

IFA Paper

5-9 Sept 2025

Edition Three



HIGHLIGHTS People, Parties, Products

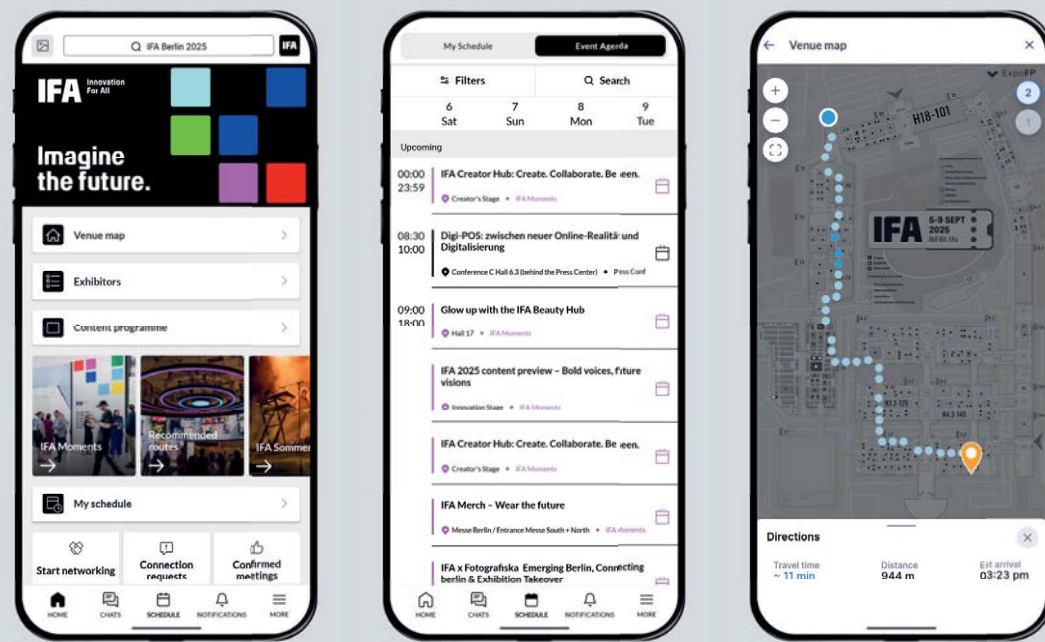
EMOTIONAL AI Avanade in Conversation

INSIGHTS Why 6G Needs to Succeed

QUANTUM Decoding the Myth

GAMING Trends for Tomorrow

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IFA Innovation
For All

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Midea

SAME SIZE,
BIG SURPRISE



SPACEMASTER

Discover the MASTER idea in
Messe Berlin, Hall 5.1

IFA 2025 is entering the home stretch – and what a journey it has been!



DR. SARA WARNEKE

Over the past few days, we've witnessed countless innovations, engaged in fascinating conversations and gathered plenty of inspiring impressions. Walking through the halls and across the exhibition grounds, it's been a pleasure to see how IFA has evolved in recent years – all while staying true to its unique character.

In line with this year's motto, "Imagine the Future", the focus is firmly on what lies ahead. And yet, some things remain timeless in the IFA cosmos – like our iconic logo, Funk Otto, which you'll spot not only on our merchandise but throughout the event.

A heartfelt thank you goes out to everyone who makes IFA what it is: the exhibitors who bring innovation to life, the media professionals who share these stories with the world, the visitors who

fill the halls with curiosity and energy, and the teams and service providers behind the scenes. Their dedication and attention to detail ensure everything runs smoothly, day after day.

Make the most of the remaining show days until Tuesday evening to explore emerging topics that are gaining momentum – from robotics and AI-powered smart homes to the future of digital health.

Dr. Sara Warneke
Managing Director GFU – Brand owner of IFA and shareholder of IFA Management

**»THE
FOCUS IS
FIRMLY ON
WHAT LIES
AHEAD«**

Photo credit: Katrin Probst

Curiosity, Connection, Conversation: That's IFA.



LEIF LINDNER

IFA is never just a trade fair. It's a handshake, a story swap, a cross-generational "show me how this works". It's where curiosity jumps from hall to hall until strangers become collaborators.

Connection between generations, like when a teenager shows her grandparents how to shop live on TikTok or when a retro gadget sparks stories that sound like family history. Connection between countries and cultures, like when know-how from Asia meets ideas from Europe, or when a Berlin startup trades insights with a global brand. Connection between industries, when health experts learn from gamers, or a beauty-tech brand borrows tricks from robotics. And connection across politics, culture and business – the full spectrum of what drives society forward.

At IFA, everyone takes something home – not just devices but new ways of seeing,

**»TECHNOLOGY
IS ONLY AS
POWERFUL
AS THE
CONNECTIONS IT
CREATES«**

thinking and sometimes even wondering how fast technology is evolving and changing our lives. Progress doesn't happen in silos; it happens when big players and young pioneers, politics and culture, business and communities come together. Only by taking each other along can we shape tomorrow.

So go wander, talk, listen, share and learn from each other – across borders, sectors and generations. Because in the end, technology is only as powerful as the connections it creates.

Welcome to IFA 2025. Let's stay curious together.

Leif Lindner
CEO, IFA Management GmbH

Miele has left the building

Miele Quality. Now also Outdoors.

IFA Berlin
Booth 101, Hall 2.1

A Global Forum of Ideas, Inspiration and Interaction

Dear guests, innovators and partners from around the world,

It is my great pleasure to welcome you to IFA 2025 – held under the visionary motto “Imagine the Future”. From 5th to 9th September, Berlin once again becomes the global stage for pioneering technologies, groundbreaking ideas and vibrant international exchange.

For a whole century, the IFA has been one of the world’s most important showcases for innovation. Few events capture the spirit of technological progress as powerfully as this one. It is not just a trade fair – it is a global forum of ideas, inspiration and interaction, where the future becomes tangible, where dialogue drives discovery, and where industries, innovators and creatives come together across borders.

Berlin is proud to host this remarkable event. Our city like no other stands for openness, reinvention and progress. And in today’s times of profound global changes and uncertainty, Berlin stands out more than ever as a place where the world comes together – to imagine and shape our joint future.

We are a city that welcomes international talent, fosters global partnerships and thrives on diversity. From dynamic startups to leading research institutions and from industrial strength to creative energy, Berlin offers a unique environment for those who dare to imagine and build a better tomorrow.



FRANZISKA GIFFEY

Innovation and internationalisation are not only cornerstones of our economic policy – they are part of our identity.

IFA and Berlin have grown together over decades. The fair’s history is deeply interwoven with that of our great city. And today, we proudly continue this tradition – as an open, future-orientated metropolis and as a committed host to one of the most influential platforms for innovation worldwide.

To all visitors, exhibitors and participants: welcome to Berlin, welcome to IFA 2025, welcome to the future.

Franziska Giffey
Senator for Economy, Energy and Public Enterprises

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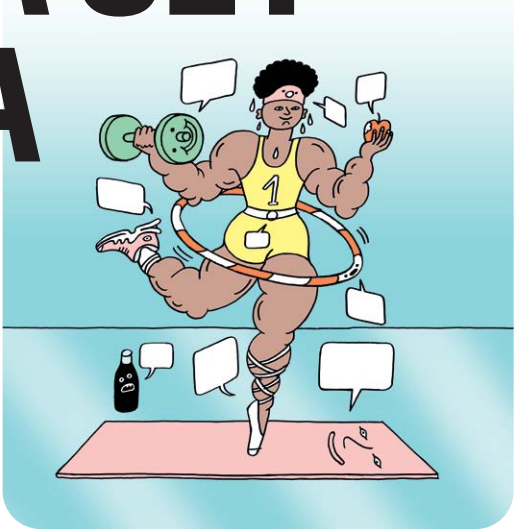
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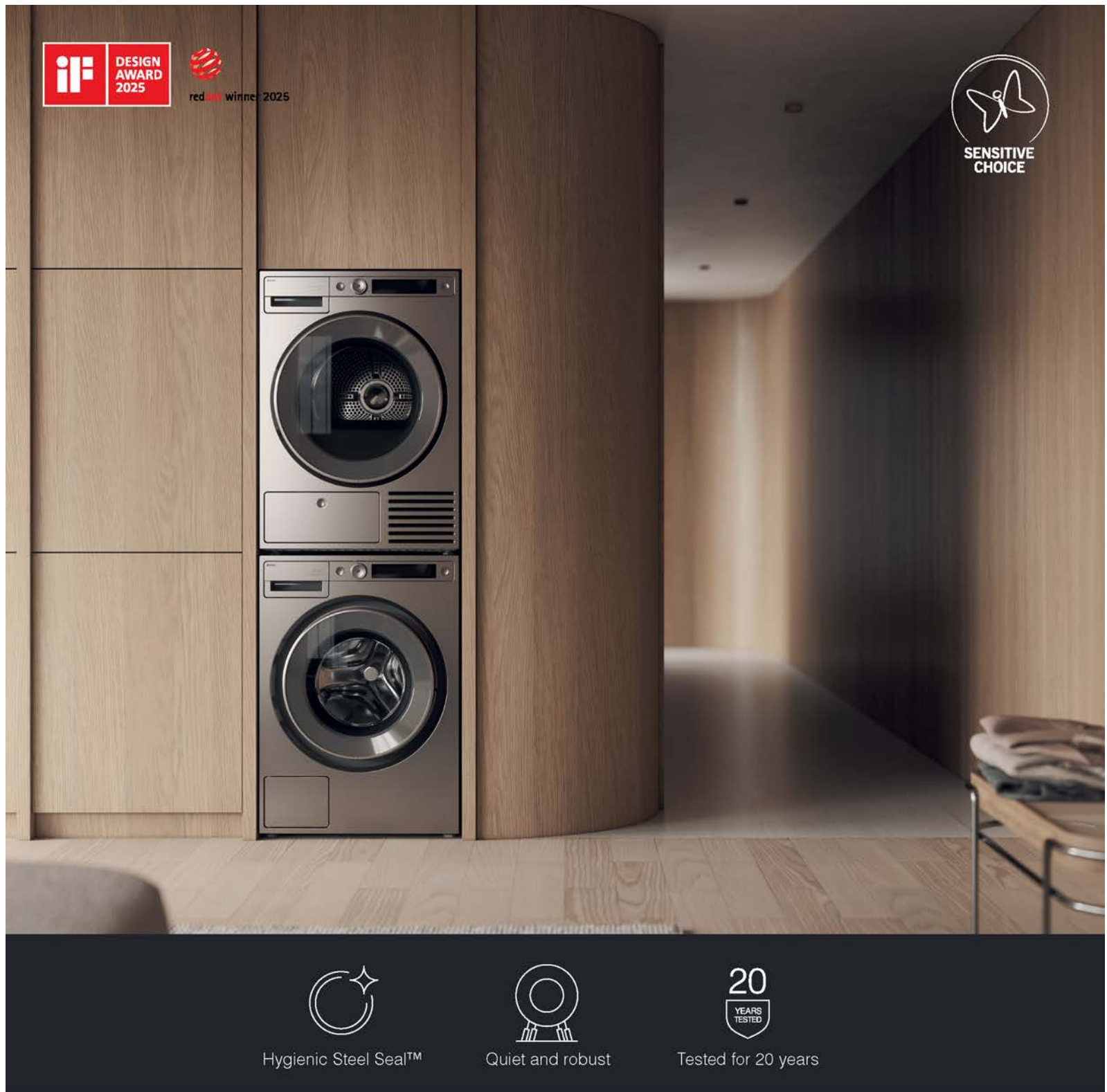
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NEXT IN GAMING



Scandinavian Laundry Care 2.0

ASKO Steel Seal™ washing machine

Celebrating 75 years of laundry innovation, ASKO's latest Steel Seal™ washing machine redefines hygienic fabric care. With no rubber bellows, it ensures a germ-free drum, while advanced features

like Quattro Construction™ 2.0 and Auto Dose deliver silent, efficient, and sustainable performance. A timeless blend of Scandinavian design and cutting-edge technology—built to care, built to last.

ASKO

On Tour

Come and Explore the Showgrounds

"The IFA belongs to Berlin just like the TV Tower or the Kaiser Wilhelm Memorial Church." With these words, Berlin's Senator for Economic Affairs Franziska Giffey opened the IFA 2025 press tour together with the city's Governing Mayor Kai Wegner and the Federal Government's Tourism Coordinator Christoph Ploß. They were accompanied by hosts Dr. Sara Warneke (GFU), Leif Lindner and Jörg Arntz (IFA). The atmosphere was relaxed and almost euphoric – on Thursday it was made official that the IFA will remain in Berlin until at least 2034. For the capital, this is a clear commitment – and for politicians, a reason to celebrate.

"Here we can experience what our everyday life will look like in the future," declared Kai Wegner. And indeed right at the start of the tour, Samsung showcased gigantic screens, immersive visuals and the latest display technology. Swiss coffee machine maker Jura served freshly brewed espresso to the delegation, Liebherr opened the refrigerator of tomorrow and Miele unveiled a smart outdoor grill. Also on show was tech from Bosch, Midea, LG and Hama as well as start-ups like Repartly and TissUse, presenting sustainable ideas and innovations at IFA Next.

Franziska Giffey used the tour to share a broader thought: "Technology gives people the opportunity for greater participation and self-determination," she said, quoting Albert Einstein, who opened the IFA 95 years ago with the words: "Remember that it is the technicians who make true democracy possible." And in Giffey's view, that has not changed to this day.



Photo credits: Ruby Watt / Cee Creative



THE FUTURE IS WITHIN REACH: (FROM LEFT) CHRISTOPH PLOSS, KAI WEGNER, DR. REINHARD ZINKANN (MIELE), FRANZISKA GIFFEY, DR. SARA WARNEKE AND LEIF LINDNER ON A PRESS TOUR OF IFA

A Night to Remember

Highlights from the IFA Opening Gala

For one evening, the city’s tech community trades badges for black tie. The IFA Gala brings together industry leaders, innovators and Berlin’s political circle for an evening of celebration and connection. More than just a party, it’s where conversations spark, alliances form, and the spirit of IFA meets the glamour of Berlin nights.



FROM LEFT: DR. RALF KLEINHENZ (SENIOR VICE PRESIDENT MESSE BERLIN), DIRK HOFFMANN (MANAGING DIRECTOR & CHIEF OPERATING OFFICER MESSE BERLIN), DR. SARA WARNEKE (MANAGING DIRECTOR GFU), LEIF LINDNER (CEO IFA), MARIO TOBIAS (CEO MESSE BERLIN)



DOROTHEE BÄR MDB, FEDERAL MINISTER OF RESEARCH, TECHNOLOGY AND SPACE



MAN-YOUNG KIM (EXECUTIVE VICE PRESIDENT & MANAGING DIRECTOR SAMSUNG ELECTRONICS), DR. SARA WARNEKE



FROM LEFT: PHILIPP MAURER (CHAIRMAN OF THE SUPERVISORY BOARD GFU), DR. SARA WARNEKE, KAI WEGNER (GOVERNING MAYOR OF BERLIN), DR. REINHARD ZINKANN (EXECUTIVE DIRECTOR AND CO-PROPRIETOR MIELE), LEIF LINDNER (CEO IFA)



LISA HANNANT (CEO CLARION EVENTS), CHRIS BROW (HOST & MODERATOR), KAI WEGNER (GOVERNING MAYOR OF BERLIN)



FULL HOUSE AT THE IFA 2025 OPENING GALA: BERLIN'S POLITICAL, BUSINESS AND TECH LEADERS GATHERED WITH THE GLOBAL INDUSTRY.



IFA Moments

The first days on the exhibition floor featured Michelin-star chefs duelling over stovetops while robots cleaned pools, mowed lawns and showed off their AI skills. There was plenty of two-wheeled fun out on the Mobility Track as test-riders jumped on e-scooters and e-bikes for a trip around the test area. At the Beauty Hub, self-care was the name of the game as attendees were pampered with wellness tech, while in the gaming halls VR headsets took their wearers into new worlds.



Retail Leaders Summit

More than 100 senior leaders gathered for the first-ever Retail Leaders Summit. It was a full house that turned into a full success, with ideas and connections spanning industries, generations and borders.

"THE RETAIL LEADERS SUMMIT IS TAKING PLACE FOR THE VERY FIRST TIME, AND IT FEELS INCREDIBLY IMPORTANT. IN OUR DAILY WORK WE RARELY LOOK BEYOND OUR OWN MARKETS OR COMPANIES. THIS EVENT BRINGS THE INDUSTRY TOGETHER, BUILDS COMMUNITY AND SPARKS THE KIND OF DIALOGUE WHERE REAL PARTNERSHIPS CAN GROW. THE ROUNDTABLE FORMAT IS ESPECIALLY EXCITING – THAT'S WHERE THE CONVERSATIONS TRULY MATTER."

– LISA YOUNG, DIRECTOR OF CONSUMER TECH, WGSN



Stage Programme Highlights

The final days of IFA don't wind down – they sharpen up. Keynotes on tough issues like prevention in health, AI and the circular economy ignite debates that go far beyond Messe Berlin.

Visionary launches, cultural shifts, tomorrow's consumer trends – all on one stage

Fitness & Digital Health

How wearables, data and community are reshaping wellbeing – with WHOOP, Erik Jäger and Katharina Isele.

Sun, 7 Sept, 11:00–12:00

Realbotix

AI-powered humanoid robots for social interaction, entertainment and learning.

Sun, 7 Sept, 12:15–12:45

Pitchlympics & Pitch Battle Finale

Startups sprint, pivot – and crown the next IFA Next star.

Sun, 7 Sept, 16:30–17:45

Techniker Krankenkasse

CEO Jens Baas talks about healthcare, prevention and the next frontier of digital health.

Tue, 9 Sept, 11:00–11:30

Cradle to Cradle

How circular consumer tech becomes part of the solution.

