



Press Release

IFA 2026 in your pocket: The official IFA app is available now

Personalized visit planning, live navigation, and targeted networking – the IFA app makes your trade show visit simple, efficient, and tailored to you.

Berlin, 30 July 2026 – The official IFA 2026 app is now available on the Apple App Store and Google Play. Serving as a digital companion, it helps trade visitors, exhibitors, media representatives, and tech enthusiasts optimally prepare for their time at the Berlin exhibition grounds and efficiently experience the world's largest event for consumer electronics, home appliances, and future tech, taking place from September 4 to 8.

The entire IFA in one app

From international tech brands and up-and-coming start-ups to new products, show areas, stages, and program highlights: the app serves as a personal guide, navigating users through the trade show's extensive offerings and consolidating all information regarding IFA 2026. Users can save and neatly organize interesting exhibitors and program items as favorites. A personal agenda feature allows for scheduling sessions, keynotes, product presentations, and other events. This enables the creation of a customized schedule prior to arrival—one that remains flexible and can be adjusted during the event itself.

In this way, the app supports a wide range of users: visitors seeking inspiration from the latest tech trends; industry professionals aiming to tailor their visit to specific business goals and product categories; and journalists looking to arrange meetings in advance.

Push notifications provide timely alerts, live updates, and news of last-minute schedule changes, helping users stay on top of things even during the busiest days of the show.

Like Google Maps, but for IFA

A key feature is the integrated "blue dot" navigation. Much like familiar mapping services, the app displays the user's current location directly on the digital site map, quickly providing visitors with the information needed to navigate IFA effortlessly.

Users can get directions to halls, stages, show areas, exhibitor stands, and specific program events. The app offers interactive floor plans, calculates travel times, and provides routing to and from various locations across the event grounds.

Especially on busy trade fair days, the navigation function helps users plan their routes efficiently, make appointments on time, and explore parts of IFA they might not have otherwise discovered. This makes the

app a digital guide for anyone wanting to make the most of their time at IFA and discover as many highlights as possible.

Digital networking for more relevant contacts

The IFA app offers additional networking features for trade visitors and registered participants. Users can specifically search for contacts that align with their business goals, exchange messages directly via the app, and request and manage in-person meetings. Journalists, for instance, can use this feature to connect with exhibitor representatives.

The app also recommends relevant networking opportunities by suggesting individuals and contacts based on users' interests, profiles, and in-app activities.

This means networking does not have to wait until arrival at the exhibition grounds; relevant contacts can be identified and approached even before IFA begins. During the event, the app assists in coordinating conversations, and newly established relationships can be maintained afterwards.

In this way, the app creates a digital link between the physical trade show experience and the international IFA network—before, during, and after the event.

"IFA brings together people, brands, and ideas from around the world. With the IFA app, this experience begins even before the first day of the show. It helps our visitors find relevant content and contacts and make the most of their time at IFA. From initial planning and navigating the grounds to personal business meetings, the app guides users through the entire IFA experience," says Leif Lindner, CEO of IFA Management GmbH.

Ready to go in just a few steps

Registered participants can activate their account using the email address provided during registration and their personal badge ID. Upon logging in for the first time, an account is set up and a personal password is created using the badge ID.

Here is how to set it up:

1. Download the IFA app from the Apple App Store or Google Play
2. Log in using the registered email address and badge ID
3. Activate the account and set a password during the initial login

Available now

The official IFA app is now available for download and use.

Download and open the IFA App 2026:



Apple App Store: <https://vajos.app.link/IFA26>

Google Play Store: <https://vajos.app.link/IFA26>

The IFA app is also available as a web app and will be launched for IFA 2026 in September.

Further information on the IFA app can be found at: [IFA App | IFA Innovation For All](#)

See all IFA 2026 Show Areas

More information about the IFA 2026 Show Areas click here: [Show areas | IFA Innovation For All](#)

The IFA 2026 Program

Additional speakers, sessions, and program highlights for IFA 2026 will be announced in the coming weeks. You can find the current IFA program here: [2026 Program | IFA Innovation For All](#)

Press Accreditation for IFA 2026

Media representatives can register for IFA 2026 here: IFA Press Accreditation: [IFA Berlin 2026 Registration](#)

IFA 2026 Exhibitors

Participating exhibitors are listed here: [2026 Exhibitors | IFA Innovation For All](#)

IFA Innovation Awards 2026

Information on the IFA Innovation Awards can be found here: [IFA Innovation Awards 2026 | IFA Innovation For All](#)

About IFA Berlin

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

Further information on IFA Berlin 2026: www.ifa-berlin.com
Experience IFA with your ears (The IFA podcast): open.spotify.com

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