

IFA Paper



7-8 Sept 2026

Edition Three

INNOVATION as a way of Life
CREATORS in the Spotlight
HIGHLIGHTS Products, Stages, Experiences
GAMING'S Growth Story

IFA Innovation
For All



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* Euromonitor International (Shanghai) Co., Ltd., measured in terms of brands' retail sales value of robotic vacuum cleaners globally in 2025; robotic vacuum cleaners are defined as vacuum cleaners that use sensors to travel around the room automatically and clean the floor; research completed in August 2026.

** Roborock ranked No.1 globally in cumulative sales value among robotic vacuum brands from Q1 2023 to Q2 2026 according to IDC Quarterly Smart Home Device Tracker, 2026Q2.



roborock

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World's No.1

Robotic Vacuum
Cleaner Brand



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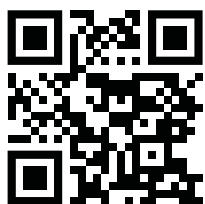
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Take the Survey for your Chance to Win!

How to participate:

1. Scan the QR code
2. Agree to the Terms and Conditions
3. Answer all the questions completely
4. Submit the completed questionnaire to automatically be entered in the draw



(X3)



LIEBHERR
(X1)



AEG
(X10)



hama
(X2)



(3 packages)

One Winner
One \$200 Stay

hotel
planner

**Do not
disturb**

beurer
(X10)



(X3)



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Eligible participants are individuals aged 18 and older who are resident in certain areas within the EU, as specified in the terms and conditions of participation. Participation takes place by submitting the completed survey, including the participant's first and last name, place of residence, and a valid email address. Multiple entries will not be considered. The organiser of the prize draw is GFU Consumer & Home Electronics GmbH. Legal recourse is excluded. Prizes are non-transferable. Promotion valid until September 10, 2026. Full terms and conditions at www.gfu.de/Survey

The Future is Now

Since 1924, IFA Berlin has brought the world together in a city that has always embraced change and innovation. Berlin is a place where new ideas are transformed into technologies that shape not only our city, but the future of our economy and society.

This year's theme, "The Future is Now", reflects perfectly what is happening across Berlin's innovation ecosystem. From Artificial Intelligence, Microelectronics and Quantum Technologies to Biotechnology, Advanced Manufacturing and Software Technologies, Berlin is one of Europe's most dynamic deep-tech hubs. Our world-class universities and research institutes, combined with entrepreneurial spirit and talent from all over the world, create solutions for today's challenges and opportunities.

When these solutions leave the laboratories and are translated into strong ecosystems, they drive economic growth. Berlin's digital economy counts more than 13,500 companies and over 163,000 employees, driving innovation, generating record revenues and creating new opportunities for sustainable economic development. The combination of research institutions, startups, scale-ups and global technology companies makes Berlin a leading centre for technological progress in Europe.

This position is increasingly recognised internationally. Berlin ranks fourth among Europe's top technology ecosystems and continues to attract entrepreneurs, investors and skilled professionals from around the world. With our new Deep Tech Berlin Agenda, guided by the principle "Pioneering Tech for Freedom", Berlin is strengthening deep-tech innovation, accelerating technology transfer and supporting innovative companies as they turn groundbreaking ideas into successful products and global businesses.

For over a century, IFA has played an important role in bringing technology closer to people. As one of the world's most renowned technology trade shows, it connects innovators, industry

leaders and consumers to showcase what is possible today and discuss what comes next. Few places are better suited for this conversation than Berlin.

Technology is evolving faster than ever. At the same time, the responsibility to shape innovation for the benefit of society is greater than ever. IFA provides a unique platform to explore both dimensions: the excitement of technological progress and the dialogue about how we want to use it.

I wish all exhibitors, partners and visitors an inspiring and successful IFA 2026.



Franziska Giffey

Mayor of Berlin and Senator for Economic Affairs, Energy and Public Enterprises



IFA Innovation Awards

The IFA Innovation Awards celebrate outstanding technology and product innovations. After review by an international independent panel of expert judges, this year's winners were

announced on Friday right here on the Innovation Stage. In front of a packed audience, the industry got a taste of the products making the future happen today.



Best of the best

Best of IFA

Anker RIC Hearing Aids Pro



ANKER

Best of Tech

Insta360 Luna Ultra



Insta360

Best of Brand

LG Electronics



2026 Award winners

Best in Audio

viaim - viaim Rise

Anker - Anker soundcore SleepLab Pro

Hisense - UX1

Timekettle - Timekettle W4 Plus AI Interpreter Earbuds

LG Electronics - LG Sound Suite

Best in Beauty Tech & Wellbeing

ZenoWell - Zeno One

RingConn - RingConn Gen 3 Smart Ring

ODYSS - ODYSS N1

Best in Communications & Connectivity

RugOne - RugOne Xsnap 7 Pro

Even Realities - Even G2 Smart Glasses

MemoMind - MemoMind One

Best in Computing & Gaming

Hisense - Hisense UX Monitor

Acer - Acer Vero 16

Acer Predator - Predator Atlas 8

Best in Content Creation

PrimeBOT - PrimeBOT T1

HOVERAir - HOVERAir VERSA

Insta360 - Insta360 Luna Ultra

Best in IFA Next & Emerging Technologies

BODYFRIEND - 733 AI-Pro

Zeroth - Zeroth Bridge

Strutt - Strutt ev'c

DEEP Robotics - Lynx M20S

EagleSight Dynamics - ESD Eagle X Bionic Ornithopter

HOVERAir - HOVERAir VERSA

DAÏVE - DAÏVE HUD - Underwater Heads-Up Display Dive Computer

Astrall Dynamics - Hypertron-T01

ChasingLight - iLux OPV Module

AGIBOT - AGIBOT A3

Best in Home Appliances

Dreame - Dreame X60 Pro Ultra Complete

Hisense - Multi Function II Series

Haier - Multi care laundry tower

DJI - DJI ROMO P2

Bosch - Bosch built-in robot vacuum and mop

Best in Design

SPESYN - SPESYN ST3

Arbrest - Arbrest COVE - Dynamic Ergonomic Chair for Women

Luka - Luka Kids Drawing Projector

Even Realities - Even G2 Smart Glasses

Samsung - Bespoke AI WindFree Pro

Best in Home Entertainment

Perlegear - Perlegear AX1 Smart Adaptive Mount

Xiaomi - Xiaomi TV S Pro RGB MiniLED

LG - LG OLED evo W6 Wallpaper TV

Best in Smart Home

Dreame - Aqua20 Pro Ultra Roller X Complete

Segway Navimow - Navimow H510 Pro

Sensereo - Airo

Xiaomi - Xiaomi Robot Vacuum 6 Max

Cozyla - Routie

Best in Mobility

UGREEN - UGREEN MagFlow Pro 3-in-1 Magnetic Wireless Charging Stand 25W

MOMAX - 1-Power S.Pass² Air Magnetic Wireless Battery Pack

Dell - Dell 14S

Best in Sustainability

Creality - Creality Filament Maker M1 & Shredder R1

MERACH - Merach S29R2 Self-Powered Exercise Bike

Liion Power - Leo - the Plug-and-Play Battery Life Extender



Innovation Awards Zone

IFA wanted to increase visibility for the winners this year. This area of the show has been expanded to include an interactive zone where the winning products are on display for all visitors to discover.

Retail Innovation Stage

CityCube

Mon, 7 Sept, 9:00

Digital sovereignty: Why 'Made in the EU' is suddenly becoming a competitive advantage

Presented by ESET

Digital sovereignty is now a competitive factor, not just a political buzzword. Stefan Heitkamp and Bundestag member Joachim Ebmeyer discuss trust, transparency, and Europe's digital future.

World of AI & Future of Tech

Speakers:

Joachim Ebmeyer, Member of the German Bundestag, CDU/CSU-Bundestagsfraktion
Stefan Heitkamp, Director of Retail, Etail and OEM Partnerships, ESET Deutschland GmbH

Mon, 7 Sept, 10:00

TikTok Shop: Tech's New Engine for Demand and Sales Growth

Presented by TikTok

TikTok Shop is reshaping consumer tech sales. Here's why electronics brands need to be there now.

Retail & Future of Commerce

Speaker:

Moses Tan, Business Development for Electronics & Books, TikTok Shop UK

Mon, 7 Sept, 11:00

From Seoul to Stockholm: The Next Generation of CE Retail

Presented by OUTFORM

From AI-powered shopping journeys and connected retail experiences to service-led engagement and sustainable store design, consumer electronics retail is evolving at different speeds across the world.

Retail & Future of Commerce

Speakers:

Clare Cryer, VP Growth EMEA, Outform
Harriet Sheffer, Head of Strategy APAC, Outform

Dream Stage

HALL 25, IFA NEXT

Mon, 7 Sept, 10:30-13:30

Smart Living Forum

With the Smart Living Forum sponsored by The Spoon, IFA is launching a new, forward-looking initiative for the retail sector. This economic policy forum is specifically designed to bring together C-level executives from industry and retail, research and development, and political decision-makers from Germany and Europe. In keynotes, panels and fireside chats, executives from industry and retail will discuss developments over the next ten years, from smart living through kitchens and home interiors to wellness.

10:30

The Next Decade of Kitchens, Food, and Home

Track: Smart & Sustainable Living

Speaker:

Marco Bulgheroni, Chief Technology Officer, Electrolux



10:50

AI in the Kitchen: Helpful, Hype, or Harmful?

Track: World of AI & Future of Tech

Speakers:

Dr Stefan Breit, Executive Director Technology, Miele & Cie. KG
Eelco Lammertink, Head of Home Connect Growth & Ecosystem Partnerships, BSH Home Appliances Group
Surj Patel, (Moderator) Technologist, The Spoon
Dr Victoria Spadaro-Grant, Chief Science & Innovation Officer, Tate & Lyle

11:20

How Tech Will Transform Food, Health, and Longevity at Home

Track: World of AI & Future of Tech

Speakers:

Alexandre Bastos, Head of Front End Innovation, Ventures & Competitive Intelligence, Givaudan
Bhuvan Srinivasan, Chief Business Officer & Board Member, Ultrahuman
Michael Wolf, Editor and Founder, The Spoon



11:50

Spotlight Case Study : Wireless Power and Future of Smart Kitchens

Track: Smart & Sustainable Living

Speaker:

Rick Dumont, Director Business Development Wireless Power Promotion Team, Philips

12:10

Design for a Human-Centered Smart Home

Track: World of AI & Future of Tech

Speakers:

Jonathan Blutinger, Senior Design Engineer, Smart Design
Jay Lee, Founder / CEO, Springhouse Technologies Inc.
Niels Munksgaard, Global Head of Consumer Experience & Innovation, Kitchen appliances, Electrolux Group
Surj Patel, Technologist, The Spoon



YOUR SHORTCUT Use the IFA app or scan the QR code to follow speakers and stages in real time and never miss a session.