Tue, 9 Sept, 11:30–12:30

BackMarket × brand eins

On repair, reuse and the new economy of consumer electronics.

Tue, 9 Sept, 14:00–14:30

Where communities shape brands in real time: creators, workflows, strategies

TikTok Creator Education Event

Exclusive Creator Education Session in the Lounge (invitation only).

Daily 10:00

WGSN

Future trend strategies for creators and brands.

Sun, 7 Sept, 13:15–14:00

Gentle Nerds

Live podcast recording with Berlin's cult tech voices.

Sun, 7 Sept, 11:50

Lexar

Workflow deep dive (DE): pro tools for creators.

Sun, 7 Sept, 16:45–17:30

Wake up Inspired: Live WAA Podcast from IFA (Free Matcha from Matchasome 🍵)

Speakers D. Suvorova-Konstandin (Women Authors of Achievement (WAA) Podcast), W. Xia (Ulike)

Sun, 7 Sept, 10:30–11:10

0049x: Something Like a Phenomenon – Creatives Shaping the Digital Industry

Speakers D. Baziany (0049x), C. Chioccarelli (Isla), B. Kok, S. Uguz (0049x)

Sun., 7 Sept., 11:15–11:50

Eleven Labs

Synthetic voices and the future of human-sounding AI.

Mon, 8 Sept, 11:30–12:00

Factory Network

Global insights on the production networks of tomorrow.

Mon, 8 Sept, 12:00–12:30

Ulike

Beauty tech moves from clinic to home – reshaping the industry.

Mon, 8 Sept, 12:30–13:00

Tuya

AI meets IoT: powering the next generation of smart living.

Mon, 8 Sept, 14:30–16:00

Panel AI: Plaud, Front Now, Showz

A cross-industry debate on how AI transforms creativity, commerce and culture.

Sat, 6 Sept, 15:45

TK Serious Games

Global insights on the production networks of tomorrow.

Tue, 9 Sept, 12:00–12:45

TK Esports

Challenges and opportunities of professional gaming.

Tue, 9 Sept, 13:00–13:45



ANNA OHLSSON-LEIJON
(CEO EUROPE APMEA & GROUP EXECUTIVE VP AEG)



MODERATOR & HOST CHRIS BROW



Photo credit: Dominik Tryba / Maz & Movie

YOUR SHORTCUT:

Use the IFA app or scan the QR code to follow speakers, stages and activations in real time – and never miss a session you care about.



APP



WEBSITE

GreenApex Heat Pump Dishwasher: The Air-Powered Energy Revolution

Midea unveils the GreenApex Heat Pump Dishwasher – a breakthrough in energy efficiency and sustainable living, built on over a decade of research and innovation.



Next-generation heat pump technology redefines sustainable cleaning, unlocking A-50% energy efficiency* by harnessing ambient air. The future is air-powered, and heat pump technology is rapidly becoming the next major trend in home appliances. Midea has consistently pioneered the integration of efficient heat pump systems across its product range. This year marks a significant expansion: the debut of the Midea GreenApex Heat Pump Dishwasher. This launch is a strategic step in completing Midea's vision for a comprehensive whole-home heat pump ecosystem.

Since 2014, Midea has dedicated significant R&D efforts to adapt and optimise heat pump technology for dishwashers. Culminating in 2025, we proudly launch the GreenApex Heat Pump Dishwasher which is able to achieve A-50% energy efficiency* – a monumental leap towards sustainable living. This breakthrough is powered by the ultimate integration of heat pump technology with eco-friendly R290 refrigerant. The combination of radical energy savings and R290's zero Ozone Depletion Potential (ODP) means every wash cycle actively contributes to global carbon reduction goals.

The cornerstone of the GreenApex system is the Midea Stereo Helix Heat Exchanger, a proprietary innovation developed in-house. Its 3D helical refrigerant circuit structure and multi-dimensionally coupled design contribute to enhanced thermal efficiency, enabling

a transformative leap in system-level heat exchange performance. Beyond its core advantage of exceptional energy efficiency, the GreenApex heat pump system unlocks significant user benefits in drying performance. Efficiency is just the beginning. Heat pump drying technology also delivers faster drying with the dedicated 30-Minute Instant Dry programme and enhances cleanliness via the innovative Sealed Clean Dry programme.

The launch of GreenApex represents a significant milestone in Midea's enduring commitment to sustainable development. At Midea, we don't just build appliances; we engineer sustainable home appliance systems that drive human progress. Today's heat pump breakthrough is a crucial step, not the final destination. We are steadfast in our commitment to global collaboration, working towards a net-zero future – for our homes, for humanity and for our planet.

*Tested by EN 60436:2020 / A12
Electric dishwashers for household use – Methods for measuring the performance in 07 / 2025

Hall 5, Stand 1-101a Hall 6, Stand 1-101a

Rock'n'Roll

Once upon a time, washing machines were just... washing machines. Now they come with voice assistants, AI brains, and even three separate drums. In Europe, where space is precious and sustainability a must, the category has become one of the most exciting playgrounds for innovation. Smart appliances no longer just save water and energy – they fight microplastics, learn your habits and design and fit seamlessly into open-plan living. What used to be a back-room utility has quietly turned into a lifestyle statement. And Berlin is where these everyday heroes step into the spotlight.



THE WASHING MACHINE THAT THINKS AHEAD

Samsung's Bespoke AI model takes the effort out of laundry. A 7-inch display, smart algorithms and AI Energy Mode cut consumption by up to 70%. The fun part? When your arms are full of sheets, you can just say, "Hey Bixby, open the washing machine door." Suddenly laundry feels a lot smarter.

CCB, Stand 101

ENERGY HEROES

Miele's new Energy Heroes beat the benchmarks: washing machines use 40% less energy than Class A requires, dishwashers 10% less. Even the booth follows the principle – modular and reusable, cutting transport and storage by half.

»OUR HOLISTIC UNDERSTANDING OF SUSTAINABILITY – FROM ENERGY EFFICIENCY AND DURABILITY TO CIRCULAR SOLUTIONS – IS REFLECTED IN OUR PORTFOLIO AND, THIS YEAR, IN A MODULAR, REUSABLE EXHIBITION STAND. A CLEAR SIGN OF OUR RESPONSIBILITY«

– Rebecca Steinhage, Executive Director Human Resources and Corporate Affairs at Miele

MIELE QUALITY: 25-YEAR MOTOR WARRANTY

Miele has stood for durability since 1899. From October 1, 2025, the brand offers a 25-year motor warranty for washing machines and dryers in Germany – with more countries to follow.

Hall 21, Stand 101

TWO JOBS, ONE MACHINE

LG's WashCombo unites washer and dryer in one streamlined unit – with the same performance you'd expect from standalone appliances. For small apartments or busy homes, it means more space and less juggling. A Microplastic Care Cycle cuts fiber pollution by 60 percent, while AI sensors treat every fabric gently. Clean, dry, and protected – all in one go.

Hall 18, Stand 101



JOIN THE MIELE LAUNDRY EXPERIENCE

Monday, September 8, 11:00

Sommergarten

TRIPLE THE FUN

The Candy Multi Wash rethinks the laundry routine: three independent drums, three programmes, all at the same time. Sportswear, silks, and baby clothes can run in parallel – no waiting, no compromise.

»THIS ISN'T JUST A NEW WAY TO DO LAUNDRY – IT'S A COMPLETELY NEW DESIGN APPROACH. THE MACHINE'S INTELLIGENT CORE MANAGES WATER AND ENERGY EFFICIENTLY, SAVING BOTH TIME AND RESOURCES«

– Simon Peart, Head of Product Marketing at Haier Europe

Hall 31, Stand 101

THE QUIET QUANTUM BOOM

AUTHOR: OLGA BLUMHARDT

From supercharged simulations to unbreakable codes, quantum promises a future that won't arrive with a bang but with a subtle shift in the digital world.

Photo credit: igawesone / iStock

They don't calculate faster – they calculate differently. Quantum computers are hailed as one of the great hopes of the tech industry. But what can they really do, where do things stand and when will they become tangible? In five simple questions and answers, we shed light on the quantum unknown – reviewed by Dr Tobias Heindel* of Technische Universität Berlin.

1 What makes a quantum computer so special?

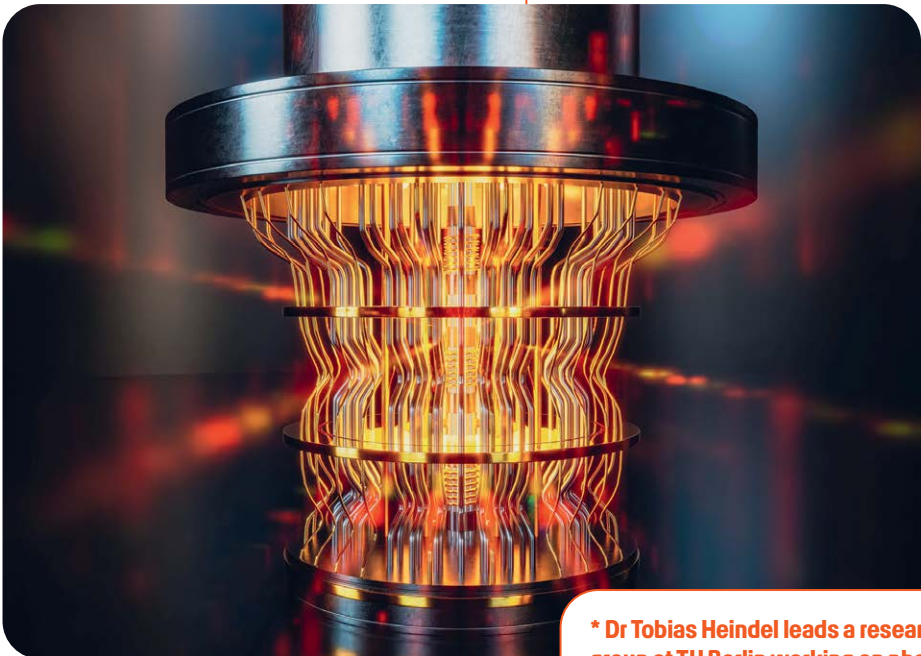
Conventional computers work with bits – states of 0 or 1. Quantum computers use qubits, which can be both at once. This is thanks to a principle of quantum physics called superposition. A qubit behaves a bit like a spinning coin: while in the air it is not heads or tails, but both. This trick allows quantum computers to calculate many possible solutions simultaneously – like a team running through a maze in parallel, while a classical computer tests each path one by one.

2 What exactly are qubits and how do they work?

Qubits are the smallest units of information in a quantum computer – and they follow their own physics. Alongside superposition, entanglement is key: two qubits can be linked so that a change in one instantly affects the other, even across great distances. Einstein once called it “spooky action at a distance”. Science says: it works, and it can be measured. In large, entangled networks, this property underpins extremely powerful systems. The challenge is keeping them stable – and that remains the biggest hurdle.

3 What can quantum computers do better than conventional ones?

Quantum computers are not all-purpose machines, but for certain problems they are potentially far superior. They excel when there are vast numbers of combinations to consider: finding the most efficient route for thousands of deliveries, or simulating molecules for drug development. In cryptography, they could break classical encryption – or, used differently, protect it. Data can be transmitted with single photons in ways that are nearly impossible to intercept. But for office software, browsing or streaming, quantum computers are excessive.



* Dr Tobias Heindel leads a research group at TU Berlin working on photonic quantum technologies. His work explores future quantum internet and secure communication systems, protected by the laws of quantum physics.

4 What does this mean for everyday life?

Not much yet – but that could change:

- Medicine could see faster development of new drugs.
- Cities could manage traffic to avoid congestion.
- Financial systems could calculate risks more precisely.
- Power grids could regulate themselves more flexibly and reliably.
- A quantum internet could trigger an alarm at the first sign of eavesdropping.
- One day, quantum chips may even be found in smartphones or smart homes, changing how we experience technology.

Until then, there is time to prepare – at least mentally – for the big unknown.

5 How far has the technology come?

The basics work, and first systems exist – but with limitations. IBM, Google and others are demonstrating quantum processors with several hundred to over 1000 qubits, based on superconducting circuits. Other approaches use trapped ions or light, such as the Chinese Jiuzhang platform. So far, none of these systems are practical for everyday use: qubits lose stability too quickly, and error correction consumes enormous computing power. Yet progress is clear. First applications in chemistry or logistics could be realistic by the end of the decade. The big breakthrough? It may not come with a bang – but as a quiet restructuring in the engine room of the digital world.

DISCOVER AT IFA 2025

The IFA Innovation Award Gallery at IFA Next	Bodyfriend	VanaM Inc.
→ Check out the awarded products in our exclusive showcase at IFA Next.	→ Hall 17, Booth 131	→ Hall 25, Booth 140

Smells Like Tech Spirit

IFA Moments 2025

Between product launches and panels, IFA also serves ramen, washes sneakers, drops live podcasts and turns the Sommergarten into a concert stage. These are the moments where technology meets food, music, play and everyday rituals. Planned yet full of surprises, these are snapshots of how innovation slips into life and life slips back into IFA.



EUFYMAKE * MICHAEL SCHULTE

Pop star Michael Schulte shares a father-son art story before leading a cartoon workshop with Berlin school kids – creativity made tangible with eufyMake tools. (Invite only)

Tues Sept 9, 11:00 Creator Hub

TIKTOK SHOP GOES LIVE

Streaming straight from IFA with live shopping, brand collabs and creator workshops. Watch, shop, repeat.

Always On Creator Hub

KITCHEN PARTY BY SIEMENS

Ramen with a twist – and plenty of fun on stage. Chefs Carsten Röhr and Torsten Kluske turn cooking into entertainment with the audience joining, tasting and celebrating.

7 Sept, 16:30 Siemens



POSITIVE IMPACT WORKSHOP BY CRADLE TO CRADLE

How circular products and business models create market value and resilience – a hands-on workshop with the pioneers from Cradle to Cradle.

Mon Sept 8, 13:00 IFA NEXT Lab

WEBEDIA: RETRO TECH REWIND

From Walkmans to flip phones – and beyond. Retro still shapes tomorrow’s tech, as AlexiBexi, Dawid Hallmann and IFA CEO Leif Lindner rewind through the classics.

Mon Sept 8, 16:15 Hall 5.2

LAUNDRY EXPERIENCE BY MIELE AT IFA SOMMERGARTEN

Hot summer’s day? Cool off under a refreshing rain shower and discover how Miele makes tough laundry effortless. Highlight: the Sneaker Wash with the Miele WashBag – gentle, effective, no scrubbing needed.

Mon Sept 8, 11:00 Sommergarten

METZ: DANIEL SOMMER LIVE

Meet & greet, selfies, autographs – plus a live acoustic set and smart TV giveaway with German pop singer Daniel Sommer.

Mon Sept 8, 15:00 Metz



WEBEDIA: FIND YOUR NEXT TECH

IFA editors pick their favourite discoveries – from instant wows to slow-burn surprises. Expect debate, passion and plenty of opinion.

Tues Sept 9, 15:30 Hall 5.2



BOSCH: DEUTSCHLAND KOCHT! FINALE

Months of anticipation, one last cook-off. Germany’s best hobby chefs compete, the jury decides and the crowd cheers. Culinary passion meets fan culture.

7 Sept, 11:00–17:00 Bosch

IFA NEXT: PITCH BATTLE FINALE

The startup showdown: sharp pitches, tough questions, one winner – earning a free booth at IFA Next 2026.

7 Sept, 17:00 Hall 25

A PLAYGROUND FOR GAMES

Berlin’s indie game hub at IFA: discover fresh titles, meet the devs and play beyond the mainstream. A playground for what’s next.

Always On Games Ground

ALPHATHETA: DJ FUTURE CHECK

Pro decks, demos and live beats: AlphaTheta (Pioneer DJ) turns the booth into a club, showing where music tech is headed.

Always On AlphaTheta

TK “MENTAL HELL”: LIVE PODCAST

An unfiltered conversation about digital health and mental wellbeing – live on stage.

Tues Sept 9, 14:15 Creator Stage



SONY: FROM FIRST SHOT TO FULL CAMPAIGN

Street photography as strategy: Thomas Kakareko and Sony’s Mike Suminski share the journey from documentary images to global campaigns – and launch the new Alpha 7CR.

7 Sept, 14:00 Creator Stage

LIVE PODCAST BY FEST & FLAUSCHIG

Böhmermann & Schulz live in the IFA Sommergarten: podcast cult meets open-air chaos, with sharp humour, surprise moments and a crowd ready to join in.

Sept 7, 20:00 Sommergarten

DISCOVER
ALL IFA
MOMENTS
HERE



SMALL INTELLIGENCES, BIG IMPACT

AI is no longer a distant promise – it’s a superpower woven into everyday routines. It tweaks airflow in the oven, perfects the espresso shot, translates body signals into insights or even coaches a chess match. For retailers, these products show how intelligence at a micro scale creates macro appeal: smarter living, clearer benefits and the kind of innovation consumers can feel in their hands.



THE MASTER OF MULTITASKING

Cooking five dishes at once usually ends in chaos – unless your oven has a brain for airflow. Daewoo’s built-in model uses patented Heat Wrap technology to keep flavours from mixing, while its Hot Air Shield politely blows hot air back inside instead of in your face. The result? Safer handling, faster baking and meals that keep their own character. AI-driven airflow as a quiet kitchen revolution – and a talking point for anyone upgrading their home.

THE BARISTA WHO READS THE BEANS

Forget training courses and trembling hands on the portafilter. nunc’s espresso system scans each capsule or bean type via NFC, then automatically adjusts grind, temperature and pressure for a perfect shot. Behind it sits an ecosystem of data, farmers and curated roasters – making your morning espresso both traceable and foolproof. For consumers: café quality at home. For retailers: a product that sells the promise of consistency.



