

Press release

## **IFA 2025 goes digital: The new IFA App makes the visit smarter and easier**

*Berlin, 18 August 2025* – IFA Berlin, the world's largest event for home and consumer tech, presents the new IFA App 2025 – the digital assistant for your IFA visit. The app bundles all information about the event and offers practical functions to help visitors plan their stay, find their way around and network.

### **Everything in one app – as individual as a visit to IFA**

With the new IFA App, visitors have an overview of the entire exhibition halls at all times – from exhibitors and stages to programme highlights. With its flexible features, the app can be customised to suit personal interests and needs. This makes every visit as unique as the IFA itself.

*'Our goal is to offer all visitors an optimal experience at the IFA. The IFA App is the key to this – for trade visitors, industry experts and technology enthusiasts alike,'* says Leif Lindner, CEO, IFA Management GmbH.

### **Individual planning & live updates**

With the personal agenda, appointments, presentations and events can easily be saved and reminders set up. The favourites function allows users to mark interesting programme items at any time, and live updates ensure that everyone arrives at their destination on time, even in the event of last-minute changes.

### **Blue dot navigation: Never get lost again**

Navigating through the exhibition halls is easy with the integrated blue dot navigation. The app guides through the exhibition grounds with pinpoint accuracy, showing your location and the fastest route to the next product presentation, show area or scheduled meeting.

### **Smart networking tools for trade visitors**

Exclusively for registered trade visitors, the app offers intelligent networking functions: find contacts, send messages, arrange and manage meetings – all directly in the app. This allows business relationships to be established and expanded in a targeted manner.

## **Quickly set up – immediately ready to go**

The IFA App is now available in the **Apple App Store**, on **Google Play Store** and as a **WebApp**. All that is needed to register is a registered email address and personal badge ID.

## **Download the IFA App 2025 now:**

Apple App Store: [Link](#)

Google Play Store: [Link](#)

WebApp: [Link](#)



Scan to download

## **About IFA Berlin**

IFA Berlin is the world's leading event for home and consumer technologies and celebrates over a century of innovation. Since 1924, IFA Berlin has been the leading global platform where technology leaders, innovators and industry experts come together to showcase groundbreaking products and shape the future of consumer electronics. The event takes place every year in September in Berlin.

Further information on IFA Berlin 2025: [www.ifa-berlin.com](http://www.ifa-berlin.com)

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