Where tomorrow's thinking begins.

12:40

Electrification & the Smart Home of the Future

Track: Smart & Sustainable Living

Speakers:

Rick Dumont, Director Business Development

Wireless Power Promotion Team, Philips

Arne Herkelmann, Senior Product Manager, Europe, EcoFlow

Weldon Kennedy, Co-Founder & Chief Marketing Officer, Copper

Michael Wolf, Editor and Founder, The Spoon



13:00

Future Home 2036: A Look at the Future of Smart Living

Track: World of AI & Future of Tech

Speakers:

Ben Harris, CEO & Co-founder, Fresco

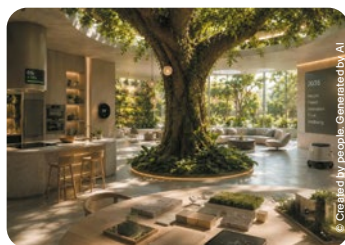
Yoon Ho Choi, President & Board Chair, Home Connectivity Alliance

Jürgen Pollich, Global Head of IoT

Data & Ecosystem GSI 10, Münchener

Rückversicherungs-Gesellschaft AG

Michael Wolf, (Moderator) Editor and Founder, The Spoon



WEBSITE



APP



Creator Stage

CREATOR HUB (PALAIS AM FUNKTUM)

* creator economy live

Mon, 7 Sept, 11:00–13:00

Creator Economy Live will explore content creation from a corporate perspective, providing the playbook for brands and exploring the questions at the front of everyone's minds: what makes a good creator from a brand's perspective? Which creator campaigns really work? What are some of the top strategies in terms of ROI?

11:00

Behind the Feed: Signal vs. Noise in the Creator Economy

The creator economy doesn't sit still for long and 2026 has already reshaped how content gets discovered, how creators get paid, and how much brands can trust what they're seeing.

In this fireside chat, Kaya Yurieff, Co-Founder & Co-CEO, Scalable, unpacks what's really coming: where platforms are placing their bets, the creator behaviours she's tracking up close, and what it all means for brands trying to reach highly informed, research-driven audiences.

11:45

From Content to Conversion: Creators Across the Full Path to Purchase

Creators are no longer just a campaign tactic; they're infrastructure. In consumer tech, they're shaping purchase decisions long before a customer reaches a store, and increasingly, they're the reason that customers show up at all. This session explores how smart brands are building creator ecosystems that connect online discovery to real-world purchase, and what it takes to make creators work across the full path to purchase.

12:30

Creator Economy Live: Move Fast or Miss It: Capitalising on Cultural Moments

Cultural moments don't wait for sign-off. In consumer tech, a single teardown video or unexpected product sighting can ignite a news cycle overnight, and by the time most brands get approval, the moment has passed. This session explores what it actually takes to capitalise on culture in real time: the infrastructure, the creator relationships, and the instincts that separate brands who own a moment from those who arrive late to the party.

Stories, ideas & innovations that move the world.



350°C High Temp.
0.2S Instant Heat

ADVERTORIAL

The kitchen has always been the heart of the home, where everyday routines become family traditions and simple recipes turn into signature dishes. With its new SpaceMaster Series Built-in Oven, Midea is focusing on one of the most shared cooking moments: pizza.

One standout feature of the SpaceMaster Series oven is its ability to reach 350°C, a temperature more commonly associated with professional pizza ovens. While many conventional ovens reach around 250°C, higher heat helps give pizza a blistered crust, crisp base and airy texture.

The SpaceMaster pairs this capability with an integrated Pizzaz stone, engineered to absorb and radiate heat directly into the dough. Recreating the intense bottom heat of a traditional brick oven, it works alongside radiant hot air to cook pizza evenly, taking it from raw dough to finished in under three minutes.

The SpaceMaster also introduces a redesigned heating and airflow system. Its 0.2-second instant heat technology works with the Graphene Turbo Airflow system to bring the oven to the target temperature almost instantly.

Inside, a closed impeller fan builds pressure to deliver four times the airflow speed of a conventional oven, while 28-degree angled vents minimise speed loss as heated air travels across each level. Together, these features provide more

than 30% more even heat distribution, supporting consistent colour, texture and doneness from edge to centre. The high-temperature performance also gives home cooks freedom to experiment with Neapolitan techniques, high-hydration doughs and classics such as the Margherita.

Pizza may be the headline feature, but the SpaceMaster also supports everyday cooking. Its 81-litre capacity and four-layer cooking support allow several dishes to be prepared in a single cycle, from weekday dinners to family gatherings.

A full-glass door follows a contemporary European aesthetic and integrates with surrounding cabinetry, while the Quiet-Close system provides smooth, near-silent movement.

Combining high-temperature cooking, controlled airflow, and a generous capacity, the SpaceMaster Series serves up a slice of Midea's latest innovations here at IFA 2026.

Midea SpaceMaster Turns Up the Heat on Homemade Pizza



Midea's VitaBreeze Makes Comfort Personal

Midea is introducing VitaBreeze at IFA 2026, a new air conditioning system designed to deliver more personalised comfort throughout the room and across different seasons.

Set to launch in Europe in early 2027, the system combines adaptive airflow, humidity control, person detection and predictive energy management.

Indoor comfort is shaped by temperature, airflow, humidity and how a room is being used. Different activities, room layouts and weather conditions influence what feels comfortable. Someone exercising may want cool air directed towards them, while another person relaxing nearby may prefer to avoid a direct draught.

Technology That Adapts to the Room

VitaBreeze introduces AirGrid Intelligence, which maps the room layout and allows users to control airflow visually through a smartphone. Air can be directed towards specific areas, while intelligent person detection enables the system to follow occupants or avoid blowing directly towards them.

The unit also offers a wider air distribution angle for more consistent coverage. This works alongside the latest generation of Midea's Breezeless Pro technology, which increases the air outlet area by 30%. Cool air is dispersed through micro-perforations, creating a softer, multidirectional flow while maintaining cooling performance.

Balancing Comfort and Efficiency

VitaBreeze's ClimaBalance Precision function removes excess moisture without unnecessarily lowering room temperature, helping maintain a stable indoor environment during humid conditions.

Energy efficiency is supported by ECOMASTER 2.0, which builds on Midea's patented predictive climate-control algorithm. By responding to current and anticipated conditions with continuous micro-adjustments, the system aims to reduce unnecessary energy consumption while maintaining comfort.

Midea has also adapted the product's appearance for European homes, with softer edges and an understated design suited to contemporary interiors.

With VitaBreeze, Midea is extending air conditioning beyond conventional heating and cooling, combining airflow direction, humidity management, occupancy awareness and energy optimisation in a more adaptive approach to year-round climate control.

The launch also supports Midea Group's "Bringing Great Innovations to Life" vision, with continued investment in smarter, more efficient home technologies.

Hall 5.1, Stand 101

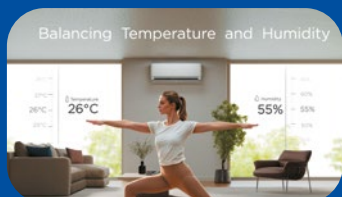
Smart Environment Recognition for Precise Comfort Control



Full Output Even With Breezeless Activated



Balancing Temperature and Humidity



VITABREEZE

Your Comfort Our Focus



Global Product Technology Innovation Awards Unveiled at IFA 2026

At IFA over the weekend, the highly anticipated Global Product Technology Innovation Awards (GPTIAwards) were officially unveiled. Created in 2014 by International Data Group (IDG) and the German Chamber of Commerce and Industry (DIHK), the GPTIAwards receive support from IFA each year and are conducted on a global scale. Industry insiders regard the annual release of the awards list as a guide for emerging trends in innovative sectors. Winning entries are also poised to become a vital new force driving mainstream commercial product offerings in the current market cycle, and serve as a key indicator of shifting purchasing preferences among global consumers.

The lineup of honorees brought together leading global brands and niche innovative enterprises from dozens of countries and regions, presenting a full and vibrant showcase of the multi-dimensional ecosystem across the global consumer electronics sector. Their innovations span a diverse spectrum, including air conditioning, smart kitchen, home audiovisual equipment, AI-driven robotic interaction, display, cleaning, intelligent storage, smart mobility, new energy storage, AR smart glasses, and smart mobile devices.

This year's winners took home top honours on the strength of their core technologies and scenario-based innovative products, showcasing the vitality of the global consumer electronics sector. China's intelligent manufacturing is notably experiencing accelerated global expansion, driven by its fully integrated industry chain ecosystem and continuous breakthroughs in R&D. According to official customs statistics, China's home appliance exports reached 360.96 billion yuan (approximately 46.3 billion euros) in the first half of 2026, with the share of smart and eco-friendly products continuing to climb. The Chinese home appliance sector is accelerating its transition from pure product exports to a new stage centred on technology exports and the global expansion of proprietary homegrown brands.

The Global Product Technology Innovation Awards harness the power of the IFA platform, fostering cross-border industrial collaboration and technological mutual learning.

Meet the

Midea VitaBreeze Split-type Air Conditioner

Air Temperature
Humidity Set-Point
Comfort Technology
Gold Award



BOE, Wide Color Gamut AMOLED Display

Display Technology
Gold Award



ECOVACS, WINBOT W2S PRO OMNI window-cleaning robot / T1000 4WD Pro smart robotic lawn mower

Window Cleaning Robot
Innovation Gold Award
/ Smart Edge Trimming
Technology Innovation
Gold Award



Zendure, SolarFlow 4000 Mix Pro

Sustainable Home Energy
Storage System Gold Award /
Smart Energy Solutions Brand
Award



winners...