Photo credits from left to right and top to bottom: Daewoo, nunc. GmbH



A RING FOR YOUR HEALTH

Fitness trackers deliver plenty of insights – but sometimes you just want simplicity. Time to put a ring on it: RingConn’s smart ring focuses on clarity. It monitors sleep, stress and recovery, then translates signals into simple, actionable guidance. AI in the background connects the dots so users don’t have to. A wearable that fits into a daily routine without fuss and into any retailer’s health tech portfolio with ease.



AI COMFORT FOR VR MARATHONS

VR headsets are thrilling for the first hour and torture after the third. KIWI’s K4 Duo head strap balances the weight, adds built-in audio and packs in AI-managed battery life for a couple of extra hours of play. The strap does the maths on comfort and charging so the player can stay immersed. For retailers, it is the kind of accessory that turns VR from a one-hour demo into an all-evening experience.



YOUR CHATTY CHESS MATE

Digital chess can feel sterile. SenseRobot fixes that by seeing the board in 3D, gripping pieces with near-human precision and analysing your strategy mid-match. It teaches beginners, challenges pros and chats along the way – a coach, sparring partner and commentator rolled into one robotic arm. A showcase of how AI can make even niche hobbies more engaging, and a category-expander in the smart toys segment.



“AI EVERYTHING SOUNDS GOOD TO US. BUT FOR LG, AI ISN’T JUST ARTIFICIAL INTELLIGENCE – IT’S AFFECTIONATE INTELLIGENCE. THIS MEANS PUTTING PEOPLE AT THE CENTRE AND CREATING SMART TECHNOLOGY THAT TRULY UNDERSTANDS AND CARES FOR USERS’ NEEDS. LG’S AI GOES BEYOND AUTOMATION TO DELIVER MEANINGFUL, PERSONALISED EXPERIENCES THAT MAKE EVERYDAY LIFE EASIER, MORE INTUITIVE AND GENUINELY HUMAN-CENTRED. WE ARE DEDICATED TO CONTINUOUSLY ENHANCING THIS TECHNOLOGY TO HELP MAKE LIFE’S GOOD FOR EVERYONE.”

– STEVE SHIN, CEO LG ELECTRONICS, WESTERN EUROPE



Next in Gaming

Photo credits from left to right and top to bottom: Luis Villasmil / Unplash, Nick Fancher Photos / Death to Stock

The global gaming market continues to thrive, with PC hardware and accessories leading the way. While gamer numbers have levelled off worldwide, the industry is evolving rapidly – driven by regional demand, premium products and rising interest in multi-platform compatibility.

PC GAMING DRIVES GROWTH WHILE CONSOLES ARE EXPECTED TO MAKE A COMEBACK

PC gaming remains the engine of the industry. Between January and June 2025, global sales of PC hardware and accessories rose by 19%, with the strongest growth in mobile PCs (+23%), desktop PCs (+15%), and mice (+16%). This growth is driven by a dedicated base of gaming enthusiasts with 31% upgrading even when their devices are still fully functional. In addition to upgrading earlier, gamers are also willing to invest in products focused on performance and design which are dedicated to their favourite past time, gaming. Gaming mice, for instance, can command a price index of 140 compared with their non-gaming peers.

Console hardware is set to rebound after a challenging 2024. New-generation devices will reignite interest and generate demand, though they may shift consumer spending away from PC gaming.

MULTIPLATFORM CONTINUES TO GAIN GROUND

Seamless play across devices is unlocking new levels of engagement – whether on a smartphone during your commute, a PC at home or a console in the living room. This flexibility not only extends playtime but also broadens a game's audience. With nearly 70% of gamers playing on mobile, 47% on PC and 31% on consoles, the ability to link these experiences creates a unified ecosystem that drives loyalty, usage and future growth.

EMERGING MARKETS FUEL EXPANSION

While Western Europe and developed Asia saw slight declines, growth is accelerating elsewhere. Emerging Asia grew by 13%, Latin America by 15%. China posted an impressive +40% year-on-year growth in gaming-related sales – making it the single largest contributor to global value gains. This surge is being driven in part by government subsidies rewarding consumers who replace their tech devices – funds which many Chinese buyers channel into high-performance gaming products.

For Europe, positive signs can be observed in sales from distributors to retail channels: Gaming laptops show a growth of +6% indicating increasing demand.



RISKS ON THE HORIZON

- Despite strong momentum, several challenges could slow down progress:
- **Macroeconomic pressures** – Inflation, potential trade barriers and high living costs may dampen demand for high-end hardware.
 - **Growth of refurbished and second-hand devices** – Extended product lifecycles and heightened price competition are evident, with the share of second-hand laptops up two percentage points year-on-year, and consoles up one point.
 - **Shifts driven by cloud gaming and 5G** – While these technologies broaden access to gaming for new audiences, they may reduce demand for dedicated hardware, particularly in price-sensitive markets.

OUTLOOK

Gaming is set to grow further in 2025 and beyond. With strong PC performance, renewed interest in consoles and multi-platform compatibility becoming the norm, the industry has an opportunity to expand its player base once again. Growth will continue to be driven by emerging markets, while technologies such as cloud and 5G will redefine how games are played. To stay ahead, brands must deliver seamless, high-quality experiences across devices – and remain agile in a competitive yet rewarding market.



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Sources:
¹ NIQ Consumer Life, Global, 2025; ² NIQ Market Intelligence, Retail Channels, International Coverage excl. North America and Russia, Gaming Categories (Gaming Mobile PCs, Gaming Desktop PCs, Gaming Monitors, Gaming Keyboards, Gaming Mice, Gaming Headsets, Gaming Speakers); ³ NIQ gfknewron consumer, buyers for Mobile PCs in 2024; ⁴ NIQ Digital Purchases, Refurbished Products for Mobile PCs and Consoles, MAT 2025 (July 2024 – July 2025) vs. previous year's period; ⁵ NIQ MI Supply Chain Panel – Europe w/o. RU/BY, Sales Value EUR w/o. VAT, YTD Jan - Jun25 Infographics: NIQ Market Intelligence Sales Tracking: Global (excl. NA, RU), Revenue growth in USD, Jan-June 2025 vs. previous year | 3 NIQ gfknewron Consumer; Mobile PC Buyers, in 2024. All other growth rates are calculated in revenue USD (NSP), covering January to June 2025 vs. January to June 2024.

Vestel: A Global Technology Journey and Vision for the Future

For 27 consecutive years, Vestel has been Türkiye's export leader in the electrical and electronics sector, exporting technology to more than 160 countries worldwide. Today, the company has gone far beyond being just a television and home appliance manufacturer, transforming into an international technology company. Vestel is now focused on strengthening its global position, expanding into new regions, growing with Vestel Group brands, and building new partnerships. Nearshoring and friendshoring strategies have allowed the company to broaden its approach and seize new opportunities.

"Far beyond being just a television and home appliance manufacturer, we have become an international technology company," says Seçkin Gençoğlu, Chief Sales Officer at Vestel. "We have gained valuable insights into European consumers' expectations and explored new business approaches."



SEÇKİN GENÇOĞLU

Innovation remains a key term for Vestel – but one that is not meant to remain an empty slogan. „Our customers perceive concrete benefits: energy-efficient appliances, smart TVs with personalized features, AI integration for remote control, and hygiene solutions that truly matter in daily life," says Gençoğlu. Central to this is the Veezy app, which translates energy and water consumption into

euros and kilowatt-hours, displays monthly trends, and offers tips for reducing usage. „This allows consumers to manage their households more consciously," he adds.

Design, too, is seen as a differentiating factor. „Our design language is rooted in Mediterranean elegance," says Chief Marketing Officer Duygu Badem Uylukçuoğlu. The Retro Series, created with fashion designer Aslı Filinta, illustrates how functionality and aesthetics can be combined. „It meets consumers' expectations of reliability and practicality – while adding elegance and character to their living spaces."

»IFA SHOWS US HOW WE CAN TRANSLATE INNOVATION INTO REAL CUSTOMER VALUE – AND INTO GROWTH«

In the fields of artificial intelligence and connected living, Vestel emphasizes pragmatic solutions. Refrigerators that send alerts during power outages, washing machines that communicate with dryers, air conditioners that measure indoor air quality: „These are tangible benefits," Uylukçuoğlu explains. „The fully autonomous home, in which AI anticipates every need, remains a vision. Our task is to deliver technologies that make life easier and more sustainable today."

Sustainability defines Vestel's European strategy. The company is a signatory to the UN Global Compact, measures its progress through ESG ratings, and has climate targets confirmed by the Science Based Targets initiative: a 42 percent reduction in Scope 1 and 2 emissions by 2030, and a 25 percent reduction in Scope 3 emissions from sold products. One example of new approaches is its collaboration with start-up Biolive, which produces bioplastics from olive seeds. „We are already using this material in parts of our white



DUYGU BADEM UYLUKÇUOĞLU

goods production, cutting CO2 emissions by up to 20 percent in those components," says Uylukçuoğlu.

There is little doubt the internationalization will continue. „We are starting in Germany, but we are building for all of Europe," says Gençoğlu. „Our strength lies in combining technology, design, and sustainability – always with the consumer at the center."

At IFA 2025, Vestel intends to underline this claim. „What excites me is that concepts like AI, IoT, and sustainability are no longer discussed in abstract terms, but presented as tangible solutions," says Uylukçuoğlu. For Gençoğlu, the fair is above all a seismograph: „European customers expect durable, environmentally friendly, and intelligent products. IFA shows us how we can translate innovation into real customer value – and into growth." ●

Photo credits: Vestel

Photo credits from left to right and top to bottom: AEG, Bosch, Siemens

EVERYDAY LEGENDS

Who said dishwashers can't be rockstars or that smart rings can't run your life? At IFA 2025, everyday objects show off unexpected superpowers: cooking in drawers, paying with a fist bump, mopping like it's a full-time job. It's not future fiction – it's the stuff you'll actually want in your home tomorrow.

The Ring That Does It All

A ring that buzzes when someone calls, tracks your sleep while you snooze, and pays for your coffee with a flick of the wrist. Hama's first Smart Ring is wearable tech at its most discreet – fitness coach, wallet and notification center in one. One charge lasts a week, the look is minimal, the vibe is effortless.

Hall 4.2, Stand 145



Enjoy the Silence

AEG takes dish duty down to a whisper. At just 35 dB, the new Favorit series runs quieter than a library, while using only 8.4 liters of water to leave plates spotless. Sleek interiors, swipe-and-go touch controls and room for oversized glasses turn everyday cleanup into a smooth, silent act. Efficiency never sounded this good.

Hall 4.1, Stand 101



New Favourite Roommate

Leaves, crumbs, paw prints – Bosch's Spotless robot eats them for breakfast. With 11,000 Pa of suction power and a Carbon Power Brush that switches from hard floors to carpets without missing a beat, it's built for real life. The premium models throw in rotating mop pads and a smart service station that empties dust, washes itself with hot water, and dries off before the next round.

Hall 1.1, Stand 102

"Innovation must not be an end in itself. It must be focused on the consumers. And they strive for genuine support that improves their life at home. That's why I see the trend of intelligent networked home shaping 2026, with AI and sensor technology working seamlessly in the background to take things off your plate. Our new spotless cleaning robot is a perfect example: always there when you need it, learning, adapting and taking care of the details for you."

– Rudolf Klötscher
CEO BSH Hausgeräte GmbH



Dinner in a Drawer

Siemens turns up the heat with their first steam drawer. A 10-litre unit that slips under your counter or pairs with an oven, it brings pro-level steam cooking into everyday kitchens. Pre-set programs, a slick LED touch display and app integration – voice control included – make it as easy as it is versatile. Healthy meals, zero fuss.

Hall 1.1, Stand 104

Fur Real, It's Tech

First humans, now the fur squad. Beurer expands into pet care with Love Your Pet – six gadgets designed for four-legged wellness, from grooming helpers to daily comfort boosters. Same trusted quality, now unleashed for cats and dogs.

Hall 4.1, Stand 112

MERCH AS A STATEMENT

Leif Lindner, CEO of IFA Management, talks about the strategic role of the IFA merchandise, the revival of the “Funk Otto” logo and why the bomber jacket makes IFA history wearable.

Leif, how did the collaboration with Overkill come about?

Overkill was an absolute must for us. The brand is deeply rooted in the Berlin scene – a symbol of streetwear, graffiti and sneaker culture. The team stands for authenticity, quality and a sharp feel for the zeitgeist. Overkill is more than a brand – they’re local heroes with international influence. That mix of subculture and style fits perfectly with what we want to show at the IFA.

What strategic role does merchandise play in IFA’s overall concept? Is it about branding, community-building – or repositioning?

Honestly: all of the above. For the past two years we’ve been working on rebranding the IFA. It’s not just about a new visual identity, which we developed with Highsnobiety, but about repositioning the IFA culturally. Merchandise is a logical part of that. It’s about belonging, attitude and community. These pieces aren’t souvenirs – they’re wearable manifestations of our new direction.

The “Funk Otto” is making a comeback through the collection. Why bring this historic logo back to the forefront?

The “Funk Otto” was never just a logo – it was always a symbol. Helmut Lortz designed it in the early 1970s, a time when technology was becoming part of everyday life. As part of our rebrand, we want to retell that story. Not out of retro-romance, but because “Funk Otto” feels right again today – a cult symbol with instant recognition. And it simply looks damn good.

What are IFA’s long-term plans for merchandise?

We’re pursuing two lines: a permanent basics collection – high-quality, wearable,

clean – and limited drops with real statement pieces. At the same time, we’re pushing merchandise further in the direction of tech. Our first collaboration in that space is with Anker: the Eufy Smart Track Link, a smart tracker that visitors can personalise directly at the fair. Fashion x tech is not just a buzzword for us – it’s a field we want to explore much more.

Which piece from the collection is closest to your heart?

Without a doubt: the special edition bomber jacket marking the IFA’s 100th anniversary. For me it’s both a visual highlight and an emotional one. It brings heritage and the present together – with thoughtful details, a strong cut and real collector’s appeal. It’s a piece of wearable history, one I’ll always associate with the start of a new IFA era.

IFA X OVERKILL & FRIENDS

IFA’s capsule collection returns for the second time – created together with Kreuzberg’s streetwear icons from Overkill. Blending trade fair energy with Berlin street style, the line includes limited-edition hoodies, shirts, caps and more.

EXPLORE ON-SITE AT IFA 2025

- Live customisation by eufyMake at the Creator Hub
- Meet and hang out with creators, artists and brands



HISTORY MEETS THE PRESENT: LEIF LINDNER AND JÖRG ARNTZ, CEOs OF IFA MANAGEMENT GMBH, WEARING THE IFA SPECIAL EDITION BOMBER JACKET



A **GREEN**

D **DEMAND:**

F **THE**

G **APPLIANCE**

MARKET

Sustainability and energy efficiency – two terms that have become staples in the global Major Domestic Appliances (MDA) conversation. But while they're often cited as key drivers of consumer behavior, the reality is more nuanced. Myths abound, and the true impact of these factors on purchasing decisions deserves a closer look.

Sustainability: A Value in Flux

Sustainability isn't just a trend – it's a personal value, sitting alongside ideals like honesty and freedom. Since 2015, it's climbed nearly 10 positions in consumer value rankings (out of 57), peaking just before the pandemic. But when global crises hit – COVID, inflation, geopolitical tensions – economic survival took precedence, and sustainability slipped down the priority list. Still, the long-term trajectory remains upward. Particularly notable is the rise of the "Green In Deeds" – consumers who walk the sustainability talk – versus the "Glamour Greens," who see sustainability as a status symbol.

Energy Efficiency: More Than Just a Checkbox

In the MDA world, one aspect of sustainability is energy efficiency and it is not a nice-to-have – it's the top purchase criterion globally. Half of all consumers rank it as one of their most important considerations, far outpacing sectors like consumer electronics (22%) and small domestic appliances (9%).

Why? Because appliances like washing machines and refrigerators are built to last years, some of them run around the clock. Consumers want appliances that perform reliably and efficiently over time. Energy efficiency delivers not only peace of mind but also financial savings and alignment with government sustainability goals – a rare win-win that manufacturers, retailers, and policymakers are all driving.

When it comes to buying e.g. a refrigerator, energy efficiency is the top priority across all generations. Interestingly, while older generations continue to lead in placing the highest importance on this factor, younger consumers – particularly Gen Z and Millennials – are catching up. Compared to last year, their focus on energy efficiency has grown. Meanwhile, older cohorts remain steady in their already-strong commitment to efficient choices.

Energy Labels: The Quiet Market Revolution

In Europe, the latest generation of labels launched in 2021, and the impact has been swift. A-label products jumped from 19% market share in 2023 to 31% in Jan–Jun 2025.

But the story varies by category. Washing machines are leading the charge, with A-labels now accounting for 78% of sales as prices have become accessible. Refrigerators, on the other hand, are still catching up – expensive A-labeled



fridges hold less than 4% of the market, though growth is strong (+22% year-on-year). Globally, labels are gaining traction too. In India, 5-star refrigerators now make up 11% of the market. In China, top-tier energy class appliances surged from 65% to 87%, thanks in part to government subsidies.

Labels as Leverage: A transformative power

Energy labels aren't just guiding consumer choices – they're reshaping industry landscapes. Challenger brands have seized the opportunity, using high-efficiency ratings as a credibility boost. For many consumers, an energy label isn't just a spec – it's a signal of quality and innovation.

