffer, Panasonic; Sebastian Lurg, Schindler ; C. Hartmannsgruber, Kimocon

Das gesamte Programm der IFA NEXT Innovation Engine finden Sie hier:

<https://b2b.ifa-berlin.com/IFA/IFANEXT/IFANEXTEvents/index.jsp>