Midea, SpaceMaster Series Built-in Oven

Excellent Heating Technology
Innovation Gold Award



CHiQ, AI smart home ecosystem

AI Home Ecosystem Brand Award



Tineco, FLOOR ONE S9 Artist Boost Steam floor washer

Indoor Cleaning Technology
Gold Award



Navimow, H5 Pro robotic lawn mower equipped with EdgeMaestro Extendable Robotic Arm

True Zero-Edge Mowing
Technology Gold Award



TCL

High-Fidelity Soundstage
Technology Gold Award /
Solar Energy Cooling
Technology Gold Award /
TwinMag Prime Fresh
Technology Gold Award /
AI Companion Technology
Innovation Gold Award /
AR Glasses Technology Gold
Award / OLED Display Solutions
Gold Award



Segway, eKickScooter Ninebot MAX G3 Pro / eKickScooter ZT3 MAX

Long-Range Riding
Technology Gold
Award / All-Terrain
Electric Scooter
Technology Gold
Award



TECNO, TAURUS (MEGA MINI G1 Pro) / TECNO Modular Phone

Miniaturized Gaming PC
Technology Innovation
Gold Award / Ultra-
Slim Magnetic Modular
Technology Innovation
Gold Award



HKC, KOORUI

Advanced Display
Technology Brand
Award / Innovative
Monitor Brand Award





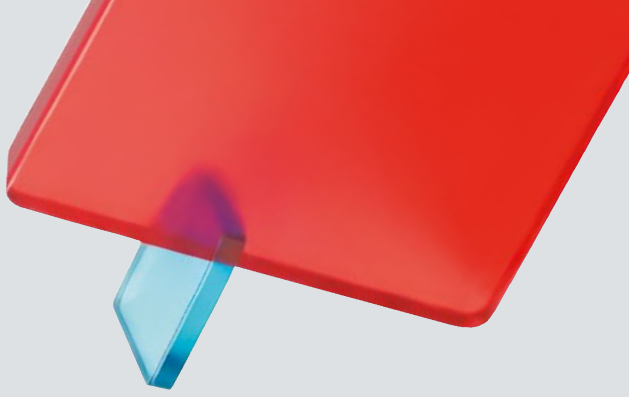
From the ICC to the Show Floor: IFA in Motion

IFA Berlin began on Friday with the IFA Opening Tour, this year led by Dr Karsten Wildberger, Federal Minister for Digital Transformation and Government Modernisation. Other elected officials and leaders included Dr Silke Launert, Parliamentary State Secretary at the Federal Ministry of Research, Technology and Space; Stefan Evers, Mayor of Berlin and Senator for Finance, representing the Governing Mayor of Berlin; and Franziska Giffey, Mayor of Berlin and Senator for Economic Affairs, Energy and Public Enterprises. Together, the delegation explored the latest innovations in artificial intelligence, robotics, consumer technology and home appliances.

In his opening remarks at the start of the tour, Dr Karsten Wildberger highlighted IFA's importance to the industry, Berlin's strength as an innovation hub and the latest technology trends: "It is exciting to see these great products and how artificial intelligence is making its way into every technology product we use in our daily lives. Robotics is a particularly important trend. The combination of hardware, software and artificial intelligence is something that sets us apart here in Germany as an industrial nation."

Another focus of the tour was the IFA Next show area, under the patronage of Dorothee Bär, Federal Minister for Research, Technology and Space. This show area brings together start-ups, innovators and the international technology industry.

Prior to the show on Thursday evening, IFA Berlin and GFU Home & Consumer Tech hosted the IFA Opening Night at the ICC Berlin building, a unique setting reopening its doors for the first time in over a decade. Opened in 1979 and now a listed building, the ICC – like IFA itself – embodies technological optimism and a pioneering spirit of innovation. With its aluminium façade stretching more than 300 metres and capacity for up to 20,000 people, it is one of the capital's most important architectural landmarks. For the evening, lighting designer Frank Oehring set the stage at this special venue.



Global Brands

From headline-making announcements to product demonstrations and behind-the-scenes tours, IFA Media Days 2026 offered international journalists a front-row seat to the technologies, innovations and ideas set to make their mark on everyday life.

"The Art of Hosting" with AEG

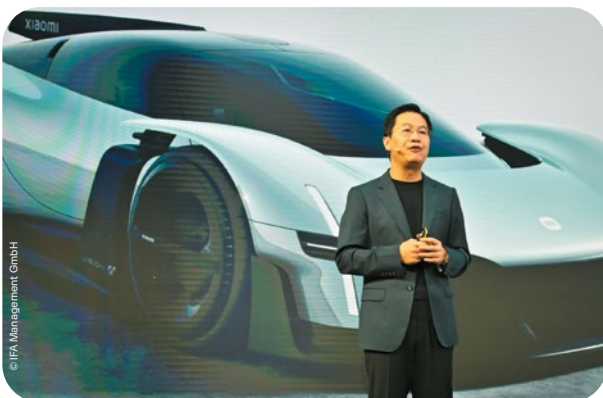
Electrolux Group's premium brand AEG used its IFA press conference to show how technology can make everyday life simpler, freeing up more time for what matters. AEG put its new "Art of Hosting" philosophy into action with the AEG 7000 series OnePot Pasta Hob, demonstrated live by two-Michelin-star chef Davide Oldani. He showed how it brings assisted cooking to an everyday favourite. The presentation also included the lightweight Ergo Mini vacuum and new laundry innovations. Visitors to IFA can discover the new AEG Design Collection, which reimagines small domestic appliances as expressive statement pieces for the home, showing that everyday kitchen technology can bring together intelligent functionality and distinctive design.

Hall 4.1, Stand 101

Xiaomi Makes a Big IFA Debut

Xiaomi has arrived at IFA with plenty to show, making its debut with more than 380 products under the theme "The Surging Wave of AI". Its biggest-ever "Human x Car x Home" showcase brings together smartphones, smart-home technology and connected mobility, demonstrating how AI can link everyday experiences across devices. Cars are a major part of the story, reflecting Xiaomi's growing ambitions beyond consumer electronics. The company has already sold around 700,000 vehicles in China and is preparing to launch its automotive business in Germany next year, extending its connected ecosystem even further.

Hall 6.2, Stand 101



Haier Expands Its Playing Field

Under the theme "Home of Intelligent Possibilities", Haier presented a human-centric vision for the smart home, with AI and connected technology designed to make everyday life simpler. Sport also took centre stage with the announcement that Haier will become a Global Partner of the UEFA Champions League from the 2027/28 season through 2030/31. The four-year agreement forms a major part of Haier's "Playing with Number Ones" sports strategy, using some of the biggest stages to strengthen the brand's connection with consumers worldwide while extending its presence beyond the home.

Hall 3.1, Stand 101

Reveal What's Coming Next



Dreame's Smart Living Vision Grows

Dreame Technology put smart living in the spotlight on Thursday with its "Dreame Innovation Launch", unveiling a new wave of products across the home and beyond. Leading the line-up was the Aqua20 Pro Ultra Roller X Complete, a robot vacuum using a 180°C steam source for deep cleaning.



Dreame moved into new territory with the LEAPTIC Cube, a compact AI-powered camera supporting hands-free and wearable shooting. The brand also showcased its expanded T Series of wet-and-dry cleaners, underlining a broader ambition to take its connected technology into more parts of everyday life, from household chores to content creation.

Hall 7.1a, Stand 101

Sommergarten Outdoor CG, Stand 107

 BLUETTI

Booth H2.2-176

Scan to see our
IFA highlights



AEG

YOU CAN'T GO BACK TO
ALMOST CLEAN <<

VISIT US IN
HALL 4.1
BOOTH 101

Experience 100% clean in only 90 min
with **AEG new dishwashers***

CHALLENGE THE EXPECTED

*Valid for SatelliteClean® Pro



"IMAGINE
CREATING
AN ENTIRE 3D
WORLD WITH
A SINGLE
PROMPT,
RUNNING
LOCALLY ON
A LAPTOP."

AMD: "The best has yet to be imagined"

Jack Huynh, Senior Vice President and General Manager of Computing and Graphics at AMD, opened IFA 2026 with a future-forward keynote.

He shared the company's vision for the era of personal AI, describing a world in which artificial intelligence moves closer to the individual and transforms the relationship between people and technology. He underlined that with agentic AI, computers are moving from tools to partners: "it's no longer about what computers can do for you, but what you can do together."

Rather than simply responding to commands, AI-powered PCs are evolving into intelligent companions that understand context, anticipate needs, and help turn imagination into action. He emphasised the power of personal context: "AI doesn't just understand the question, but what the question means to you."

Jack Huynh teased the audience with a sneak preview of the "next generation of HP ZBook" powered by Gorgon Halo, currently code-named Sundae. He invited everyone to "imagine creating an entire 3D world with a single prompt, running locally on a laptop."

He was joined on stage by Pavan Davuluri, Executive Vice President of Windows and Devices at Microsoft. They underlined Microsoft and AMD's shared vision of making AI more accessible for everyone and "building the next generation of agentic experiences".

AMD gave the world its first glimpse of what they are calling "the most powerful workstation in the world" designed and engineered for a new era of computing. The Threadripper Halo Station is capable of running local AI models "with more than one trillion parameters". Jack Huynh welcomed SUSE CEO Dirk-Peter van Leeuwen to the stage to discuss their partnership on this project, and the possibilities it opens up for the future.

Jack Huynh ended his keynote with the affirmation that personal AI doesn't limit our imagination, it expands it: "The next great company hasn't been built yet. When you think you've reached the limits of your imagination, dream bigger. The best has yet to be imagined."

CityCube, Hall B, Stand 200



Watch
the keynote

The background of the advertisement features a dark, moody scene with a curved, metallic-looking surface in shades of gold and brown, possibly representing a dishwasher's interior or a modern architectural element. The Miele logo is positioned in the top left corner.

Miele

The **end of** **housework** is in sight.

Discover the new generation
of dishwashers.

IFA Berlin
Hall 2.1, Booth 101

Germany's ability to remain competitive in a rapidly changing global economy took centre stage on Friday during GFU's Digital Policy Put to the Test panel, bringing together Dr Karsten Wildberger, Germany's Federal Minister for Digital Transformation and Government Modernisation, and Dr Reinhard Christian Zinkann, President of APPLIA.

Addressing Germany's digital ambitions and its place in the global economy, Dr Wildberger struck a forward-looking note: "The future is now. Let's build the future here in Germany with partners from around the globe."

The discussion turned to reducing bureaucracy, creating greater legal certainty for connected products and AI, and ensuring that regulation supports rather than slows investment. The speakers also examined how European standards can be upheld while ensuring European companies are not disadvantaged but remain globally competitive.

Dr Zinkann argued that Europe should approach that challenge with confidence. "I prefer to have an optimistic perspective on things. We should therefore not be afraid of Asian competitors, but we must face up to competition."

The session also explored the Digital Product Passport and its potential to make market surveillance more efficient, particularly for imported goods and products sold through third-country platforms.



Putting Digital Policy to the Test

Getting Robots Ready for the Future

David Reger, CEO and Founder of NEURA Robotics, began his keynote on Saturday by thanking the audience for giving him something precious: their time.

Time is exactly what Reger believes robots will save society, with their ability to take over any physical task. While humans require on average 10,000 hours to master a skill, robots can be trained in three to four hours, with the added bonus that the skills can then be deployed to a whole fleet.

His goal is to create one of the defining technology platforms, made in Europe. Why now? Reger presented the figures of the

ageing population and resulting labour shortage projected for 2030, and it was clear that if we want robots to be ready, we have to start training them now.

Physical AI requires real-world training data, which means vision, sound, touch, force, and spatial awareness. NEURA Robotics uses NEURA Gyms, a global network of physical training facilities, to train robots in real-world situations. This generates high-quality data that simulation alone cannot replicate.