»STRONG DEMAND FOR BEST-IN CLASS LABELED PRODUCTS COUPLED WITH RIGOROUS LEGISLATION HAS HAD A TRANSFORMATIVE EFFECT ON THE MARKETS, NOT ONLY SELLING MORE ENERGY EFFICIENT APPLIANCES, BUT ALSO CHANGING THE BRAND LANDSCAPES IN FAVOR OF MOST INNOVATIVE OFFERINGS AT THE MOST ATTRACTIVE PRICE LEVEL«

DISCOVER AT IFA 2025

- Talks, Panels & Workshops:**
- **Serving the Consumer, Preserving the Planet – Electrolux Group**
5 Sept, 14:15, Innovation Stage
 - **From 'Future Dreams' to 'The New Normal': How AI and Smart Home Appliances Are Changing Our Homes – Miele**
5 Sept, 15:00, Innovation Stage
 - **Rethinking Electronics / Circular Design for Impact – Cradle to Cradle NGO**
6 Sept, 14:30, Dream Stage
 - **Scene Setter: The Future of Sustainability – WGSN**
9 Sept, 10:45, Dream Stage
 - **Big Ideas, Big Impact: Winning Strategies for Consumer Tech in 2027 – WGSN**
9 Sept, 14:30, Creator Stage
 - **Big Ideas, Big Impact: Winning Strategies for Consumer Tech in 2027 – WGSN**
9 Sept, 13:15, Creator Stage
 - **Workshop: How to Measure Your Impact – Impact Hub Berlin**
8 Sept, 8:00, IFA Lab at Hub27
 - **AI, Built – Tuya**
8 Sept, 14:30, Dream Stage
 - **Scene Setter: The Future of Sustainability – WGSN**
9 Sept, 10:45, Dream Stage

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Sources:
NIQ gfk Consumer Life, Global, 2025
NIQ gfknewron consumer: all MDA categories, Year 2024
NIQ Market Intelligence: Sales Tracking, Europe, India, China, Jan-Jun 2025 vs Jan-Jun 2024

[Thanks to the combined analytical muscle of NIQ powered by GfK, leveraging syndicated surveys and point-of-sale data, we're able to cut through the noise and get to the heart of what's really shaping the market.]

Liebherr Creates Moments to Savour

German premium manufacturer showcases energy-efficient innovations, French Door appliances and flexible under-counter solutions at IFA 2025

At IFA 2025, Liebherr-Hausgeräte will showcase new products complementing its extensive range renewal, featuring energy-efficient fridge-freezers, under counter models and fresh designs. Under the motto “For moments to savour”, the refrigeration specialist invites visitors to experience innovations with all their senses at stand 104, Hall 2.1, from 5–9 September 2025.

“These moments occur when fresh food or perfect temperature wine awakens your senses,” explains Steffen Nagel, Managing Director Sales & Marketing. “Experiences like these show how technology can create genuine enjoyment – something that comes to life at IFA. That’s what makes the exhibition the ideal place to present our solutions to customers and retail partners.”

Outstanding Energy Efficiency

The FNx 522i full-vacuum freezer, already known as a disruptive innovation, will debut to

end customers. It’s the first freezer worldwide achieving Bronze Cradle to Cradle Certified® status, using BluRoX insulation technology for energy class A efficiency whilst offering 30 per cent increased freezer capacity.

Flexible Under Counter Range

New additions include outdoor fridges with glass doors or panel-ready designs, under-counter appliances with pull-out drawers and ergonomic freezer compartments. The panel-ready Vinidor Selection wine fridge accommodates 82–92cm heights and stores up to 38 bottles under ideal conditions.

French Door Innovation

The award-winning French Door line, reaching 180.5cm height, debuts publicly at IFA. These appliances feature Red Dot and iF Design Award recognition. Highlights include dimmable MoodLight, adjustable VarioTempZone and the Water & Ice centre dispensing cool water, ice cubes and crushed ice. The new DarkGrey colour, exclusive to Pure and Plus series fridges and freezers, harmonises with wood, stone and concrete materials.

SmartDevice Updates

The redesigned SmartDevice app offers enhanced controls and expanded content, enabling users to monitor energy consumption and receive storage and freshness tips via smartphone or tablet.



STEFFEN NAGEL (MANAGING DIRECTOR SALES & MARKTEING AT LIEBHERR-HAUSGERÄTE GMBH)

More information at home.liebherr.com/ifanews.

Hall 2.1, Stand 104



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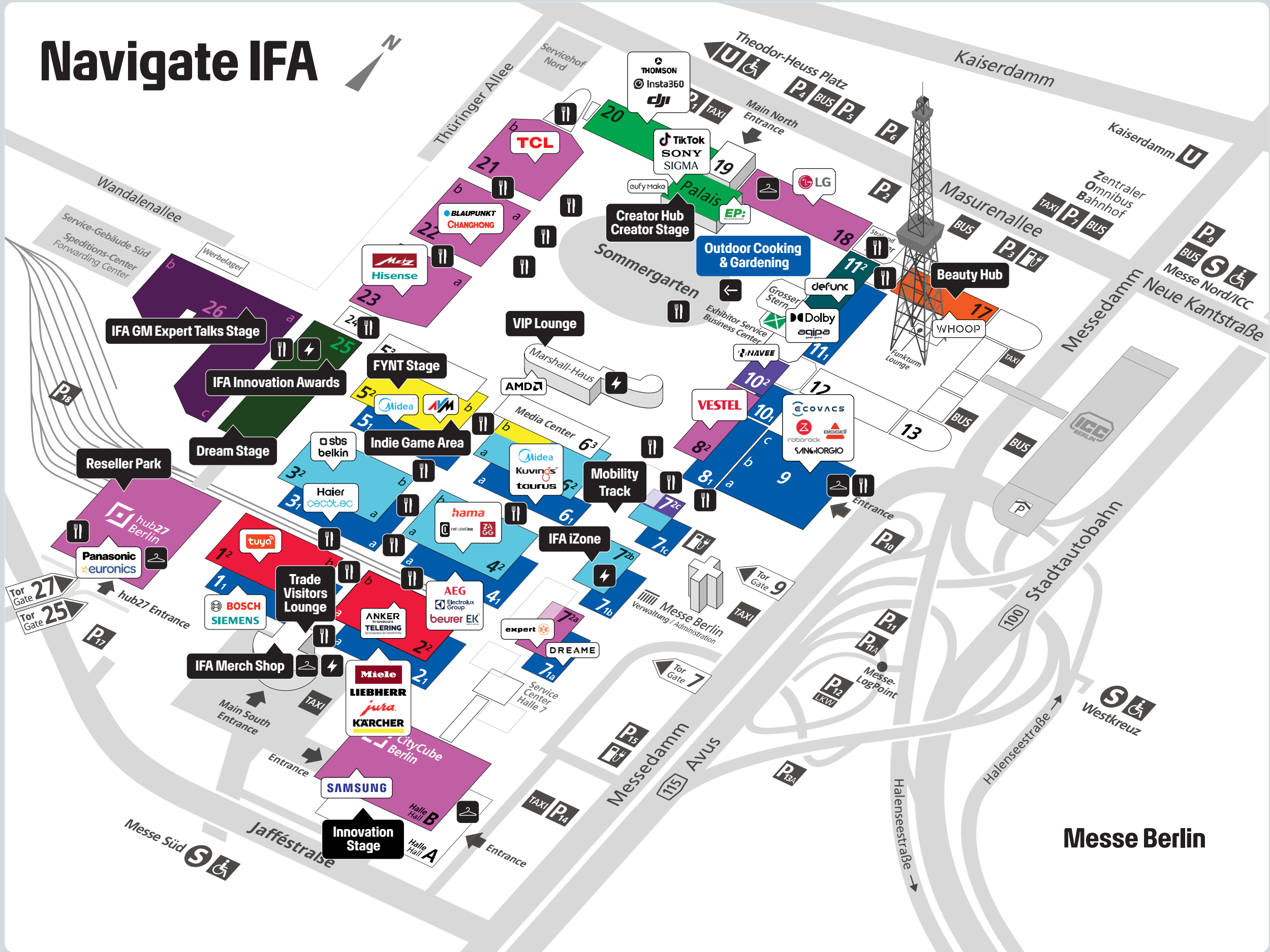
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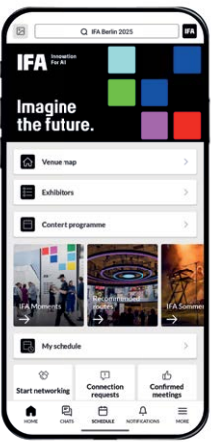
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- Communication & Connectivity
- Photo, Video & Content Creation
- Home & Entertainment
- Smart Home
- Home Appliances
- Audio
- Mobility
- Fitness & Digital Health
- IFA Global Markets (7-9 September)
- IFA Next
- Catering
- Cloakroom
- Entrance Sommergarten
- ANKER Charging Stations

Don't miss out on our highlights:

- | | | |
|--|--|--|
| Beauty Hub
Hall 17 | Indie Game Area
Hall 5.2 | IFA Next
Hall 25 |
| Creator Hub
Palais | Mobility Track
Between Hall 6.2 & 7.2c | IFA Global Markets
Hall 26 |
| Dream Stage
Hall 25 | Outdoor Cooking & Gardening Area | Trade Visitors Lounge
Between Hall 2&1 |
| Innovation Stage
CityCube Berlin (5 September) | IFA Merch Shop
Entrance South & North | VIP Lounge
Marshall House |



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Hall 3.1 H3.1-101



Hall 9 H9-121



Hall 7.1C H7.1C-108



Hall 9 H9-113



Hall 21 H21-101



Hall 8.2 H8.2-101



Hall 9 H9-111



Hall 5.2 H5.2-177



Hall 4.1 H4.1-104



H27 H27-101







Hall 4.1 H4.1-106



Hall 2.2 H2.2-119



Hall 2.1 H2.1-102



Hall 22 H22-103



Hall 21 H21-139







Hall 1.2 H1.2-193



Hall 22 H22-125



Hall 4.1 H4.1-126



Hall 22 H22-101



Hall 1.2 H1.2-164

ADVERTORIAL

IFA Reseller Park: Europe's B2B Hub for Tech Trade

Europe's Leading B2B Platform

The IFA Reseller Park has grown into Europe's largest B2B platform for international distributors and retailers in the technology sector, reaching the scale once held by CeBIT's legendary "Planet Reseller". With more than 200 international exhibitors and around 15,000 expected trade visitors in Hall HUB 27 at Messe Berlin, the Reseller Park is one of the key meeting points for the global tech trade.

After CeBIT ended, the international distribution and trading community increasingly focused on IFA, the world's leading consumer electronics show. While events like Gitex Europe target business IT, the Reseller Park provides an ideal marketplace for international consumer tech, covering telecom and mobile, consumer electronics and IT, gaming, smart home, home appliances, accessories and the rapidly growing fields of refurbishment and GreenTech.

Masterclass Conference 2025

A major highlight of this year's edition is the two-day Masterclass Conference on Monday and Tuesday (8-9 September). International experts and business professionals will present practical insights on the most important developments shaping the future of trade, including Smart Home & Matter, Refurbishment & Recycling, Cyber Security and Artificial Intelligence. The Masterclass fosters knowledge exchange, inspiration and dialogue at eye level.

Participation is free for all IFA visitors, offering added value beyond the exhibition.

Refurbishment and GreenTech

Refurbishment has gained strong momentum at the Reseller Park. Refurbished devices are among the most effective CO₂-reduction strategies in the tech industry, quickly implementable and beneficial for both trade and consumers. European companies gain new value chains while consumers enjoy sustainable products at attractive prices.

At the same time, the GreenTech area has been strategically expanded by Jan Nintemann and his team. For the first time, the Reseller Park will feature a dedicated "China GreenTech" area. While the risk of greenwashing exists, Nintemann believes it is better to showcase early, imperfect solutions than to continue with "business as usual". Every beginning may be imperfect, but it is essential and should be strengthened year after year.

TransformIT Europe: A new platform in Brussels

Driven by this approach, Nintemann and his team launched TransformIT Europe at Brussels Expo. Its mission is to unite cross-industry GreenTech solutions on a single platform, making synergies visible and accelerating the transition towards a carbon-neutral economy. Market fragmentation slows the adoption of existing solutions while climate change

Masterclasses, Greentech and Refurbishing Shaping Future Trends

pressures continue to rise. Populist politics may delay necessary measures, but global warming is advancing rapidly.

"This will inevitably grow into a major problem if climate targets can no longer be met – which will inevitably lead to the overheating of the Earth's atmosphere. Europe must now move quickly with GreenTech – which should also be seen as an opportunity," said Nintemann.

Circular economy and GreenTech naturally complement each other. Both fit perfectly into the IFA Reseller Park and Brussels' TransformIT Europe, which bring together sustainable solutions far beyond consumer electronics. Consumer products already contribute to transformation through smart connectivity, energy savings, refurbishment, plastic alternatives and climate-neutral production. Another key driver is artificial intelligence, which accelerates the development of interconnected, system-relevant green technologies and increases the efficiency of GreenTech applications.

Looking Ahead to 2026

The IFA Reseller Park is more than an exhibition space – it is a marketplace, a knowledge hub and a trusted centre for the international tech trade. Over the decades, it has become a "home" for the tech industry where retailers, distributors and manufacturers meet, network and exchange insights. Visitors leave with a clear sense of their position in the market and an understanding of the trends shaping the industry. This personal exchange is invaluable in times of rapid change and uncertainty.

Looking towards 2026, the Reseller Park will continue to focus on meaningful business connections, sustainable solutions and high-quality networking. It remains a place where the trade comes together, conversations spark new opportunities and everyone departs with actionable insights for the future •



Photo credit: Christoph Leib / Maz & Movie

Driving Progress Toward a Smarter, Greener, More Connected World

This year, the China Household Appliance Innovation Award has gathered numerous industry innovation achievements. How do we define and identify true pioneering innovations that possess market value in the current context emphasising green and low-carbon, intelligent connectivity, and health and comfort among other diverse needs? What roles will these achievements play in the cultivation of new quality productive forces with global competitiveness?

From my perspective, true pioneering innovation must cross over the technological plateau, the user deep water zone and the sustainability gap simultaneously, with its core standards summarised into three dimensions.

1. Technological autonomy and breakthrough. Whether the innovation is a pioneering breakthrough in key areas? Is it a breakthrough in core cutting-edge technology? Or, has it applied new materials or new structure?
2. Capability of user value reconstruction. Has it opened new scenarios or reshaped user experience, such as providing AI proactive service, or achieving invisible technology through senior-friendly design?
3. Dual sustainability in terms of green and business. Is the innovation low-carbon during

the entire lifecycle? Is it able to stimulate the establishment of a new business model and promote the upgrade of the industrial chain? Can it provide new direction for the high-quality development of the industry?

In short, innovation defined by us should be hardcore achievement that can meet four critical indicators simultaneously: Is the technology self-reliant and controllable? Is it indispensable for users? Is it friendly to the Earth? And is its commercial growth sustainable? This precisely represents the essential requirement of new quality productive forces for the household appliance industry. The innovations that reach the world through our event are the concrete carriers of new quality productive forces in the household appliance industry, bearing the responsibilities of breaking through growth ceilings, restructuring global competitiveness, and activating industrial ecosystems.

Innovation acts as the key engine while China is committed to transforming from a major country of household appliance production to a major power of household appliance technologies. How do you think to construct an efficient and collaborative innovation ecosystem with global leadership for the household appliance industry? As an important connector and enabler, how will the China Household

Appliance Innovation Award play a better role of platform in future?

It is a systematic project that requires continuous iteration and dynamic evolution to establish an efficient and collaborative innovation ecosystem with global leadership for the household appliance industry. Entrepreneurs in the new era need to drive the innovation ecosystem to a higher level with stronger innovative spirit, responsibility, and commitment: On one hand, to deepen technological inclusiveness, allowing innovations to benefit more families worldwide; on the other hand, to strengthen ethical governance to ensure that emerging technologies such as artificial intelligence adhere to the principle of technology for good while promoting ecological openness and breaking down technological barriers to achieve cross-brand, cross-industry, and cross-regional collaborative innovation. China Household Appliance Innovation Award will continue to play the role of an international bridge, not only showcasing China's outstanding innovations from the household appliance industry, but also absorbing global cutting-edge concepts and technologies actively, and promoting deep integration among industry, academia, research and application and international collaborative innovation.



C + A Global: High-quality & Endless Possibilities

Introducing Powerhouse Projector by Kodak Plus and a Portable Photobooth by HP Sprocket

C+A Global, leading manufacturer, brand licensee and online reseller of consumer products, electronics, cameras and photographic equipment, invites IFA 2025 attendees to Hall 3.2, stand 139 to view their diverse product offerings from iconic brands including HP and Kodak. In partnership with the innovative and trusted brands, HP & Kodak Plus, C+A Global debuts their product lineup. The products on display include:

HP Sprocket Photobooth

Get the fun started with the HP Sprocket Photobooth. Bring and set up this portable photobooth at any wedding, reunion, graduation celebration, or holiday party as a perfect way to capture memories. Gather your friends and family and smile in front of the camera to capture beautiful, ink-free 3.5" x 4.25" photos.

KODAK FLIK X20 Smart Projector

Turn any space into your own theatre with the KODAK FLIK X20. This compact powerhouse projector streams in stunning Full HD with HDR10+ support and built in Google TV for effortless entertainment on the go. Enjoy hands free control with Google Assistant, crystal-clear visuals with auto-focus and keystone correction, and immersive audio from dual Dolby-enhanced speakers. Lightweight and travel-ready, it's perfect for home, dorm rooms, and beyond.

C+A Global's goal is to deliver a seamless user experience, facilitating and simplifying the tasks at hand for consumers and their product portfolio is a testament to that. With their expansive portfolio of brands, including 24 house brands, C+A Global strives to provide consumers worldwide with imaginative, high-quality products that exceed their expectations. The product is developed to fit consumer needs, with ease of use at the top of mind.



Hall 3.2, Stand 139

FROM SMART

When AI Learns to Care

Imagine an AI that senses your state of mind and adapts instantly. For Rasmus Hyltegård, Global AI Retail Lead at Avanade, this “empathetic AI” is the next leap – turning technology into a companion as natural as your smartphone.