Underpinning Reger's ambition is a vision for society: how can we prepare for the future in a way that creates wealth and ensures that Europe, and specifically Germany, can continue to provide the social systems and quality of life it is known for. "We want to be the highest taxpayer in Europe," he joked.

He ended his presentation on the same note as he began: with time. "Physical AI creates time, time for people you love, time for the things you like to do."

NEURA Robotics in numbers

2019
Founded

13 bn
Revenue in 2030

+€9bn
Pipeline

4/10
of the largest robotics firms white label NEURA's products



Scan to read our interview with David Reger

IFA extends beyond the show grounds, with partnerships being built throughout the year. "Innovation for All" means making the show more accessible, more diverse and more resource-efficient, combining practical support for visitors with long-term changes to how the event is run.

Collaborations That Make a Difference: Working Together for an IFA for All

Accessibility

IFA has a number of partners working to make the show increasingly accessible to everyone. Here are a few of IFA's partners:

Sozialhelden e. V.: Sozialhelden supports IFA with training sessions, workshops and practical checklists. This collaboration helps the IFA team and exhibitors to identify barriers early on in stand design, product presentations, communication and digital offerings.

Lebenshilfe Berlin e.V.: Since last year and continuing onwards, IFA has been offering free guided tours in plain language for people with cognitive impairments. The tours present selected IFA content in an accessible way and help visitors navigate around the venue.

Deutschen Blinden- und Sehbehindertenverband (DBSV): In partnership with IFA, they are developing guided tours for blind and visually impaired visitors. The guides describe selected products and innovations, assist with navigation and, where possible, incorporate tactile elements.

Tickets for Good: Through this partnership, people working in the care, health and social sectors gain access to free or discounted IFA tickets.





Culture & Lifestyle

IFA is a partner and friend of culture and lifestyle across Berlin before and after the show. This year some partner events included:

The Formula E Berlin E-Prix from 2-3 May at Tempelhof Airport. Two days of racing, live music, food, and fan experiences — motorsports as a lifestyle event right in the heart of Berlin

In partnership with IFA and Volkswagen, Fotografiska's Emerging Artist Party was held on 5 June. Celebrating five emerging artists and their stories along with live music and a DJ set, this event kicked off the open-call story, with over 600 guests.

On 15 August 2026, in partnership with techno duo Pan-Pot, IFA hosted their custom HUMAN float at the Rave The Planet parade in Berlin, rolling under this year's official motto "IMAGINE LOVE" in a statement for Berlin's urban culture.

Sustainability

IFA also has a number of partners working to make the show more sustainable every year.

ALBA: Together with environmental service provider ALBA, Messe Berlin organises the separate collection and recycling of waste across the entire site of the fair grounds. This enables recyclable materials to be returned to the circular economy rather than being lost as residual waste. This makes resource conservation tangibly visible during the IFA show days.

Berliner Tafel: Surplus food from the catering is donated to the Berliner Tafel. This partnership combines responsible event management with direct social benefits for the city.

Cradle to Cradle NGO: Together with IFA, they are placing greater emphasis on the circular economy within the home electronics sector. This includes programme content, a presence at IFA NEXT, a donation link on the IFA website and a partnership for the C2C NGO's new Consumer Electronics Initiative.



Community

The FIBA Women's Basketball World Cup is being hosted in Berlin at the same time as IFA from 4 to 13 September 2026, and the Deutscher Basketball Bund e.V. (DBB) is an official partner of the show, collaborating to promote the concurrent tournament.

On Friday, the FIBA Women's Basketball World Cup 2026 Trophy Tour stopped at IFA, bringing basketball culture to life with the HoopBus. Visitors were invited to join in, meet special guests and experience a few surprise moments. On Sunday, a panel was held on the Creator Stage, exploring the role technology plays in shaping how the sport is seen and experienced.

The IFA Creator Hub, sponsored by Samsung, acts as a home base for content creators from the tech, beauty, gaming, lifestyle, and food sectors.



Scan to learn more about IFA's sustainability and inclusivity partners:

Italy Brings the Future to IFA 2026

This year, the Italian Trade Agency and Ministry of Foreign Affairs have brought together seven startups showcasing products, technologies and digital solutions that reflect Italy's creativity, technical expertise and entrepreneurial spirit. Discover the ideas shaping Italy's next generation of innovation at the Italian Pavilion in Hall 25.

Hall 25, Stand 369

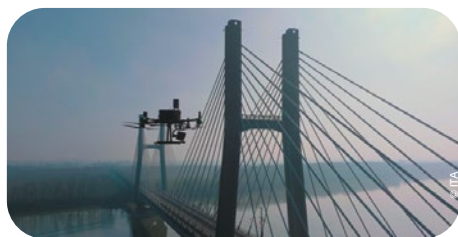
SD Companies

SD Companies is showcasing SHOCloud, a compact, self-hosted private cloud designed for SMEs, professionals, families and small teams seeking greater digital autonomy. The open-source solution combines secure storage, file synchronisation, photo and note management, password handling and mirrored NVMe storage, giving users access while keeping their data under their own control.



Ecomi

Ecomi, a spin-off from Ca' Foscari University, develops MarkPrice AI, software designed to help SMEs compete more effectively across online sales channels. The platform explores market opportunities and provides targeted recommendations, helping businesses strengthen their positioning across major marketplaces and capitalise on the continuing growth of e-commerce in digital retail.



Inspectiondrone

Inspectiondrone combines drones, artificial intelligence, satellite data and specialist sensing technologies to modernise infrastructure inspections. Its AI-powered service captures and analyses visual, thermal and laser-scanning data, helping identify defects faster while reducing risky manual operations. Automated reporting further streamlines workflows, with human inspectors retaining final decision-making authority throughout the process.



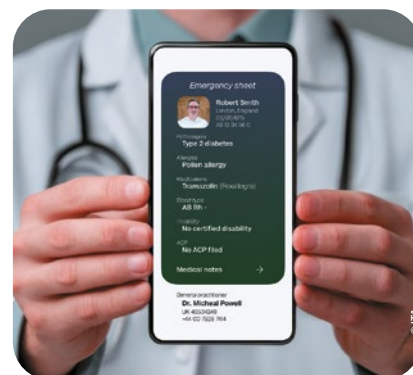
Prometeo

Prometeo's MACS (Manufacturing Analytics Control System) brings predictive intelligence to complex manufacturing environments. Combining mathematical modelling, machine learning, simulation and advanced process control, the platform helps manufacturers monitor operations, anticipate anomalies and optimise production. Built around Prometeo's MCP framework, MACS supports data-driven decisions while enhancing engineering expertise and operational consistency.



Niverbec

Niver is a digital health service developed by Niverbec that gives emergency responders immediate access to a patient's essential, doctor-verified medical information, even when the person cannot communicate. Using passive devices, it provides secure, multilingual access in seconds, helping make emergency care more informed, inclusive and interoperable across Europe.



Formularium

Formularium develops bio-ingredients, particularly plant-derived post-biotics from organic waste, for cosmetic and medical applications. Through its FERMENTA BOTANICA Milano brand, the start-up combines research, industrial production and circular-economy principles to create premium Made in Italy dermocosmetics designed to support skin microbiome balance, skin health and more sustainable, innovative beauty solutions.



Carchain

Carchain provides AI-powered fleet intelligence to companies, municipalities and public-sector organisations through one modular SaaS dashboard. Combining IoT telematics, GPS/OBD devices, OEM integrations, BLE beacons and AI analytics, it supports mixed fleets with real-time tracking, predictive maintenance, TCO monitoring and CO₂ reporting. Expanding into smart logistics, Carchain also optimises flows.