AUTHOR: OLGA BLUMHARDT



DISCOVER AT IFA 2025

- Unframe
- Plaud AI
- kikaGO
- Videobot
- Homewiz
- Emotii
- And more!

Mr. Hyltegård, AI can already respond to natural language, images and voice commands. Why is empathy the next big step?

Because humans aren't static. Our needs shift throughout the day: in the morning I might be focused on work, in the evening on family, on holiday on discovery and leisure. Generative AI can adapt to those different personas, offering the right kind of support at the right time. That's what we call life centrality: living life in your own way, every day.

You talk about “agentic AI”. What exactly is that?

These are autonomous agents — systems that can take initiative, understand context and act on your behalf. They extend your abilities, offering insights or taking on tasks you might not want to handle yourself. In many cases, they can do 80 % of the work, leaving you free to focus on the 20 % that plays to your strengths, your superpowers. Over time, these agents won't just wait for instructions; they'll anticipate what you need next.

Is that truly empathy? Or simply better digital assistance?

It's both. Tools like Microsoft Copilot make office work easier, but they also point toward a future where humans and AI collaborate almost seamlessly. As the saying goes, AI won't replace you. A human using AI will. This isn't about replacing people; it's about amplifying what we can do.

Which sectors are seeing the most value today?

Every sector. The real question isn't whether AI is useful, it's whether organisations can see the opportunity, whether they trust the technology, and whether they understand where and how to deploy it for scaled value. That's why the human must stay in the loop. We're not at the stage where you hand over the keys to the house. AI is there to accelerate, not to take over entirely.



RASMUS HYLTEGÅRD

Trust seems central. How do you make sure it's there?

By building in ethical guardrails. At Avanade, we sometimes turn down projects we don't believe can be pursued responsibly. Microsoft, our close partner, has embedded a Responsible AI framework into its tools. Transparency, fairness and accountability aren't add-ons — they're prerequisites. If people can't trust an AI system, they won't use it.

Can AI ever truly understand what a person needs?

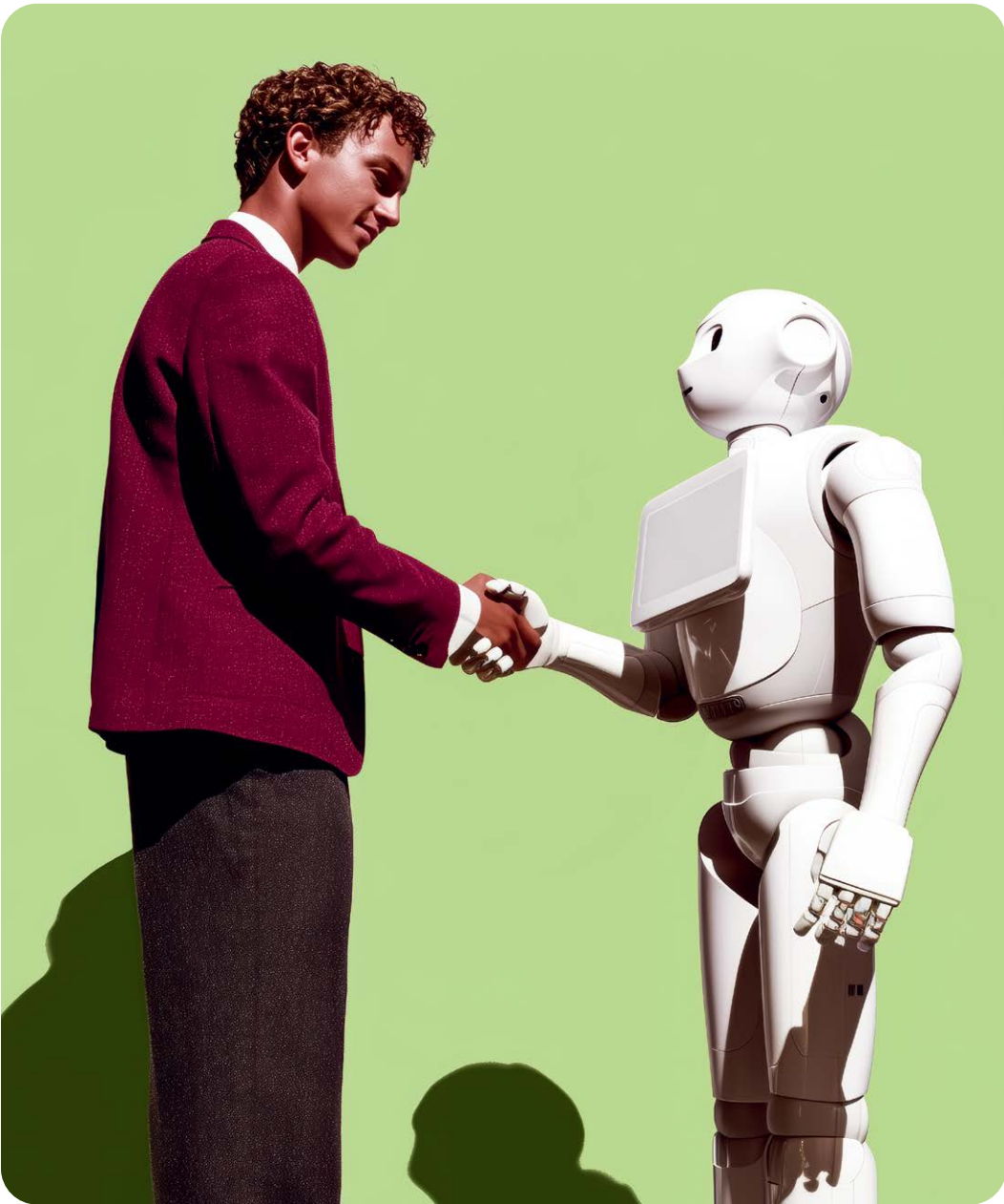
Even humans don't always know what they need. AI will always be making an educated guess. But as it learns from our interactions — with our permission — those guesses can become remarkably accurate. If the response fits your need in that moment, does it really matter whether it came from a human or a machine?

Multimodal AI – avatars, voices, gestures – can make systems seem more human. Does that create real connection?

Sometimes. The paradox of empathetic AI is that it's only as good as its last helpful interaction. People will switch off an agent the moment it fails to deliver. The design challenge is to make interactions feel natural while ensuring the output is consistently useful. Ultimately leaving us humans with the choice of when — and if — to use it.

And what about the science-fiction scenario: machines taking over?

Current AI is still just algorithms. They're powerful, adaptive and often convincing — but they're not sentient. The risk isn't that they wake up, it's that we overestimate their understanding. They can answer many questions — but that's not the same as knowing why those questions matter •



WE ARE THE ROBOTS

For a long time, people have been fascinated by the idea that machines might one day think, feel and act like they do. Nowhere is this vision more vividly portrayed than in science fiction films and series. Here are six must-see titles — recommended by Andreas Busche, culture editor at Tagesspiegel.

- **A.I. Artificial Intelligence**
(US 2001, director: Steven Spielberg)
A Pinocchio tale of a mecha boy who longs to become human.
- **Black Mirror: "Be Right Back" Season 2**
(UK 2013, showrunner: Charlie Brooker)
A grieving woman rebuilds her late partner from his social media data with unsettling results.

- **Ex Machina**
(UK 2014, director: Alex Garland)
A female cyborg outsmarts her creator in this sleek and chilling emancipation thriller.
- **Her**
(US 2013, director: Spike Jonze)
A man falls for his chatbot Samantha in a bittersweet digital romance.
- **I'm Your Man**
(Germany 2021, director: Maria Schrader)
A romantic comedy where a partner-bot exposes the bugs in human dating.
- **Humans**
(UK 2015–2018, showrunner: Lars Lundström)
Household Synths unsettle families with desires that feel all too human.

TO SENSITIVE

AND THE WINNERS ARE...

Over a hundred years of IFA history, and yet there was still a first: the launch of the Innovation Awards. The idea? To finally give the best products of the show a stage of their own. The winners prove that technology today is more than specs and screens – it's design, responsibility, and ideas that make everyday life easier. A new tradition has begun.

The IFA Innovation Award Gallery at IFA Next

→ Check out the awarded products in our exclusive showcase at IFA Next.

BEST OF IFA NEXT

Acemate
→ Acemate Tennis Robot

APOM / L'Atitude 52°N
→ L'Atitude 52°N Departure Collection

Cleanix Robotics Co., Ltd.
→ xLean TR1

Coroflo
→ Coro

EntWick Inc.
→ HairoPulse AP-M01

Guangdong Lidenuo Electronic Technology Co., Ltd
→ Super fast charger A6140C

LeydenJar
→ LeydenJar's Silicon Anode - Silyte

LeydenJar Technologies
→ Silyte Silicon Anode

SwitchBot Inc
→ SwitchBot AI Pet

SYLVOX VISION INC.
→ Sylvox Cinema Pro 110" Helio QLED Outdoor TV

ACCESSIBILITY

Anker Innovations
→ Anker SOLIX V1 Smart EV Charger

LG Electronics Inc
→ LG Comfort KIT
1) Washer & Dryer Easy Handle (Door)
2) Washer & Dryer Easy Handle (Drawer)
3) Washer & Dryer Easy Ball
4) Microwave Easy Tray

Plau.ai
→ Plaud Note Pro

HOME ENTERTAINMENT

Hisense Gorenje
→ Hisense L9Q Laser TV

LG Electronics Inc
→ LG SIGNATURE OLED T

Samsung
→ The Freestyle+

Samsung
→ The Premiere 5

Samsung
→ The Movingstyle

AUDIO

Baseus
→ Baseus Inspire XH1 Noise-Cancelling Headphones

Hama GmbH & Co. KG
→ Hama Passion Clarity AI

JD SOLUTION
→ harunje

Tandem
→ Krono

TCL
→ TCL Wireless Free Sound Speaker Z100

BEST OF IFA

LG Electronics Inc
LG SIGNATURE OLED T



BEST OF IFA NEXT: CORO BY COROFLOW

DESIGN

Hisense Visual Technology Co., Ltd.
→ Vidda AI Audio Glasses

Samsung
→ The Movingstyle

Samsung Electronic cp., Ltd.
→ Samsung Bespoke AI Laundry Combo

Vention
→ 27000mAh AI power bank

BEAUTY AND PERSONAL CARE

Dreame Technology
→ Dreame Miracle Pro

Laifen (Shenzen) Trading Co. Limited
→ Laifen P3 Pro

MOVA
→ Master 10

COMMUNICATIONS AND CONNECTIVITY

AUKEY
→ MagFusion Ark True Wireless Charging Ecosystem

Baseus
→ EnerGeek GX11 MiFi Power Bank 20000mAh 67W

Geek Media (Hong Kong) Co., Limited
→ Active 12 Pro

Samsung Electronics America
→ Galaxy Z Fold7

Timekettle
→ Timekettle W4 AI Interpreter Earbuds

BEST OF TECH INNOVATION

Samsung
The Premiere 5

SUSTAINABILITY

Liebherr-Hausgeräte GmbH
→ FNXa 522i

SHIFT GmbH
→ SHIFTPhone 8

Anker Innovations
→ Anker SOLIX Solarbank Multisystem

MOBILITY

Axicom
→ Hypershell X Ultra

LG Electronics Inc
→ Spielraum Glow Cabin type (Mobility Solution with Purpose Beyond Vehicle)

DIGITAL HEALTH

Anker Innovations
→ eufy Breast Pump S2

Anker Innovations
→ soundcore Sleep A30

SunLED Life Science B.V.
→ SunBooster by SunLED Life Science



SAMSUNG GALAXY Z FOLD7

»THE INNOVATION AWARDS RECOGNISE THE BEST OF IFA, REWARDING THE INCREDIBLE PROGRESS IN CONSUMER TECHNOLOGY.«

– James McGough, Managing Director at Clarion Events / Executive Director, IFA



BEST OF SUSTAINABILITY: ANKER SOLIX BY ANKER INNOVATIONS

EMERGING TECH

Bodyfriend
→ Quantum AI Beauty Capsule

Rokid
→ Rokid Glasses

SwitchBot Inc
→ SwitchBot AI Pet

TECH FOR GOOD SOCIAL IMPACT AWARD

ELEGOO
→ ELEGOO Centauri Carbon

POWEROAK GmbH
→ Pioneer Na

POWEROAK GmbH
→ RVSolar

Ruder Finn
→ TCL NXTPAPER 60 Ultra

HOME APPLIANCES

Dreame
→ Dreame DZ60 Pro Fully-integrated Dishwasher

LG Electronics Inc
→ Microplastic Filter

LG Electronics Inc
→ AI Sense Clean Dishwasher

MOVA
→ Z60 Ultra Roller Complete

TPB TECH
→ TPB TECH LUX DOMESTIC APPLIANCE-STANDARD SIZE LINE

SMART HOME

Anker Innovations
→ eufy Video Doorbell S4

Anker Innovations
→ eufy PoE NVR Security System S4 Max

Dreame Technology
→ Dreame Matrix10 Ultra

minotrade AG
→ Purobot Crystal Duo

OLIGHT GROUP CO.,LTD
→ Ostation 2 Pro

CONTENT CREATION

Anker Innovations
→ eufyMake UV Printer E1

BOYA
→ BOYA Magic

Insta360
→ Insta360 GO Ultra

Makera
→ the Makera Z1 Desktop CNC

Samsung Electronics America
→ Galaxy Tab S11 Ultra

COMPUTING AND GAMING

Acer Europe
→ Predator Triton 14 AI

Samsung Electronics America
→ Galaxy Tab S11 Ultra

TCL
→ TCL 32R84 QD-Mini LED Monitor

BEST BRAND

Miele

Products in the Spotlight



Kumtel Stain and Scratch-Free Built-In Hob

Crafted with 8 mm tempered black glass and cast-iron pan supports, this built-in hob combines elegance with long-lasting durability. Its gas safety system, automatic ignition and side-knob controls make cooking both effortless and secure. With a stain- and scratch-resistant surface, the 60 cm hob is designed for modern kitchens where style and safety go hand in hand.

Hall 71C, Stand 108

New Standards in Shaving Technology: Laifen Presents Two High-Tech Razors

Young lifestyle tech company Laifen is presenting its new product category. Come by and discover the new generation of electric shavers. The P3 Pro delivers Power, Precision, Perfected. With a triple-blade system, a transparent motor window and a proprietary high-speed linear motor, it is engineered for deep, efficient shaves. Milled from aero-space-grade aluminium, it runs for up to 100 minutes on a single charge. The T1 Pro, with its sleek T-shaped design, weighs just 93 grams. Crafted with CNC precision, it is optimised for shorter beards and daily portability – offering up to 120 minutes of shaving time. Both models are IPX7 waterproof and travel-friendly. Designed for precision, built to last.

Hall 9, Stand 125



Photo credits from left to right and top to bottom: Kumtel, Laifen

Photo credits from left to right and top to bottom: Creative Technology / Ataxina, Laboratorii Fabricii S.r.l.



Esclean – A Great Leap for Cleaning

Wherever dust hides, ESCLEAN follows – delivering silent, emission-free cleaning made effortless. Want to clean the floor while the baby is sleeping? ESCLEAN is perfect for quick clean-ups when you spot dust under a shelf, even next to a sleeping baby. ESCLEAN is a compact, silent cleaning device developed by a company with deep expertise in electrostatic technology, built on decades of innovation in the semiconductor industry. Quiet and completely emission-free, it operates without fan noise and without blowing dust back into the air. Designed for simple, everyday use, energy-efficient and portable, ESCLEAN brings thoughtful Japanese technology into daily life. A single charge can last for 10 hours of continuous use. Its slim 3 cm body easily slides under low furniture like sofas and cabinets, reaching spaces where traditional vacuums would struggle. After use, simply wipe the surface with a tissue. No filters to wash. No parts to disassemble. Just seamless cleaning.

Hall 101, Stand 101

Shelfy Lite, Your Fridge's Best Friend

Helping households reduce food waste? It's easier than you think! The appliance innovators at Vitesy have chosen IFA for the world premiere of their new Fridge Purifier, Shelfy Lite – an optimised version of the groundbreaking Shelfy, winner of the Red Dot Award. It is the only fridge purifier on the market whose high performance is backed by rigorous independent laboratory testing, and a global success with more than 35,000 units sold.

- Double shelf life
- Super easy to use: click & play
- Sustainable, washable filter system
- Perfect price point for the mass market

Hall 1.2I, Stand 113



Reolink | IFA 5-9 SEPT 2025

TrackFlex Floodlight WiFi

World's First 4K 360-degree PTZ Floodlight Camera with Local AI Video Search

Hall 1.2, Booth 131



After innovation comes celebration.

IFA Nights: Daily from 7–9 PM.

Free entry for trade visitors – plus our €10 IFA Signature Drink on the house.

IFA X CLUB MAXXIM

ifa-berlin.com



"We try harder – and we go further"

Celebrating 35 years of progress, Euronics drives digital innovation, sustainability, and global expansion.

As Euronics marks its 35th anniversary, Hans Carpels, President of Euronics International and Chairman of EuCER, highlights the group's growth, resilience, and commitment to responsible leadership. For Mr. Carpels, 2025 is more than a milestone. "We are proud of our achievements, but even prouder of our direction. Optimism is a moral duty, and we're acting on it," he said ahead of IFA Berlin. Euronics closed 2024 with €25.3 billion in retail sales, a significant increase from €23.35 billion in 2023, strengthening its position as the leading Technical Consumer Goods retailer in the EMEA region. Digital performance remains front and centre, with Euronics

averaging 98 million monthly online visits and achieving a 62% share in Click & Collect. "The current online share of our members is 23%, and we're aiming to reach 2/3 of national benchmarks, given our operations being omnichannel and not solely online" Mr. Carpels stated. With operations in 37 countries, Euronics continues to grow its international footprint. The most recent addition to the group is Azerbaijan-based retailer Kontakt (ABCTelecom), further extending Euronics' presence in the CIS region. "We welcome partners who share our values and long-term vision," said Mr. Carpels. Strategic priorities are clear: enhance the omnichannel consumer experience, lead on environmental

performance, deepen supplier partnerships, and accelerate digital transformation through retail media, AI, and trade-in solutions. "We are No.1 in TCG, and we try harder. That means innovating, partnering, and performing with consistency and purpose," said Mr. Carpels. "And IFA remains the place where we align, exchange, and shape the future of our sector together."