RESELLER PARK 2026

Europe's leading B2B marketplace
for consumer tech distributors

EVENT-HIGHLIGHT

RESELLER
PARK

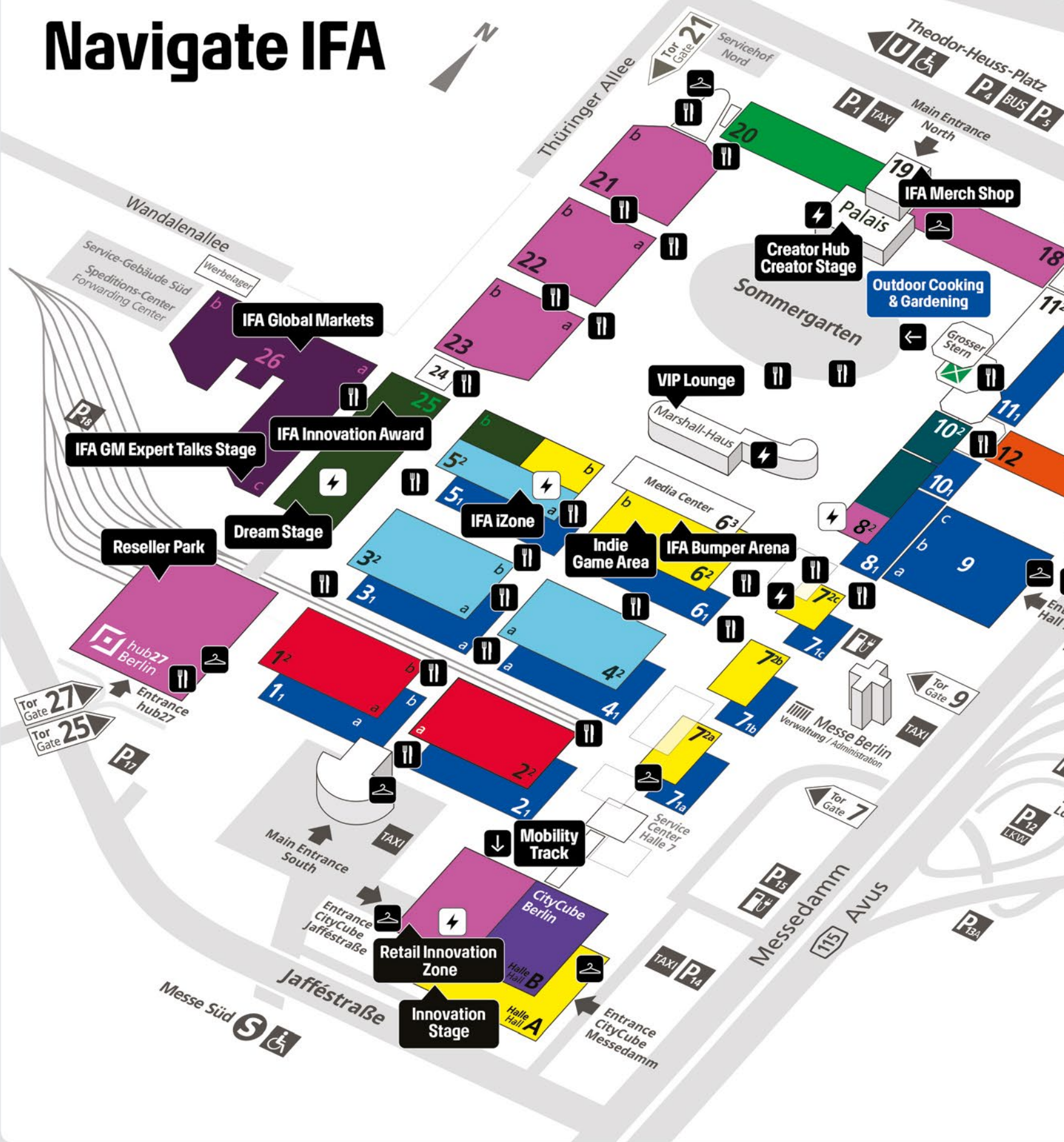
Party

5 SEP 2026
FROM 6 PM - HUB27

LIVE DJ SET
LIVE COCKTAIL
SHOW
Shows at 6:00 pm
& 8:00 pm

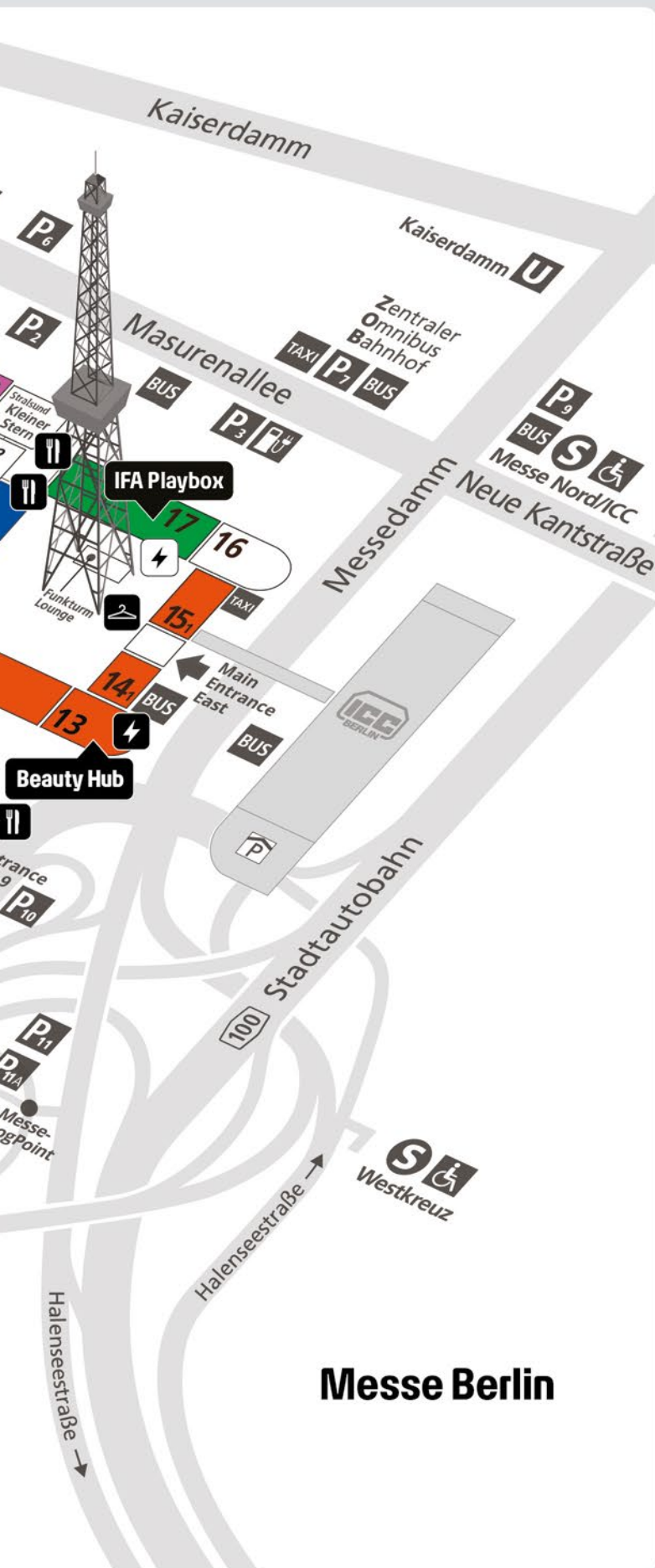
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mobili monstelo	TC	coolmix Smart Electronics	European 7seas Travel & Tourism					ECA	MediaMarket	ITC MALTA IT & Technology	Phonecheck	
Biurteksa	HizliKartus Smart Electronics	POYRAZ PRINTERS & SUPPLIES	GO Europe GmbH					Angel Trade	Computer Infotech (S) Pte. Ltd.	Bluepoint www.bluepoint.net		
UTOPYA	DS-Mobiles All kinds of mobile phones, accessories	UNITY	KANTAMA					REEDEE Wholesale Electronics	create Wholesale Electronics	Siewert & Kau technologies	Trends+Brandsrühr	Lama+
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MELEOVO Smart phone	DEJI	OTAO Smart Phone Accessories	okhope	REWA Smart Phone Accessories	eliot 研强物联	alotcase Accessories designed by you	APL'ONG	Beifa AI	Sanfeng	MP+	egg8er	
CHIGO iCongo	LogiLink	elbmatic	EÜPA	CINO Smart Card, Smart Life	TOPIM	NEWBOT	NatureFlow Smart Home	JIANHAN	alkaya Gadgets on point	phonetastik Smart Home	Noviply	
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MASTER	distribuzione srl	GSMshop.at	Union Camera	TeleQare We take care of your accounts	MEDIA COM	Union Computer Supplies	farkind	HILL SOUND Digital Technology	WHIZZ KUMPE	TomaChef	Bestpackage	
JIATIANGUAN Guangzhou Jiatianguan Photo Co., Ltd.	ONE-CASE Import and Export Co., Ltd.	TDRFORCE Green, Green for the Future	SLIVA Aramid fiber Cases	FGE	SKYRC	LIFECODE	adole	Dalle Food Drying Expert	Lepro	Hiamea	NSYS GROUP	
AIR'NB	TELZEN	Piceasoft	Gforest	SELEC soen	SBOX WHITE SHARK	TEKTRADE	GALAXY@PHONE TECHNOLOGY	XREAL	USB 30 YEARS	TECNO	re-commerce GROUP	
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Navigate IFA



IFA

**4-8 SEPT
2026**



Messe Berlin

- Computing & Gaming
- Communication & Connectivity
- Content Creation
- Home & Entertainment
- Smart Home
- Home Appliances
- Audio
- Mobility
- Beauty Tech & Wellbeing
- IFA Global Markets (5-7 September)
- IFA Next
- Catering
- Cloakroom
- Entrance IFA Sommergarten
- ANKER Charging Stations
- Charging Stations

Don't miss out on our highlights:

Beauty Hub
Hall 13

Creator Hub
Creator Stage
Palais

Dream Stage
Hall 25

Innovation Stage
CityCube Berlin

Indie Game Area
Hall 6.2

Mobility Track
Between Hall
2.2 & CityCube Berlin

**Outdoor Cooking &
Gardening Area**

IFA Merch Shop
Hall 19

IFA Next
Hall 25 & Hall 5.2b

IFA Global Markets
Hall 26

**IFA Global Markets
Expert Talks Stage**
Hall 26

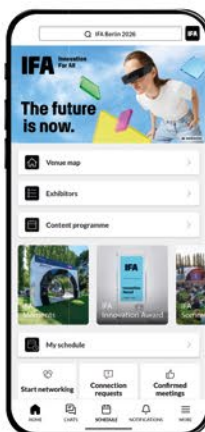
iZone
Hall 5.2

Reseller Park
Hub27

Retail Innovation Zone
CityCube Berlin

VIP Lounge
Marshall House

IFA Playbox
Hall 17, Kids Area



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Creda
HOME APPLIANCES

Hall 3.1, Stand 107

Ferre

Hall 1.1, Stand 105

Haier

Hall 3.1, Stand 101

Hisense
gorenje ASKO REGZA

Hall 23, Stand 102

Kuvings®

Hall 6.1, Stand 111



Hub 27

roborock

Hall 9, Stand 111

SCHNEIDER

Hall 21, Stand 115

TCL

Hall 21, Stand 101

ALPER
Bring Vacation Home

Hall 9, Stand 104

aqipa
gear guru

GST-VIP Meeting Room 1 & 2

BenQ

Hall 6.2, Stand 107



beurer

Hall 4.1, Stand 112

BOSCH
Invented for life

Hall 1.1, Stand 102

EUROM
POWERFUL PRODUCTS SINCE 1974

Hall 1.2, Stand 213

euronics

CityCube, Stand 103

EZVIZ

Hall 1.2, Stand 175

Fakir
HAUSGERÄTE

Hall 4.1, Stand 108

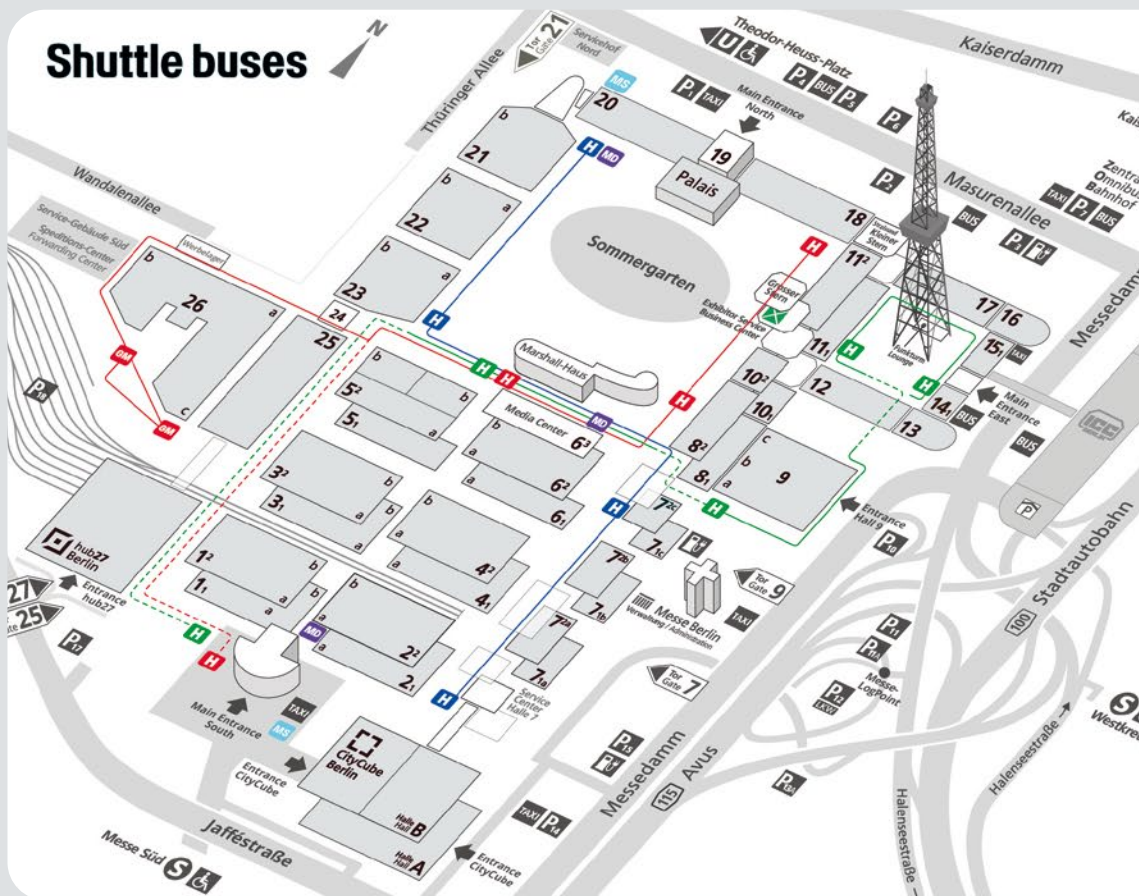
HaptonTech

Hall 25, Stand 253

Jackery

Hall 2.2, Stand 114

And it brings people together.



Red Line
4-8 September
8:00-19:00

**Connection to
Global Markets:**
5-7 September
8:00-19:00



Blue Line
4-8 September
8:00-19:00



Morning Shuttle
4-8 September
7:45-9:45



Green Line
4-8 September
8:00-19:00



Media Days Shuttle
2-3 September
8:00-19:00

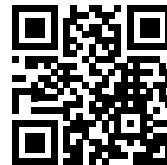


CityCube Hall B, Stand 142 — Hall 5.2, Stand 507



Clean Beyond Compare

Hall 10.1, Stand 131



Hall 5.2, Stand 177



Hall 25, Stand 369



Hall 2.1, Stand 103



Hall 2.1, Stand 102



Hall 5.2, Stand 201
Hall 1.2, Stand 149



Hall 4.1, Stand 104



SOM, Stands 115-116



MADE IN GERMANY

Hall 4.1, Stand 105



Hall 1.2, Stand 110



Hall 1.1, Stand 101



Hall 20, Stand 153



Hall 1.2, Stand 146



Hall 3.2, Stand 141



Hall 15, Stand 123



Launch Event 04.09 - 2 pm

Hall 2.2, Stand 176

The wearables market is entering a new phase. While smartwatches remain central to the category, innovation is expanding across a growing range of form factors, fueled by artificial intelligence and increasingly sophisticated health technologies.

For consumers, this means more personalised health insights. For industry players, it creates new opportunities to deliver value beyond hardware.

According to NIQ Market Intelligence, global wearables sales value (USD) grew 7% year-to-date (January–June 2026 versus prior year), while unit sales declined by 4%¹. Growth is being driven by premium wearables priced above \$300, which grew 20% in value, far ahead of the overall category. Consumers are buying fewer devices, but they are increasingly willing to invest in the right one.

Why premium wearables continue to win

Despite cautious spending, consumers remain willing to pay for products that deliver meaningful benefits.

NIQ Consumer Life 2026 shows that 48% of consumers prefer to own fewer but higher-quality items, while 59% say good value for money is the most important attribute of a brand². In wearables, value is increasingly linked to innovation and health capabilities. Devices featuring advanced functions such as sleep apnea tracking can command prices 4.5 times higher than the category average, while wearables with built-in thermometer functionality achieve premiums of more than three times³.

Innovation continues to matter. In fact, 29% of wearable sales in 2025 came from products launched within the year, up three percentage points versus 2024⁴. Hardware innovation alone is no longer enough; value increasingly comes from intelligent software that turns sensor data into insights.

Wearables Enter a New Phase: New Form Factors, Smarter Insights

New form factors are creating new opportunities

Consumers are increasingly attracted to discreet, always-on devices that support wellness monitoring without additional screen time.

Screenless trackers are registering triple-digit growth, while smart rings have expanded 84% in value year-to-date off a small base, with strong retailer promotional support and distribution gains. By comparison, traditional smartwatches and fitness bands are seeing only modest growth⁵.

Smart glasses represent another emerging frontier, with triple-digit YTD growth. As AI assistants become more capable and contextual, smart glasses are evolving into hands-free companions that provide information, navigation, translation, and real-time support throughout the day. With many global brands planning launches, 2027 will likely be the turning point where smart glasses expand beyond their hyper-niche phase.

Wearables are increasingly becoming gateways to broader ecosystems of apps, cloud services, AI assistants, and subscriptions.

The battleground is shifting from tracking to interpretation

Artificial intelligence is transforming raw biometric data into personalised recommendations and predictive guidance. Today's devices help users identify health patterns, optimise recovery, and make better lifestyle decisions.

Looking ahead, wearables are expected to support a more connected and preventive model of health. Rather than focusing solely on measurement, these devices will help identify abnormal patterns earlier and provide guidance before issues escalate.

NIQ Consumer Life 2026 shows that 47% of consumers already use AI tools to obtain medical or health-related information, making health the fifth most common use case among twelve key AI applications⁶.

As a result, competition is shifting from devices to ecosystems. The future value of wearables will come less from measuring health metrics and more from helping consumers understand and act on them.

The opportunity ahead

For manufacturers, the greatest opportunity lies not only in creating exciting new form factors such as rings, screenless trackers, and smart glasses, but also in building trusted ecosystems that deliver ongoing value. For retailers, helping consumers understand ecosystem benefits and AI-powered experiences may become just as important as explaining product specifications.

Wearables is evolving into a space defined by how devices, apps, and AI work together to deliver meaningful insights.

Innovation and design create differentiation, but the strongest advantage belongs to brands that can earn trust and transform wearable data into useful intelligence and lasting relationships with the brand's philosophy.

The next chapter of growth is not defined by a single form factor, but by the ecosystems and insights that connect them.

"SCREENLESS TRACKERS ARE REGISTERING TRIPLE-DIGIT GROWTH, WHILE SMART RINGS HAVE EXPANDED 84%"

Ecosystems are becoming the ultimate competitive advantage

Consumers often choose wearables that fit within their existing technology ecosystem.

Regardless of which brand they buy, compatibility across devices and services plays an important role in decision-making. According to NIQ consumer research, 43% of wearable buyers consider seamless integration across devices, apps, accounts, and services important when selecting a wearable⁷.

Competitive advantage is shifting from hardware to ecosystems spanning health apps, coaching services, AI insights, and subscriptions.

Consumers may initially buy a device for its features, but ongoing engagement and loyalty come from personal data, recommendations, and connected services. Hardware and insight attract customers, but ecosystems retain them.

Sources

1. NIQ Market Intelligence: Sales Tracking, International Coverage (excl. North America and Russia), Sales revenue USD growth YTD (Jan-June) 2026 vs 1A

2. Consumer Life, 2026. Core 18 countries - global. N = 40,000

3. NIQ Market Intelligence: Sales Tracking, International Coverage (excl. North America and Russia), wearables average price USD for all devices with certain features vs category average. YTD (Jan - June)

4. NIQ Market Intelligence: Sales Tracking, International Coverage (excl. North America and Russia), Core Wearables. First Activity date: 2025 as a percentage of sales in 2025.

5. NIQ Market Intelligence: Sales Tracking, International Coverage (excl. North America and Russia), Core Wearables. Screenless trackers defined by watch face = no. YTD (Jan - June)

6. NIQ Consumer Life. Core 18 countries - global. N = 40,000

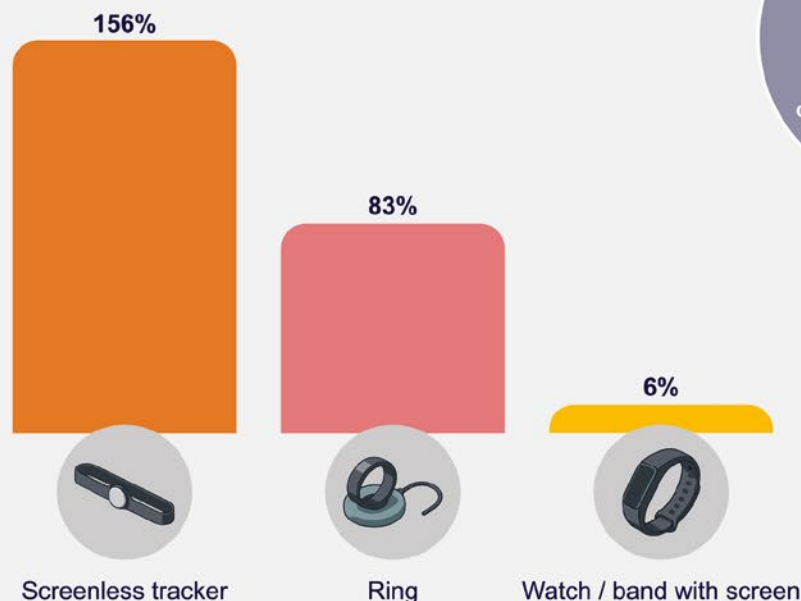
7. Newron Consumer Source: GfK newron consumer: Country- France, Germany, Great Britain. Product Group- Core Wearables. Time Frame- Last four quarters (Apr 25 - Mar 26). Purchase: Feature Importance- HRM (Heart rate monitor), Sleep analysis, Step / distance measurement. Purchase Price- 04. €300 - €499, 05. €500 - €699, 06. €700 - €899, 07. >= €900; Survey Question: Which of these product features were most important to your final choice?

Emerging form factors gain traction beyond the wrist

Whilst still small in share overall against the dominant smartwatches, rings and screenless trackers are rapidly gaining traction.



Global Sales Tracking · Core Wearables Sales Value (USD) growth · Jan–Jun 2026



Simple and small win:

Ease of use (48%) and size (42%) are the design features consumers want most.*



IT'S TIME.

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For photographers, filmmakers and content creators, the decisive moment does not end when the shutter clicks. It continues through transfer, editing, delivery and long-term preservation. At IFA 2026, Japanese technology brand SUNEAST is introducing Europe to storage designed to support that complete creative journey.

SUNEAST: Where Every Creative Journey Finds Its Memory

Behind SUNEAST is Kyokuto Electronics Inc., a Tokyo-based company whose identity is built around quality, reliability and trust. Born and developed in Japan's established photography and imaging market, SUNEAST has spent nearly a decade creating storage solutions for creators, applying Japanese precision and attention to detail to the technology that carries ideas from capture to completion.