HANS CARPELS

Hall 27, Stand 101

Renaissance GMS

Agile Engineering, European Excellence, Redefining TV assembly

Tizen OS

Watch. Play. Inspire.

Tizen OS, the Smart TV platform developed by Samsung, provides unique features, premium user experience, and a reliable reference platform.

Endless Entertainment

Stream your favourite content and play 1000s of games - all on one screen

Samsung TV Plus Samsung Gaming Hub

Home & Life Connected

Seamlessly connect your smart home and personal devices with SmartThings.

Personalized & Secure

Every aspect of your TV experience is personalized and secured by Samsung.

Discover enhanced performance and innovation like never before! Unlock the potential of Tizen OS, now seamlessly integrated with

SCHNEIDER | NEI | any ODM & OEM

LAURASTAR AURA

ADVANCED STEAM PURIFIER



THE REVOLUTION STARTS NOW

Steam cleaning: a rising market trend
Increased demand for chemical-free solutions
Exclusive patented technologies

DISCOVER THE NEW ADVANCED STEAM PURIFIER AT
HALL 4.1B – BOOTH 120

OUT & ABOUT TOWN

Cee Cee's City Picks:
Food, Drinks & Things to Do in Berlin

GLOBAL FLAVOURS, LOCAL CHARM

Rocket + Basil brings freshness to Berlin with a pastel café and a cosmopolitan menu created by sisters Sophie and Xenia von Oswald. Dishes mix Asian and Middle Eastern spices with Western classics – from cardamom porridge to Persian kuku, pistachio-rose cake and tahini-halva brownies.

Rocket + Basil, Lützowstraße 22,
10785 Berlin-Tiergarten
@rocket_and_basil

FOOD IS THE BEST MEDICINE

Ora at Oranienplatz is a former 150-year-old pharmacy turned bistro and bar, beautifully restored by Christoph and Lukas without losing its old-world charm. Amid vintage cabinets, jars and flowers, it feels warm and effortless – a stylish hub for both lunch and late nights. The food mirrors the space: simple, soulful and full of care, with highlights like Christoph's sourdough bread and seasonal spreads.

Ora Restaurant & Wine Bar,
Oranienplatz 14, 10999 Berlin-Kreuzberg
@ora.berlin



PIZZA, PASTA AND FASHION

Right on the Spree, Mina is a hidden gem for Italian-Levantine cuisine with bold flavours, sunset views and surprising twists on classics. Now home to the first 032c Summer Residency, it brings together food, fashion and culture with dishes like black crab ravioli, truffle burgers and raspberry Campari sorbet served on 032c-branded plates.

Mina, Mühlenstraße 64,
10243 Berlin-Friedrichshain
@mina_restberlin @032c



A STORE WITH CONCEPT

Highsnobiety's new flagship on Unter den Linden turns the digital phenomenon into a physical destination where street style meets luxury and tradition meets modernity. With concrete, steel, glass and terrazzo, the space feels monumental yet calming – a true pilgrimage site for the fashion-conscious.

Highsnobiety Flagship Store,
Unter den Linden 40,
10117 Berlin-Mitte
@highsnobiety



NEW YORK SPIRIT

Slice Society on Torstraße brings authentic New York pizza to Berlin with thin, crispy slices, punchy tomato sauce and house-made pepperoni. Alongside classics like the hot-honey Pepperoni Pie, you'll find surprises like the vegan Tomato Pie, plus homemade drinks and soft serve with bold twists.

Slice Society, Torstraße 173,
10115 Berlin-Mitte
@slicesociety



FROM MORNING COFFEE TO EVENING APERITIVO

Tucked away behind leafy courtyards in Charlottenburg, Lotta Tagesbar is a hidden retreat that celebrates regional flavours from morning to night. In its bright, minimalist setting, guests enjoy homemade specialities like sourdough with pickles, fresh waffles or the signature "Croque Wilmina". Later in the day, the café shifts into an aperitivo spot with wine, cocktails and refined small plates. For those who want to take the taste home, Lotta also offers jams, granola and pickled vegetables alongside products from local roasters and producers.

Lotta, Pestalozzistraße 55A,
10627 Berlin-Charlottenburg
@lotta.tagesbar



A TASTE OF SUMMER: FIVE COURSES, FIVE BREWS

At BRLO Brwhouse, fine dining meets craft beer in a five-course collaboration featuring top Berlin chefs and brewers. With seasonal dishes paired by beer sommelier Sophia Wenzel, this event promises a bold, flavourful start to the Berlin summer.

Brlo Brwhouse, Schöneberger Straße 16,
10963 Berlin-Kreuzberg
@brlobrwhouse



HONEST FLAVOURS

Trio is no ordinary tavern. Just behind the Volksbühne, Eva Alken, Clemens Roesch and Vadim Otto Ursus serve South German and Alpine classics like goulash, fried chicken and apple strudel, prepared with top-quality ingredients and without unnecessary frills. Honest food, cosy charm, and a welcoming bar make Trio a place you'll want to return to again and again.

Trio, Linienstraße 13,
10178 Berlin-Mitte
@trio.berlin



GLASSES WITH VISION

Sunlight breaks through Berlin's skyline, and Yun's new store at Breitscheidplatz has the instant answer: you'll get designer frames, lenses and even an eye test in just 20 minutes. The light-filled space nods to Berlin's architecture and lets you play with 20 custom tints for the perfect pair.

Yun, Kurfürstendamm 11,
10719 Berlin-Charlottenburg
@yunberlin



SHARING MOMENTS AT PLUTO

Pluto is more than a wine bar. It is a place to linger, connect and lose track of time. Inspired by French caves and Spanish pintxo bars, its warm, unpretentious setting pairs experimental and classic wines with seasonal, product-driven dishes. Pluto feels lived-in, ever-evolving and above all like a bar built for friends to share with friends.

Pluto, Kastanienallee 27,
10435 Berlin-Prenzlauer Berg
@plutoberlin

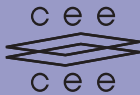


ABOUT CEE CEE

Cee Cee is an independent platform sharing curated recommendations for Berlin city life – powered by our community and event series. Behind the platform is Cee Cee Creative, a studio for design, branding and digital.

CURIOUS FOR MORE?

We've got plenty: from late-night ramen to under-the-radar galleries – find our Berlin favourites on Instagram and ceecee.cc
@ceeceeberlin



FROM DATA SET



TO DAY SPA

Wellness once meant massages, tea and mindfulness exercises. Today it is inseparable from biometrics and AI. The human beings are no longer at the centre of the wellness industry – their datasets are. The new self-care is precise, permanent and algorithmic. And the market? Gigantic. According to McKinsey, the global wellness market will for the first time surpass the \$2 trillion mark in 2025.

AUTHOR: JULIA CHRISTIAN
ILLUSTRATOR: SVENJA PLAAS

Wear It, Measure It, Improve It

The new wave of self-tracking is worn. Wearables such as WHOOP, Oura and Garmin have taken over the role of the breakfast table question: How am I feeling today? Those who wish can combine fitness data with nutrition, stress levels or menstrual cycles and receive recommendations – sometimes to move more, sometimes to rest.

WHOOP, for example, analyses sleep quality, heart rate variability and recovery levels, then provides concrete day-to-day advice through an AI-powered chat function, including how to manage strain after jet lag. Mattresses like those from Eight Sleep use sensors to adapt to circadian rhythms. Somnee goes further still: its sleep coach employs neuroadaptive audio signals to extend deep sleep phases and actively improve sleep quality. Therabody's SmartGoggles combine vibration, visual feedback and warmth to regulate cortisol levels and sleep quality. The app adjusts programmes according to mood and sleep data – a portable power-nap coach.

Smart rings such as Oura, Ultrahuman and RingConn add yet another layer, linking vital data into a digital health ecosystem that is always ready to advise.

Forever Young?

NAD⁺, neuro-fitness, microbiome analysis, hormonal balance – what once sounded like specialist jargon is mainstream in 2025. Providers like Wild.AI focus on preventative tracking deep at the cellular level: hormones, nerves and ageing processes. According to Euromonitor, healthy ageing is among the fastest-growing wellness segments, particularly among people under 35.

AI as Wellness Coach

This marks a paradigm shift: AI is becoming the new authority in care – personal, permanent and preventative. In McKinsey's surveys, more than three quarters of respondents cite biometric wearables as a key future trend. Between 20 and 30 per cent of young Americans expect AI to become a fixed part of their health routines. It is already replacing coaching and supplementing medical care.

From Me Time to We Time – the Rise of Social Wellness Clubs

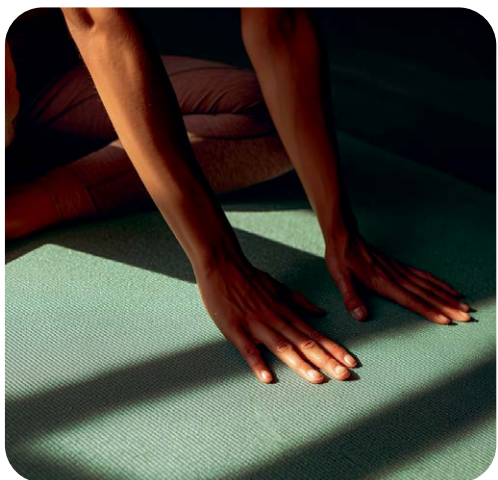
As digital self-optimisation increasingly shapes daily life, a countertrend is forming in cities like New York and Los Angeles: social wellness clubs. Spaces such as Remedy Place, Othership and The Well combine biohacking practices – ice baths, breathwork, IV drips and sauna – with community, music and design. Wellness becomes a social experience, turning me time into we time and offering an answer to the isolation of a digital world.

Wellness Fatigue – Tracking or Zen?

The democratisation of diagnostics also brings criticism. Inclusivity remains an issue – many AI systems are trained on lighter skin tones, leaving marginalised groups unrepresented. Privacy concerns are growing

too: when skin images, pulse data and stress levels are linked with e-commerce platforms, self-care becomes commodified. And the more metrics collected, the more doubt arises.

Studies show that users experience wellness fatigue – overwhelmed by constant alerts, scores and routines. A counter-movement is emerging: less tracking, more intuition. Apps such as Moonbird (breathing) or Breethe (meditation) favour intuitive prompts over numbers. Studies show that users experience wellness fatigue – overwhelmed by constant alerts, scores and routines. A counter-movement is emerging: less tracking, more intuition. Apps such as Moonbird (breathing) or Breethe (meditation) favour intuitive prompts over numbers.



An Ambivalent Future

The great promise of wellness tech is that it makes us more informed, more conscious and more proactive. The challenge is that it changes the way we relate to ourselves. How much optimisation makes for a good life? How much measurement can the self withstand? And when does self-care become a self-tracking trap? The future of wellness remains exciting – and ambivalent.

Read on →

Photo credit: Ajith / Lumal

A SELECTION OF WELLNESS INNOVATORS AT IFA

- **Bodyfriend:** combines AI, robotics and digital healthcare to create advanced healthcare robots and massage solutions, aiming to extend healthy lifespans and bring personalized wellness into homes.
- **Hypershell:** intelligent exoskeletons that adapt to your movements in real time, enhancing human strength and endurance to help you explore the outdoors farther and easier.
- **iRest:** massage appliances combining R&D, manufacturing, and marketing to deliver innovative health technology solutions.
- **Ring Conn:** smart ring that tracks health and fitness metrics, offering users continuous insights in a discreet and convenient form.

- **SunLED:** creates clinically tested near-infrared lighting solutions to bring the health benefits of sunlight indoors, boosting mood and energy wherever you work.
- **Ultrahuman:** wearables that track metabolism, sleep, and movement to optimize daily performance and long-term health.
- **wearM.ai:** develops wearable sensors that track muscle and joint data to boost sports performance and prevent injuries.
- **WHOOP:** tracks recovery, sleep, and strain to help people train smarter and feel their best.
- And many more!

FEELINGS BECOME KNOWLEDGE



Three questions for WHOOP

WHOOP is increasingly seen as an AI coach. How do you differ from classic tracking?

We don't just collect data, we translate it into personalised everyday recommendations. In 2023 we developed WHOOP Coach with OpenAI – covering topics such as healthspan and advanced sleep coaching. This shows members how their behaviour influences WHOOP Age, Pace of Ageing or Sleep Performance. For us, AI isn't an add-on but is seamlessly integrated into the entire user experience.

Self-tracking is often described as a driver of data-based wellness. Do you agree?

Yes. It makes wellbeing measurable and actionable. For example, someone with 76 %

sleep performance can increase recovery by up to 11 points. Cutting back on alcohol or late meals has a direct positive effect. Feelings become knowledge.

Will we rely more on data than intuition in the future?

Data doesn't replace intuition – it sharpens it. Our goal is to make the bigger picture of health visible and to show how small decisions play out over time. AI can help people act more wisely. From our perspective, that's real progress.



Photo credits from left to right and top to bottom: WHOOP

Kuvings®

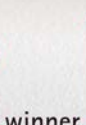
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Hall 6.1 Stand No. 106



Hands-Free Slow Juicer
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FEATURE

NOT JUST ANOTHER "G"

WHAT 6G NEEDS TO SUCCEED



NGMN is a global operator-driven organisation that delivers guidance and facilitates collaboration and drives unity on the route to innovative, sustainable and affordable next-generation mobile network infrastructure. Here, Anita Döhler, CEO of NGMN Alliance, talks about the future of 6G.

It may feel premature to talk about the next "G", especially while much of 5G's potential is still untapped. But as 6G standardisation progresses and consumers, industries and wider society continue on a trajectory of greater interconnectivity, it is crucial that the mobile industry aligns behind a clear vision of what the next generation of networks needs to deliver.

The mobile network operator (MNO) view, as represented by NGMN, is that 6G should be driven by tangible additional value compared to what the yet to be implemented "full 5G" can deliver. That additional value could be created by developing new services in sectors where 5G is already making an impact - from digital healthcare and interactive mapping to improved industrial operations and automated threat detection and response.

By embracing emerging technology trends like combined communication and sensing, ISAC (Integrated sensing and communication), AI and immersive communication, 6G can also

lead to the development of new technologies in fields such as "intelligent interaction" which will improve human communication while machine communications can be taken to a new level with smart industry applications.

6G should address customer needs and business driven investments, new services and requirements, and future services which are not yet foreseen. To enable a proactive response to changing customer needs, modularity, flexibility and openness are key drivers for the next generation of mobile networks. 6G networks also need to be sustainable, simple, commercially viable and be driven by value for end users.

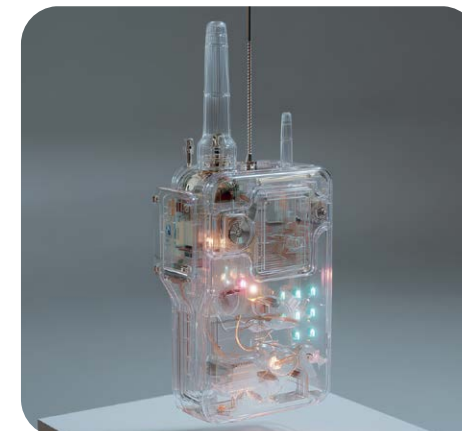
When you also consider the level of flexibility now being enabled through cloud native solutions, disaggregation and standardised 5G architecture, it is clear that 6G should be based on a network evolution rather than being ushered in with a complete refresh of network hardware. Wherever possible, the evolution of 6G should be driven by software upgrades within existing spectrum. It should be built upon and extend beyond the features and

capabilities introduced with 5G. And while 6G should be fully compatible with 5G, it should address any gaps and limitations of it, such as deployment complexities and energy efficiency. 6G should allow for simple migration strategies from 5G to 6G, enabling faster deployments for operators, support network simplification and guarantee a seamless user experience.

NGMN operator members are clear that 6G rollouts should avoid mandatory hardware replacement in existing spectrum bands. Any new technologies must be justified with well-defined benefits for the end-user, as well as improved energy efficiency and efficiencies in spectrum utilisation. For example, future deployments in sub-THz frequency bands for IMT-2030 may require new radio technologies to handle higher data rates and capacity demands.

Work is still ongoing to define how 6G will look. As major 6G milestones are reached and standardisation progresses at 3GPP, NGMN is providing the foundation for engaging with the broader industry, driving collaboration, innovation and strategic direction, by clearly articulating MNO requirements at the early stage of standardisation and developments.

As an operator-driven organisation, we ensure that 6G works for MNOs but also fulfils societal needs, provides value to end user, embraces sustainability by design and supports a healthy mobile ecosystem •



ANITA DÖHLER is the CEO of the NGMN Alliance and has over 25 years of experience in the telecommunications industry. She previously held senior positions at Vodafone, Accenture, E-Plus and Philips. She holds a degree in communications engineering and an Executive MBA. In her role at NGMN, she leads the strategic direction and international collaboration of the organisation.



No wonder the world keeps coming back. IFA has its own magnetism – bringing together every player that matters, year after year, and giving each of them a reason to stay loyal.



IFA is not just about networking – it's about exchanging perspectives, learning from each other and gaining insights you can take straight into your own strategy. That's what makes it so important for retail.

Christian Kollesch,
VP & CEO Marketplace,
MediaMarktSaturn

Berlin is chaotic, yet cool. A city that's young, creative, and constantly reinventing itself. Every year feels new – a perfect match for IFA and its focus on innovation.