At its laboratory in Japan, SUNEAST conducts dedicated quality inspection and validation processes. Rigorous checks are designed to confirm consistent performance, stability and durability, giving creators greater confidence when handling valuable content and demanding production schedules.

Cameras and lenses may take centre stage, but demanding digital workflows also depend on fast, stable and dependable storage. High-resolution photography, continuous shooting and 4K or 8K video generate increasingly large volumes of data, often in environments where there is little room for delay or uncertainty.

SUNEAST therefore treats storage not as a secondary accessory, but as essential creative infrastructure.

From SD, microSD and CFexpress memory cards used to capture content, to card readers and portable SSDs supporting transfer, editing and backup, SUNEAST is building an expanding storage ecosystem around the creator's workflow. This creator-first philosophy shapes the continuing development of SUNEAST's portfolio.

Each solution connects with the next, helping photographers and filmmakers move efficiently from capture through post-production to preservation.

For professional users, the SUNEAST ULTIMATE PRO range reflects this focus on performance and durability. SUNEAST products have received DGP recognition for five consecutive years, while the V90 SDXC UHS-II Card has received the DGP Gold Award for four consecutive years. SUNEAST's professional memory cards have also undergone official compatibility verification with camera systems from leading imaging manufacturers including Fujifilm, Panasonic and SIGMA. SUNEAST technology has also supported professional film production, demonstrating how dependable storage can contribute quietly but critically behind the scenes.

SUNEAST's debut at IFA 2026 brings a creator-led approach to the European market. Every image captured, project created and memory preserved depends on a reliable path between inspiration and access, and SUNEAST is building its portfolio around that creative reality.

By combining Japanese attention to detail with solutions for contemporary creative workflows, SUNEAST aims to provide confidence at every stage. It is technology designed to remain unobtrusive when everything is working, yet indispensable when the moment, project or memory truly matters.

Hall 20, Stand 153

The Invisible Engine of Creativity

A modern shoot creates more than images. It creates a continuous flow of data, moving from camera to card, from card to reader, and from reader to editing, delivery and archive. Each step can influence speed, efficiency and peace of mind. That is why storage has become part of the creative toolkit rather than an afterthought. SUNEAST's range is designed

around this connected process, helping photographers, filmmakers and content creators move confidently between capture and completion. The best storage technology rarely seeks attention; it simply keeps the creative process moving when timing matters most.

Performance, Ecosystems and AI: Gaming's Next Growth Story

Gaming is entering a new phase. As the market matures, future growth is increasingly being shaped not by how often consumers upgrade, but by where they choose to invest. NIQ's consumer research shows that gaming laptops are now being replaced after an average of 5.6 years, up from 4.9 years in 2023, highlighting how consumers are becoming more deliberate in their purchase decisions. At the same time, gaming is still one of the most dynamic areas within consumer technology, with players continuing to invest in experiences that deliver greater performance, deeper immersion and new forms of value.

For manufacturers, retailers and brands, this shift creates significant opportunities. While replacement cycles may be lengthening, gamers are still willing to invest when innovation delivers a meaningful improvement to the overall experience.

Performance and immersion remain at the heart of gaming demand

Longer replacement cycles do not necessarily translate into weaker demand. Instead, they raise the bar for innovation. Across gaming hardware, accessories and infrastructure, consumers continue to migrate toward higher-performance features and premium configurations. Faster displays, more responsive peripherals and higher-performance system architectures are gaining share as gamers look for smoother, richer and more competitive experiences. NIQ retail measurement data highlights increasing adoption of advanced monitor technologies, performance-oriented gaming peripherals and next-generation storage solutions across the gaming ecosystem.

This trend reflects an important shift in the market. Growth is increasingly being driven by value creation rather than volume alone. Consumers may be upgrading less often, but they continue to reward products that deliver tangible performance benefits.

For industry, this reinforces a simple reality: performance is still one of the strongest and most universal upgrade motivations in gaming.

Gaming is evolving into a broader ecosystem

At the same time, gaming is increasingly extending beyond the core device. What was once primarily a hardware purchase has become a connected ecosystem of displays, peripherals, audio solutions, networking, storage, software and services. Consumers are investing across multiple touchpoints to personalise and enhance their gaming experiences, creating opportunities that stretch well beyond traditional computing categories.

This broader ecosystem dynamic is changing how value is created within gaming. Success is increasingly determined not only by the performance of a single device but by the quality of the overall experience surrounding it. The growing diversity of gaming products, accessories and feature-rich solutions entering the market reflects the expanding role gaming plays in consumers' digital lifestyles.

For manufacturers and retailers alike, this means future opportunities lie in understanding gaming as an ecosystem rather than a standalone category. Companies that successfully connect products, services and experiences will be best positioned to capture future growth.



AI is emerging as the next growth catalyst

The evolution of gaming experiences is also creating the foundation for the industry's next wave of innovation. AI-capable configurations represented 26.4% of global gaming mobile computing sales value in Jul 2025-Jun 2026, up from 13.3% a year earlier. In Western Europe, AI-capable configurations represented 40.7% of gaming segment value, highlighting how quickly AI-ready hardware is gaining relevance among gaming consumers.

Importantly, today's AI adoption remains intricately linked to gaming performance. AI GPU configurations account for most AI-capable gaming systems, underscoring the increasingly important relationship between advanced graphics capabilities, gaming workloads and AI-enabled experiences.

While AI is still in the initial stages of adoption, its long-term potential extends well beyond hardware specifications. From content creation and personalisation to gameplay enhancements and new productivity use cases, AI is poised to become an increasingly important driver of innovation across the gaming ecosystem.

"PERFORMANCE IS STILL ONE OF THE STRONGEST AND MOST UNIVERSAL UPGRADE MOTIVATIONS IN GAMING."

Looking ahead

Gaming growth is not disappearing. It is evolving. The most attractive opportunities increasingly lie where technology creates better experiences for players. Whether through higher-performance devices, richer ecosystems or AI-enabled innovation, consumers continue to invest when they perceive meaningful value. For the industry, the challenge is no longer simply encouraging the next purchase. It is delivering experiences compelling enough to justify the next upgrade.

As gaming enters its next chapter, the winners will be those that understand a fundamental truth: growth increasingly follows value, and value is increasingly defined by the quality of the experience.

Sources

1. NIQ Market Intelligence, Global ex. NA & RU, June 2025 - June 2026

2. gfknewron consumer, MAT March 2026

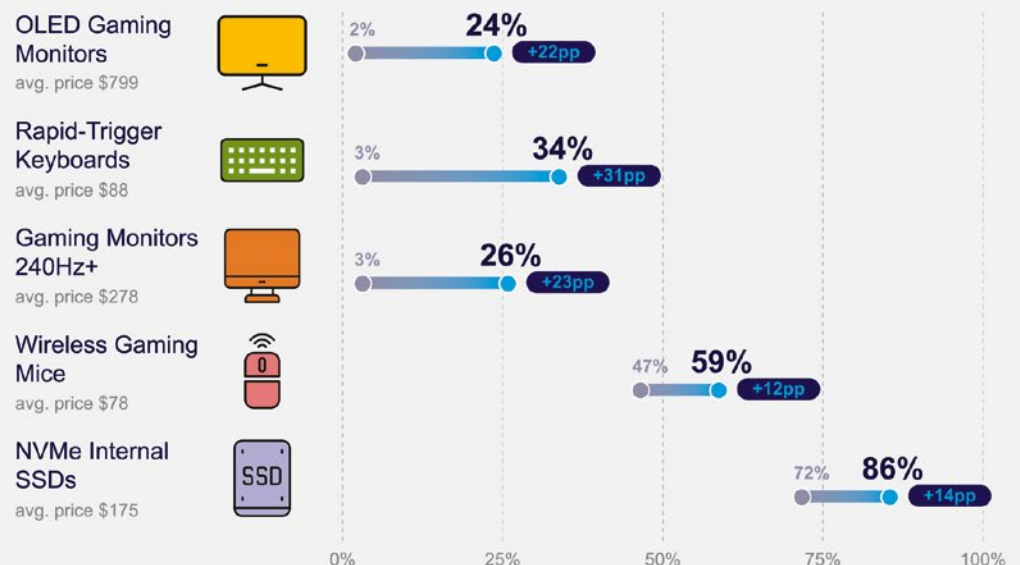
Gamers are levelling up their gear

Advanced gear like OLED screens, rapid-trigger keyboards and NVMe storage is rapidly taking over gaming spend.



Share of gaming value won by high-performance gear

Sales Value share within each gaming segment · 2022/23 vs. 2025/26



REDEFINING SMART WELLNESS

SKG is a global health technology company that has spent nearly two decades turning wearable massage innovation into effortless, everyday wellness experiences.



Marketing Email:
Dalen@skg.com

B2B Email:
Vicky@skg.com

SKG Booth:
H12-127, Messe Berlin

Fresh Finds

Must-See Products at IFA

A Clever Twist on Curling

Laifen's AutoCurl Curling Iron takes the hassle out of styling with automatic hair intake that draws strands smoothly into the curling chamber. Its anti-tangle design helps prevent snags, while button-free operation and bidirectional curling make shaping effortless. Adjustable heat settings suit different hair types, with negative-ion technology helping leave curls smoother, shinier and more polished.

Seen @
ShowStoppers

Hall 9, Stand 125



Get right to the roots

The rootique Micro-misting Hair Tonic Applicator brings precision to scalp care with one-handed application. IntelliMist technology turns tonic into an ultra-fine mist, while DuoTrace teeth part the hair for targeted delivery. A measured 1ml dose takes around 15 seconds, helping make daily routines cleaner, quicker, more consistent and convenient.

Hall 25, Stand 261

Seen @
ShowStoppers

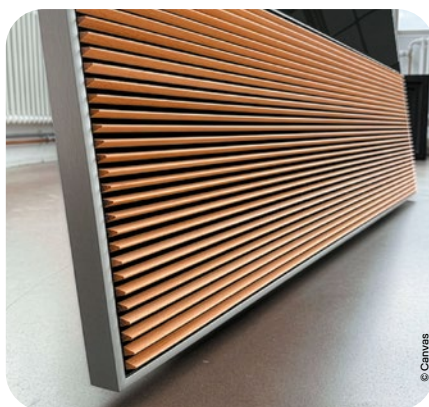


ADVERTORIAL

Meet the "World's First Audiophile Soundbar"

CANVAS L rethinks the soundbar as a true high-end HiFi system, pairing Danish design with 1,500W amplification, custom Scan-Speak drivers and BACCH 3D+ spatial processing. Built to integrate beneath TVs from 65 to 115 inches, it delivers deep bass, room correction and immersive sound from one elegant home audio solution.

Hall 21, Stand 108



The future is
now. And it
brings people
together.