Sebastian Kebbe,
CEO, Beurer

Steve Shin,
CEO Western Europe,
LG Electronics

For Samsung, IFA is an absolute must-attend event: there is simply no better place to showcase our innovations and engage with all the key audiences in one space.

IFA is the place to discover innovations across diverse categories and to network with passionate professionals and customers from around the world. This combination makes IFA an inspiring hub for the entire tech community.

Diana Diefenbach
Senior Manager Technical
Product Management
and Communication, Samsung

Talk

Guests, Partners and Friends on IFA

Floor

We are living in a time where technology and AI evolve at breathtaking speed. From sensing capabilities to decision-making intelligence and device responsiveness – everything is advancing rapidly and will transform almost every aspect of daily life. This is truly the age of makers, and we want to inspire creators worldwide to join forces and shape this new era.

Steven Yang,
CEO & Founder,
Anker Innovations

Nora Sophie Griefahn,
Co-Founder, Cradle to Cradle

As IFA's sustainability partner, we put circularity at the center: how to close loops and shape a positive economy. Over the past days we've already seen these ideas resonate strongly – sparking inspiring discussions on innovation and the future that will continue throughout the show.

This year Siemens is celebrating 100 years of the oven – a milestone that aligns perfectly with IFA's 101-year history. You could say the oven has accompanied the trade show every step of the way, evolving in parallel: from the very first model to today's smart appliances that suggest recipes and prepare automatically.

Enrico Hoffmann,
Head of Sales & Marketing
Central Europe, BSH



ADVERTORIAL

Try Entrecôte, a Typical French Restaurant in the Heart of Berlin

"C'est bon". Do not be surprised to hear some French expressions at Entrecôte, a restaurant and brasserie in the middle of Berlin that captures the essence of Paris. Many guests – including numerous French visitors – say that there is definitely a Parisian touch at Entrecôte.

L'esprit brasserie – this attitude to life that so strongly characterises the French capital, and which so many poets, literary figures and artists have praised – is alive here. As the owners promise: we bring the spirit without ever copying it.

Look at the menu and plunge into the flavours and delights of a wide range of typical French cuisine. As a starter, choose between escargots (snails), foie gras or huîtres Fines de Claires (oysters). Follow with onion soup with grated cheese, the famed beef entrecôte or Angus tenderloin, half a lobster or salmon steak, a sole Miller's Style, Coq au Vin (chicken

stewed in red wine), duck confit or scallops in a creamy sauce. These are the kinds of typical dishes that can only be found in brasseries.

At the same time, the Entrecôte restaurant has preserved its originality and refrained from copying a Paris interior in any way. There is neither fake art deco nor a touch of plush "over-the-top" style here.

This is truly Berlin, with a modern, elegant but very cosy interior. This does not detract from the attitude to life. On the contrary, it makes Entrecôte seem so real. Entrecôte cultivates l'esprit brasserie of Paris in the heart of Berlin – the best of both world cities.



Entrecôte
Schützenstraße 5, 10117 Berlin
+49 30 20165496
entrecote.de

IFA 2025 INNOVATION LEADS THE FUTURE

The Global Product Technology Innovation Awards 2025 Announced

The Internationale Funkausstellung Berlin (IFA), one of the world’s largest consumer electronics exhibitions, is taking place at Berlin Expo Center in Germany from 5 to 9 September, 2025. The highly anticipated “Global Product Technology Innovation Awards” list was officially announced during the IFA. The selection activity, co-founded by the International Data Group (IDG) and IFA in 2014 and conducted globally every year, is one of the most professional and authoritative platforms for international exchanges, showcasing and cooperation at the IFA.

AWARDS UNVEILED, STEERING GLOBAL TECHNICAL INNOVATION

This year’s list features not only leading brands from all over the world, but also outstanding enterprises that have innovated in niche fields. The award-winning companies include: Midea, Bosch, TCL, Siemens, Hisense, Samsung, AEG, Casarte, Smeg, Tecno, Miele, Minisforum, Franke, BOE, Ecovacs, Liebherr, Tineco, Gaggenau, Colmo, Aitu, Electrolux, and CHiQ, covering technological innovations in heating, displays, AI-based energy saving, ultra-low frequency comfortable and quiet air conditioners, AI interaction and other fields.

As an authoritative IFA award selection event that attracts great attention, the Global Product Technology Innovation Awards select role models of the year from among thousands of Chinese and international brands. The published list becomes an important indicator for understanding developments within the global consumer electronics industry. It adds distinction to the long-established IFA, further enhancing its influence as a platform.

CHINESE INNOVATION: PROPELLING GLOBAL TECH PROGRESS

Chinese brands gain increasing importance in international markets as they go global at a faster rate. China sets its sights on a stable economy, scientific and technological innovation, environmental protection and other areas, demonstrating its resolute determination to pursue sustainable development. While promoting Chinese modernisation, China’s innovative practice provides wis-

dom and inspiration for countries around the world to explore a modern path of harmony between humanity and nature. As new-generation artificial intelligence technology sweeps the world, Chinese intelligent device manufacturers proactively seize strategic opportunities and accelerate the exploration and implementation of a whole range of new technologies and new products. They map out planning for the global market, and reinforce their strengths in categories and markets, pressing full speed ahead to play a leading role in the global consumer electronics sector.

According to this list, Midea won Excellent Heating Technology Innovation Gold Award, AI Healthy Air Technology Innovation Gold Award, and Ultra-low Frequency Comfortable and Quiet Technology Gold Award for its Midea Raynor, Midea Air Virtuoso T6, and Navigator IV Dual-outlet Residential Central AC.



The three products are innovative in terms of extreme cold and low temperature heating performance technology, intelligent regulation technology for indoor air environment, and ultra-low frequency efficient and stable operation technology.



Midea has also made a notable achievement in the field of kitchen appliances. Midea GreenApex Dishwasher was awarded the Excellent Energy-Saving Technology Gold Award for its ultimate energy efficiency and energy-saving technology. Moreover, COLMO EVOLUTION won the AI Series Home Appliances Innovation Gold Award.

TCL won the ZeroBorder Design Gold Award, the AI Energy-Saving Technology Gold Award and the Super Drum Technology Innovation Gold Award for its TCL Premium QD-Mini LED TV C8K/QM8K/Q10L Series, TCL FreshIN 3.0 Fresh Air Conditioner and TCL P5 Super Drum.

TCL has won world recognition for its breakthroughs and innovation, such as ZeroBorder design in TV and AI energy-saving technology in air conditioner and super drum cleaning technology in its washing machine products.

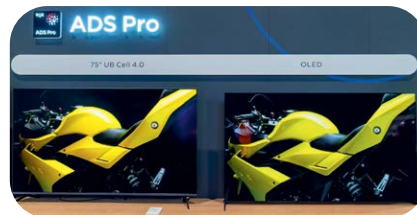


As an innovator at the forefront of display technology, Hisense is preparing to unveil its next chapter – RGB-MiniLED. Its 116-inch UXQ, the world’s first 116-inch RGB-MiniLED TV, won the Display Technology Innovation Gold Award for its RGB Local Dimming Display Technology, and all-round enhancement in colour gamut, colour purity, and energy efficiency.

Casarte XingYue Air Conditioner featuring pioneering AI dual-control technology realises dual-temperature air supply with one button, meeting the user’s needs for comfortable air supply. Equipped with AI intelligent voice function, it moves according to the sound source positioning technology. It won the AI Dual-Control Innovation Gold Award.



TECNO stands out with its three cutting-edge products: TECNO AI Glasses Series, winner of the AI Interaction Technology Innovation Gold Award; TECNO MEGABOOK S14, recognised with the Efficient Work & Creative Entertainment Laptop Gold Award; and TECNO Slim, honoured with the Ultra-Slim Design Innovation Gold Award. Winning across the three categories of AI glasses, laptops, and smartphones highlights TECNO’s strong R&D capabilities and diversified product competitiveness, underscoring its leadership in AI innovation.



BOE UB Cell 4.0 high-end TV display technology solution features a cutting-edge breakthrough in ADS Pro high-end LCD display technology. BOE won the UB Smart Eye-Care Technology Gold Award for this innovation.



MINISFORUM’s AI NAS N5 Pro, the world’s first NAS equipped with a high-performance AI chip, with self-developed Minis-Cloud OS and ECC support. It won the AI Storage Technology Innovation Award in this selection event.



The ECOVACS DEEBOT X11 has been awarded the Gold Award for Indoor Cleaning Technology Innovation for introducing the industry’s first PowerBoost Technology, enabling uninterrupted cleaning coverage of up to 1,000 m². Its innovative Omni-Cyclone Station offers bagless auto-emptying, reducing environmental impact, while the OZMO™ ROLLER 2.0 ensures precise mopping and edge cleaning. Enhanced with AI-powered AGENT YIKO for intelligent planning, the X11 represents a breakthrough in sustainable, autonomous home cleaning.



TINECO FLOOR ONE S9 Scientist, featuring an ultra-slim 11 cm design, integrates the StreakFree scraper for rapid, streak-free drying and the HydroBurst technology for effective stain removal. It won the All-Scenario Cleaning Innovation Gold Award.



CHI Q was founded in 2014 and has extended its operations to over 50 countries and regions around the world. As a model of China’s intelligent manufacturing going global, CHI Q won the Leading AI Home Appliance Brand Award for its outstanding innovation capability and leading AI technology application.

IFA showcases the current achievements in the fields of consumer electronics and home appliances. The Global Product Technology Innovation Awards serve as a benchmark for recognising and endorsing corporate innovation. It is hoped that continuous technological innovations will provide consumers with better products and contribute to the high-quality development of the global electronic technology industry.



Lights, Cameras, Create!



The ring lights were shining and the podcast mics were on at the Creator Hub as influencers and digital creators shared their IFA moments with millions of followers. TikTok trendsetters demoed the latest gear from brands including Sony, Braun and Philips, with photo walls becoming backdrops for live content. TikTok's own team was on-site, hosting personal care product livestreams at its TikTok Shop and the keynote "From Sparks to Sales", where Maximilian Schmitt and Simon Fröhlich joined Dr Alexander Dony of appliance maker BSH to discuss all things creator culture. This year more than 1500 influencers and creators will be at IFA, crafting stories and sharing highlights in real time.

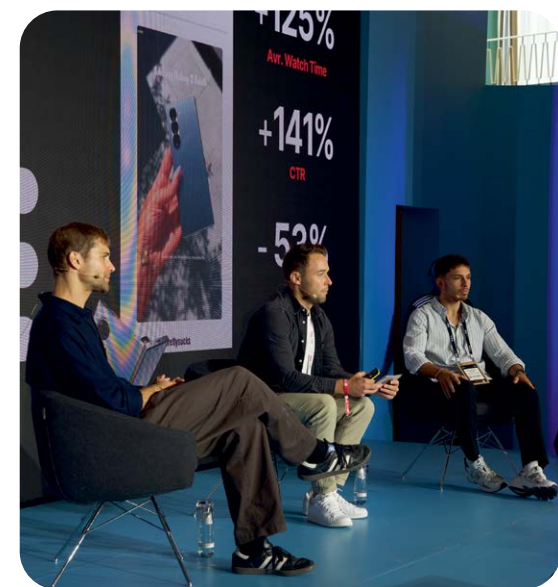
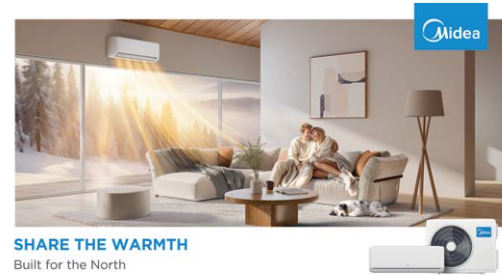


Photo credits: Sophie Boring, Elisabeth Rugev / Cee Gee Creative

Raynor, the Air-to-Air Heat Pump Built for the North

Midea introduces Raynor – a powerful, efficient and designed heat pump tailored to Nordic conditions, combining award-winning performance with comfort and sustainability.



Nordic countries have a long history of heating with air-to-air heat pumps. They have become the most common heating device there, often combined with electrical heaters or fireplaces. At the same time, the conditions in Nordic countries pose several challenges for air-to-air heat pumps. When facing very low temperatures in harsh winters, it is difficult to create sufficiently comfortable warmth without the help of additional heat sources such as fireplaces or electrical heaters. Also, the heat pump efficiency will naturally go down.

Fluctuations in energy prices, growing concern over environmental issues as well as performance in extreme cold weather are therefore all factors when considering air-to-air heat pumps. Since many Nordic houses are only equipped with one indoor unit, even heat distribution and subsequent comfort are a big challenge. Air-to-air heat pumps in the Nordics usually run 24/7 from autumn to late spring, so robustness and strong performance are key. Aesthetically, the indoor unit should blend into the interior and quietly do its job.

After researching local conditions and performing rigorous testing based on Nordic requirements, Midea is bringing a brand-new product to the market, called Raynor. The statement “Built for the North” highlights that the product features have been adapted for the harsh conditions in this region. Raynor translates as “wise warrior”, combining powerful heating with smart features, maximising comfort and saving energy. Because of that, this Nordic air-to-air heat pump has been awarded the “Excellent Heating Technology Innovation Gold Award” at IFA 2025.

But how does Raynor face the harsh Nordic winters? It heats reliably even in temperatures as low as -40°C, which is an innovation in its class. At the same time, it is able to offer full heating performance even at -25°. With a maximum heating

capacity of 8kW, even a single indoor Raynor unit is enough to cover most Nordic houses. Performance without energy efficiency would not be convincing enough. However, an A+++ in heating, which is the highest energy efficiency level (average climate), and a SCOP of 5.1 rank it amongst the most efficient air-to-air heat pumps on the market. The integrated AI based ECOMASTER function saves over 30% energy compared to similar units without this function.

With performance and efficiency covered, what about comfort? Raynor offers 180° vertical air deflection for perfect air distribution. In this way the warm air can be directed toward the floor, in waterfall mode, gently rising to the ceiling. The experience is further enhanced by the dedicated silent mode, keeping you warm without disturbing your sleep.

Not only is it quiet but Raynor is visually subtle, doing its job reliably without dominating the room. The design is in keeping with the local style. Light and warm colours and soft, rounded shapes make the indoor unit the perfect companion for the Nordic living room. So much so that it won the iF Design Award and RedDot Award.



In wintertime, people in Northern Europe tend to stay indoors, therefore air quality is of great importance. Raynor helps create healthier air with its Air Magic+ function, reducing airborne bacteria and viruses. Raynor provides temperature control and air purification in one.

Further to air quality, the unit also has a deep self-cleaning function. With this sterilisation mode, Raynor warms the heat exchanger to 56°C for 30 minutes. This destroys up to 99.9% of the bacteria after only two cycles of use.

To withstand long-term operation in very cold climates, the Nordic air-to-air unit needs to be very robust. Raynor's outdoor unit has a special chassis



with a heated bottom plate. Additionally, ceramic ball bearings are used, which last longer in cold and humid environments. A new High Magnetic Energy Technology compressor is at the core of Raynor's outstanding heating performance. The outdoor unit fins are especially corrosion resistant (up to 50 years) thanks to the use of Prime Guard Hyper Grapfins. Raynor withstood 1500 hours of salt water spray testing, proving its suitability for Nordic coastal areas.

Another special feature for the Nordics is the fireplace mode, which circulates the air in the home, diffusing heat from other sources such as your stove or fireplace.

Of course, like all new Midea air conditioners, Raynor can be controlled with the SmartHome App, boasting a host of additional features such as energy monitoring, sleep curve setting and more. While heating remains the primary need, cooling is becoming a consideration, due to warmer summers. Of course, Raynor is at the top of its class with a SEER of 9.2 and the highest energy efficiency class A+++.

Midea is proud to be launching Raynor in December 2025, yet another milestone in our “local for local” strategy. By understanding local requirements and end user pain points, we continue to develop the best heating solutions on the market.

Hall 5, Stand 1-101a

Hall 6.1, Stand 1-101a

HARDWARE BECOMES BIOLOGY

Tech is no longer just around us – it's inside our routines, bodies, and senses. These five launches show how hardware turns into human superpowers.

Sun-Screen Indoors

Most of modern life happens indoors, under artificial light, far from the wavelengths our biology evolved with. SunBooster by SunLED Life Science brings that missing spectrum back. The near-infrared device clips onto any monitor and floods screen time with the energising part of sunlight. Backed by SunLED Life Science, it transforms work, gaming or late-night browsing into a source of vitality. Research calls it photobiomodulation. Users call it better mood, more energy and less fatigue.

Hall 25, Stand 295

IFA NEXT

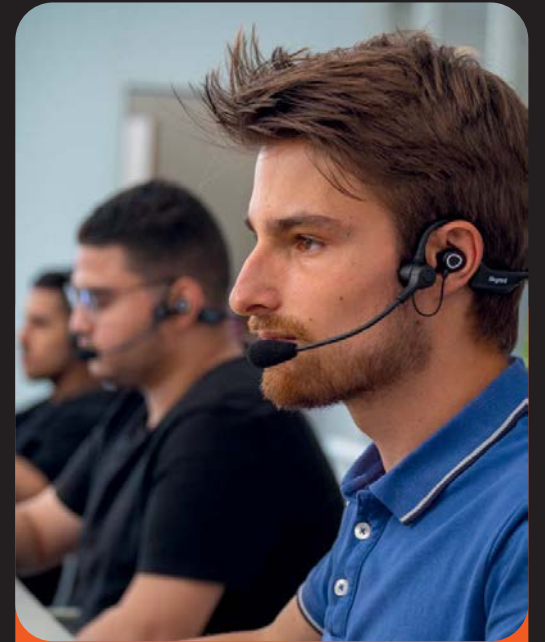


Privacy on Demand

Skyted 320 is the first headset to trap your voice before it ever leaves your lips. On a train, in an airport, at the office - no one hears anything, while your call comes through perfectly. A world-first acoustic shield that makes public space feel private.

Hall 25, Stand 361

IFA NEXT



Calm Your Nervous System – Anywhere

Vagus nerve stimulation has been used in clinical medicine for years. Pulsetto FIT shrinks it into a wearable that clips to your neck. Gentle bilateral pulses reset the body's stress response, sharpen focus and improve sleep – drug-free, side-effect-free, science-backed. Neuroscience distilled into everyday hardware.

Hall 17, Stand 137

Fitness & Digital Health



Weightless Vision

49 grams, transparent optics and an all-day battery? Here you go: Hey2 glasses by LEION HEY2 AR project subtitles, navigation, translation and even a teleprompter – without anyone noticing you're wearing a display. A four-mic array isolates your voice while an on-board AI assistant responds in real time. Enterprise-grade AR, disguised as everyday eyewear.

Hall 25, Stand 103

IFA NEXT



Exoskeleton for Adventures

Industrial robotics meets outdoor gear: Hypershell Pro X adds robotic support to every step. Hiking, cycling and mountaineering – suddenly lighter, faster, longer. It's the first exoskeleton built not for hospitals or factories but for adventure. Superhuman mobility off the grid.

Hall 25, Stand 171

IFA NEXT

Haier Europe – A Look Ahead at Smart Living of Tomorrow

At IFA 2025, Haier Europe presents its vision for the future of living.



ANTONY PEART

»NATURALLY CONNECTED IS AT THE HEART OF OUR VISION«

Haier's goal is to create an ecosystem where appliances learn from each other, work together seamlessly and make everyday life easier. Imagine homes that are naturally connected, powered by sustainability and artificial intelligence.

Under the theme "Naturally Connected", Haier shows what a truly smart home looks like – where devices no longer operate in isolation but communicate with each other and manage energy intelligently. "Naturally Connected is at the heart of our vision. For me, it's about creating an environment where people are at the center, supported by artificial intelligence and sustainability," explains Antony Peart, Director of Brand & Communications at Haier Europe.

One of the show's highlights is the Candy Multi Wash, a washing machine with three independent drums. It lets you wash sportswear, delicate fabrics and baby clothes at the same time. Each with its own tailored program for temperature and cycle length. "This isn't just a new way to do laundry – it's a completely new design approach. The machine's intelligent core manages water and energy efficiently, saving both time and resources", says Peart.

At the center of this connected ecosystem is the hOn app, which already links over 30 product families and is used by more than ten million people. The app doesn't just allow users to control their devices, it also helps track energy use and maintenance. Haier works with energy providers like Ostrom, Tate, and Edison Energia to connect households more closely with local power grids. In addition, a partnership with the sustainability platform AWorld – supported by the UN and EU – encourages users to adopt greener habits.

Sustainability is also a driving force within Haier itself. Today, 60% of the company's production energy comes from renewable sources. By 2030, Haier aims to halve its direct emissions and cut emissions from product use by 42%. "We want to give consumers tools that help them save energy and make their appliances last longer," says Antony Peart.

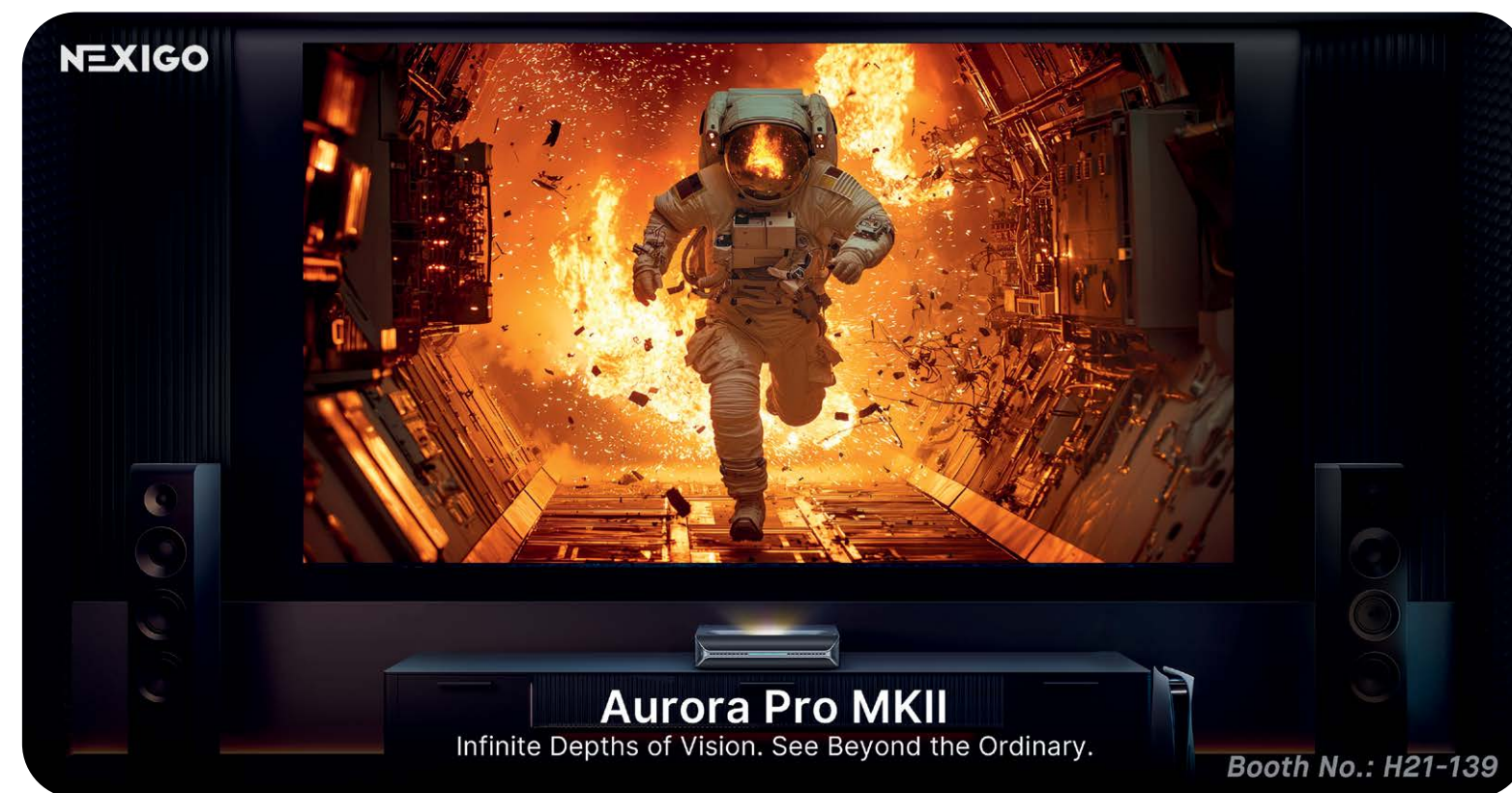
Alongside these innovations, Haier's brands refresh their identities. Candy, celebrating its 80th anniversary, relaunches with a modern new look and smarter technologies that tie into Haier's smart home strategy. Hoover presents itself under the slogan "Performance that lasts", highlighting durability and functionality.

A standout attraction at Haier's IFA booth is the "hOn Tree" – an installation that symbolically links products and services to show how the digital ecosystem works. Visitors explore appliances designed to be user-friendly, connected and resource-efficient. Other innovations include refrigerators that keep food fresh for longer, AI-powered vacuum cleaners and giant TVs up to 115 inches.

"IFA is the perfect stage for us," says Peart. "Visitors can try our products, see them in action and instantly feel how technology makes life easier and more sustainable. The most exciting part is watching people realise how abstract technology turns into real, everyday benefits." •

NexiGo Brings Intelligent Cinema to Your Home and Backyard

NexiGo's AI-enhanced projectors are the first home theater displays to adapt to your lifestyle, with instant auto-setup, content-aware dynamic contrast, and Google TV.



Have you seen the latest generation of home theater projectors? If you have not, now is your chance. Leading projector brand NexiGo is showcasing their latest AI-enhanced innovations at IFA 2025. Their new projectors are a spectacle to behold. Their incredible color and contrast, and their intelligent software features need to be seen to be believed.

Earlier this year, NexiGo developed a new technology that is changing the face of home theater projection: Scene Adapt Engine (SAE™). It's the force behind their stunning new 4K tri-color laser projector, the NexiGo Aurora Pro MKII. This proprietary technology dramatically increases contrast from 4.000:1 up to 30.000:1, plummeting black levels without sacrificing detail in bright scenes. The result is inky darks and brilliant highlights. SAE™ also supports a wider range of shades in dark scenes, bringing out subtle details in the shadows. This helps make movies, games, and TV shows more immersive than ever before.

How does it work?

The SAE™ is a next-generation image processing system designed to enhance visual quality through intelligent real-time frame analysis. Trained on over 50.000 hours of raw movie data, the SAE™ leverages machine learning to predict how scenes will evolve frame-by-frame. Using this predictive algorithm along with dynamic laser dimming, the engine delivers fast and adaptive image adjustments with minimal visual artifacts.

Key Features

- Real-Time Frame Analysis: Instantly adapts to scene changes for smoother transitions and optimized picture quality.
- Enhanced Dark Scene Performance: Uses intelligent gamma correction to preserve detail and improve contrast in low-light scenes.
- Predictive Motion Processing: Leverages machine learning to anticipate the next frame, reducing blur and enhancing motion clarity.

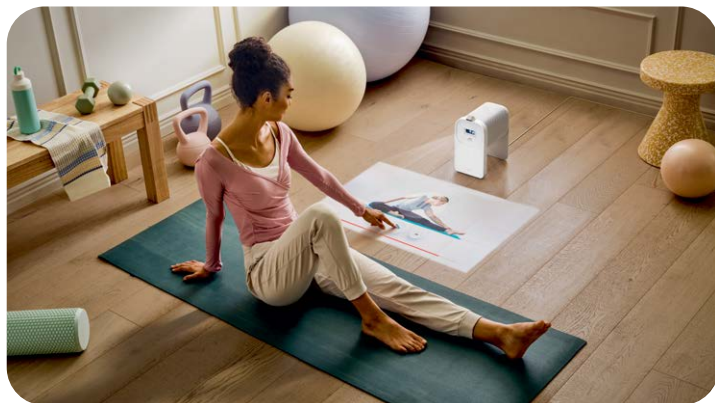
In their booth, NexiGo is also debuting a brand-new portable projector, the NexiGo Nova Mini. NexiGo partnered with Google to produce this sleek laser projector with access to 10.000+ apps through Google TV.

At roughly the size of a book, the NexiGo Nova Mini can slip into a bag for smart entertainment on the go. It can be powered with a portable USB-C power bank, making it perfect for anyone with an active lifestyle.

With 6A Intelligent Display Assistance™, the NexiGo Nova Mini can seamlessly focus, level out the projector, and detect screens and obstacles. This makes outdoor movie nights simple, making it equally possible to set up in the backyard, on family camping trips, or on other adventures.

NexiGo is showcasing these cutting-edge projectors and more in their second year at IFA •

THE TELEVISION OF THE FUTURE



THE PREMIERE 5 PROVIDES AN INTERACTIVE USER EXPERIENCE FOR EVERYDAY SITUATIONS



MIKE HENKELMANN, DIRECTOR MARKETING CONSUMER ELECTRONICS AT SAMSUNG ELECTRONICS GMBH

Large screens, flexible lifestyle devices, integrated AI functions, and natural interaction via voice control: Mike Henkelmann explains how television is holding its ground in a mobile first world.

Mr. Henkelmann, let's take a look into the future: Which technologies will shape television?

The way many people use their TV and interact with it has already changed fundamentally. A Samsung TV can become the control hub of the smart home and take on more and more tasks for us: we don't just watch films, series and programmes; we also control our smart home, take out subscriptions, play games, learn, work and even do fitness classes in front of the TV screen. We're controlling the TV ever more intuitively: with voice commands or gesture control via the Samsung Galaxy Watch on your wrist. These developments will continue in the coming years: television will become even more personalised and seamless thanks to stronger connectivity between different Samsung devices. For instance, alternative camera angles during a football match could be displayed on the tablet at the same time, recipe ingredients in the fridge could be checked against a cooking show, or workouts started based on fitness data from the Samsung Galaxy Watch. In short, television will become more interactive, more personalised and more versatile.

What role does resolution play?

The trend towards larger screen sizes continues: today, 65–75 inches and larger are in demand, with the range going up to 115 inches. On screens this large, the difference between 4K and 8K becomes clear. High resolution makes it possible to deliver a sharp image even with very large screens and shorter viewing distances. The level of detail

is impressive – it feels like you can immerse yourself in the image. But resolution alone isn't everything. The build of the display technology and high quality standards also matter. Whether Neo QLED, QLED or OLED, we rely on Quantum Dot technology which delivers an impressive viewing experience with vivid, lifelike colours and high brightness levels. At IFA 2025, we'll also be talking in detail about display technologies such as Micro RGB, which can make a difference in colour accuracy while consuming less power. In my view, the combination of high resolution and advanced display technology defines the premium TV experience of the future.

The traditional living room TV is considered outdated. How does it stay relevant in a mobile media world?

I like this question, because it's what we at Samsung Electronics ask ourselves every day: how can the television experience be reinvented again and again? We offer the right device for every lifestyle. Let me highlight two examples: our lifestyle TVs such as The Frame and The Frame Pro offer diverse customisation options, including a wide selection of artworks in the Art Store, which currently features more than 3500 curated works from renowned global art partners. Also exciting is our latest addition in the projector segment: The Premiere 5, an ultra-short-throw projector with touch function, is creating a buzz this year as an interactive entertainer in the living room. With touch projection, interactive content can be projected onto a table or the floor and controlled by touch for interactive gaming evenings, cooking sessions or workouts.

What do different generations focus on when buying a TV?

Picture quality is still the top purchase criterion. But increasingly, it's the overall package of technological performance, size, design, smart functions and available

content that matters. What shouldn't be underestimated either is security: as the TV takes on a bigger role in daily life, simple and secure management of personal data on TVs is becoming more important. That's why it was important to us to be the first TV provider to receive the new IT security label from the Federal Office for Information Security (BSI) for all TV models in the 2025 line-up.

And what about Generation Alpha?

Television also plays a role in the everyday lives of Gen Alpha, but of course media behaviour changes significantly from one generation to the next. For us this means offering a wide range of devices for a flexible and mobile lifestyle. Many years ago, we responded to the trend towards vertical video content for digital natives with The Sero: its screen rotates so content can be viewed in both landscape and portrait. Another great companion for the mobile generation is The Freestyle, our portable lifestyle projector for binge-watching and gaming anywhere. For the future, this means the product range will become even more versatile and diverse, continuing to meet the different needs of customers across all generations.

Streaming, YouTube, gaming, TikTok – how has our TV behavior changed in recent years?

Streaming options are integrated across our product range and aren't limited to TVs. They're an integral part of the Samsung ecosystem for a connected experience – whether on a smartphone, tablet or even in Family Hub fridges, which enable Spotify and YouTube streams via the AI Home Display. On our TVs, the Smart Hub is the central entry point into the modern home entertainment experience, whether for gaming, linear TV or streaming. The platform can be customised to individual preferences.

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Good to Know

IFA is huge, loud and full of firsts. Think of this FAQ as your shortcut through the chaos – so you spend time exploring not searching.

How is each day at IFA structured?

IFA 2025 runs from 5–9 September at Messe Berlin. On Friday, 5 September, entry is reserved for trade visitors until noon; afterwards the show opens to the public. From Saturday to Tuesday (6–9 September), opening hours are 10:00–18:00. Families, school groups and visitors with disabilities may enter from 10:00 on all event days.

What's up with the app?

It's your best wingman. Live since early August, the IFA app helps you navigate the halls, bookmark exhibitors and schedule meetings. Trade visitors just need an email address to unlock all features.

Will there be food?

Of course! Nobody survives IFA on tech alone. From currywurst to vegan bowls and quick snacks to sit-down cafés, the halls and outdoor areas are full of refuel options. Tip: days around 13:00 get crowded, so plan your lunch break like a pro.

Who's behind IFA?

IFA is organised by IFA Management GmbH – a joint venture between gfu Consumer & Home Electronics GmbH and Clarion Events Ltd. The gfu has been IFA's conceptual sponsor from the start, representing Germany's consumer electronics and home appliance industries. Clarion Events, headquartered in London, runs over 180 events worldwide. Together, they keep IFA firmly rooted in Berlin while opening doors for brands and media across the globe.

Where do I charge my phone?

You'll find charging stations provided by Anker in every hall, plus seating areas where you can recharge your phone – and yourself.



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Here's How

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REGISTRATION
INFORMATION

Trade Visitor
Registration



General Public
Registration



Exhibitor
Registration



Press
Registration



OPENING HOURS

Trade Visitors

→ 5–9 Sept: 09:30–18:00

→ Early access to the trade
visitors lounge from 08:00
via South Entrance

→ Platinum Pass holders can
access Media Days (3–4
Sept) from 08:00–18:00

General Public

→ 5 Sept: 12:00–18:00

→ 6–9 Sept: 10:00–18:00

Press & Media

→ 3–9 Sept: 08:00–18:00

Creators

→ 3–4 Sept (Media Days)
08:00–18:00

→ 5–9 Sept: 9:30–18:00

Exhibitors

→ 3–9 Sept: 07:00–18:00

ADDITIONAL
RESOURCES

→ Exhibitor Directory

Browse the exhibitors
list here:



→ Creator Hub Access

Find details for
influencers and digital
content creators here:



→ Press Kit

Download logos,
images and press
releases here:



MEDIA CONTACTS

For press inquiries, interviews or general
media information, please reach out to:

→ Press Office:
press@ifa-management.com

→ Team
contacts:



MEDIA CENTER

Location

Hall 6.3, Messe Berlin Grounds

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