ADVERTORIAL

Relief That Travels

SKG's G7 Pro-Fold brings neck relief into a travel-friendly format. Weighing just 278g, the foldable massager uses dual pulse (TENS + EMS) technology to target nerves and muscles, alongside vibration, heat and titanium massage heads. App-controlled programmes let business travellers and digital nomads personalise their massage wherever the day takes them. Massage anytime, anywhere!

Hall 12, Stand 127

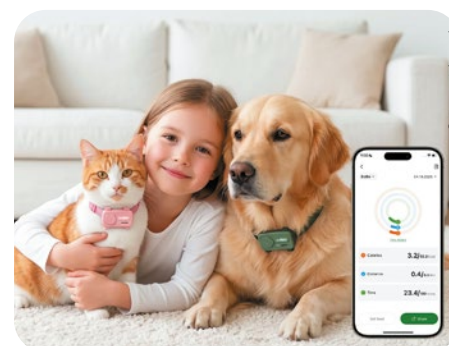


Calling All Pets

Ever wish you could talk to your pet when you're not home? Petpogo's PetPhone makes it possible with two-way PetChat, alongside AI-powered emotion analysis, GPS tracking, geofencing and wellness monitoring. Music playback and voice messages add another way to stay connected and help soothe pets remotely when they are alone.

Hall 3.2, Stand 143

Seen @
ShowStoppers



The End of Food Logging?

ODYSS N1 wants to make food diaries obsolete. Worn at the collarbone, the prototype AI Dietary Necklace automatically recognises eating moments, captures food and context from a first-person perspective, and turns meals into personalised insights spanning quality, energy, rhythm and impact, all while deleting raw images after processing.

Hall 15, Stand 103



The Refrigerator That Connects Your Smart Home

Hisense's PureTouch Hub Series turns the refrigerator into a connected command centre for the home. Its 21-inch ConnectLife Hub and 3.5-inch TFT colour display let households control compatible appliances, manage shopping lists and food inventory, track expiry dates and explore recipe recommendations, bringing smarter organisation and everyday convenience into the kitchen.

Hall 23, Stand 102



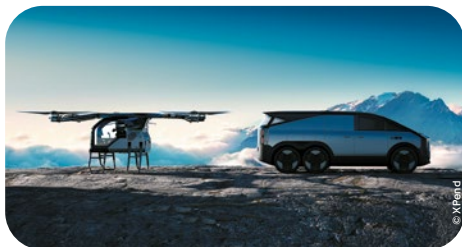
ADVERTORIAL

Driving Towards Take-Off

XPENG is putting the ARIDGE Land Aircraft Carrier centre stage in a showcase that also connects XPENG's wider work in Physical AI and robotics. The modular flying car pairs a 6x6 ground "mothership" with an electric vertical take-off and landing aircraft, which can recharge while driving or parked, with trial production underway ahead of mass production.

CityCube Hall B, Stand 142

Hall 5.2, Stand 507



Big Air, Tiny Pump

Woowind's Ventus Race packs 8.2 bar and 14 L/min into a pump the size of an action cam. It takes a flat road tyre to 6.8 bar in just 50 seconds, shuts off automatically at target pressure and charges via USB-C. A built-in torch helps with roadside fixes, while FlashFill tech keeps things cool. Finally, inflation you'll actually love.

CityCube Hall B, Stand 152



ADVERTORIAL

AEG: A Faster Spin on Fabric Care

Designed for busy households, the new dark AEG Onyx range combines speed, capacity and customised fabric care. MaxWash 45' cleans a full load at 30°C in just 45 minutes, AI Wash & Dry Assist automatically adjusts time, water, and energy based on the actual load, and SpeedDry tackles lighter fabrics fast. SpecialCare Wash-to-Dry also adds tailored drying with extra ease, even for wool and delicates.

Hall 4.1, Stand 101



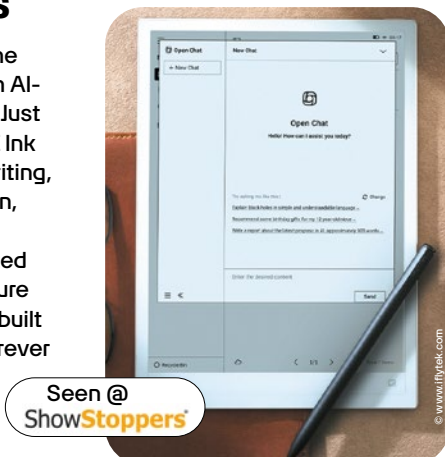
The future is now. And it's smart.

Take Note of This

iFLYTEK's AINOTE 2 turns the traditional notebook into an AI-powered productivity tool. Just 4.2mm thin, its 10.65-inch E Ink display offers paper-like writing, while real-time transcription, translation, handwriting recognition and AI-generated meeting minutes help capture ideas quickly. At 295g, it is built for work on the move, wherever inspiration strikes.

Hall 4.2, Stand 115

Hall 2.1, Passau 14



ADVERTORIAL

Compact Power, Clearly Displayed

Verbatim's 100W Mini GaN Charger keeps everyday charging compact and clear. Its display shows power output, charging time and status, while three ports can power a laptop, tablet and phone simultaneously. Interchangeable travel plugs and an included USB-C cable add convenience. The range also comes in 65W and 140W versions.

Hall 3.2, Stand 141





Accelerating data, learning & performance

Euronics, a leading omnichannel retailer in EMEA, is harnessing initiatives such as EPIC and Euroverse to help build a more connected, efficient and future-ready organisation.

John Olsen, CEO of Euronics International and winner of the 2026 TCG Leadership award, explains "EPIC strengthens our data capabilities, while Euroverse strengthens our people. Together, they help create a more agile, connected and future-ready organisation."

EPIC's role in Euronics' digital transformation

Euronics uses EPIC to manage and share product data across suppliers and members. By creating a central repository for product information and images, it establishes a single reliable source of truth, improving data quality and efficiency throughout the network.

John Olsen emphasises: "As adoption grows, we continue to see steady improvements in data quality."

Over
31,000
products

50
categories

The Euroverse advantage

Euroverse, Euronics' digital learning platform, is designed to provide consistent and scalable training covering topics such as technology, innovation, AI and sustainability while integrating with local LMS systems.

Over
95,000
sessions
completed

8,500 active users

20 suppliers contributing
content in 2026

CityCube, Hall A, Cube Club

CityCube, Hall B, Stand 103

Renaissance | GMS

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ENGINEERING THE FUTURE OF SMART TV MANUFACTURING

From concept to **connected living**.

We design, engineer and manufacture end-to-end Smart TV solutions that power entertainment, lifestyle and business **around the world**.



AI POWERED
Intelligent experiences, personalized for everyone.



SMART HOME READY
Seamless connectivity. Total control.



SECURE BY SAMSUNG KNOX
Enterprise-grade security. Built in.



GAMING OPTIMIZED
Low latency. High performance. Ultimate play.



POWERED BY TIZEN OS
The most advanced platform for Smart TV innovation.



YOUR TRUSTED MANUFACTURING PARTNER
FOR NEXT-GENERATION SMART TV SOLUTIONS.
ANY ODM & OEM.

SCHNEIDER

IFA

BERLIN 2026
HALL 21
BOOTH 115

IFA Berlin Reseller Park: A Leading Marketplace for CE and ICT Distribution

Hub 27

Since its launch 26 years ago, Reseller Park at IFA Berlin has grown significantly, particularly since the COVID-19 pandemic. With more than 200 exhibitors and approximately 15,000 trade visitors, 70% of whom are international, Reseller Park has established itself as one of Europe's leading B2B marketplaces for distributors in the consumer electronics sector. The platform brings together companies from distribution, retail, refurbishing, accessories, consumer electronics, IT, mobile, and home appliances, addressing the European Union market across different sales channels and segments.

Founder and organiser Jan Nintemann places a strong emphasis on sustainability, both in Reseller Park's logistics and in exhibitors' product portfolios. GreenTech and refurbishing are among the strategically prioritised areas. The German IT and telecom distribution sector is also increasingly represented, with companies such as ENO Telecom, Kosatec, and Siewert & Kau establishing a presence.

TechTalk @ Reseller Park: How to Succeed in Switching to European Software

A new stage format at IFA Berlin brings industry professionals and experts into direct conversation, free of charge and without registration.

This year, Reseller Park is launching TechTalk @ Reseller Park, taking place from 4 to 7 September at the TechTalk Stage in Hub 27. Free to attend and open to all IFA visitors, the programme covers international trade and sales partnerships, cybersecurity and digital sovereignty, smart home and building standards such as Matter and KNX, as well as refurbishment and the circular economy. One special focus is the transition to European software alternatives, with experts from Digital Independence Day (DI.DAY) sharing practical insights into digital sovereignty and how companies can successfully make the switch.



Jan Nintemann, CEO Global Fairs

NEW: At IFA 2027, Reseller Park will move to a larger space in Hall 26!

In 2027, Hall 26 will provide approximately 15% more exhibition space for Reseller Park, allowing the planned number of exhibitors to increase to 260. The three key themes of Reseller Park will be structured across three dedicated hall sections. More than 200 companies, two-thirds of which are international distributors and one-third Chinese GreenTech providers, have already expressed interest in exhibiting in 2027. Companies interested in securing a position can meet the Reseller Park sales team at the Rebooking Area in Hub 27 during IFA. The 2027 hall layout will be available for consultation on site.





Haier Brings Intelligent Living Into Focus at IFA 2026

Haier Europe is using IFA 2026 to make a broader point about where the smart home is heading.

Rather than focusing on isolated connected appliances, Haier sees the next phase of the market as one in which AI works across devices, anticipates needs and makes everyday life simpler.

"The industry is moving from functional intelligence towards a more proactive and spatial form of intelligence," says Antony Peart, Director of Brand – Haier Europe. The company is developing an ecosystem combining large-scale cloud-based AI models, intelligent agents and connected applications, with the aim of moving "from individual products towards collaboration between devices and the coordinated management of the home".

That direction is at the heart of Haier's presence at IFA, where the brand brings its "Home of Intelligent Possibilities" vision to life. Artificial Intelligence is the common thread running through the entire stand experience, giving tangible expression to Haier's "More Creation, More Possibilities" philosophy: using technology to give people greater control, autonomy and freedom of choice.

Visitors can see this approach applied across multiple categories. In laundry, the Haier Vision 15 washing machine can recognise garments and adapt cycles accordingly, while the Haier Multi Care Laundry Studio uses four independent drums to manage several loads simultaneously. In refrigeration, Maestro's AI Defrost Zone accelerates defrosting while protecting food quality, and the Horizon Collection incorporates Hydro Hub.

Cooking also takes an increasingly intelligent turn. The ID Ultimate Series 6 uses AI Vision to recognise food and monitor cooking, while the Aura Collection brings technologies together

with a distinctive, coordinated design language. AI also extends into dishwashers, Smart TVs, floorcare and small domestic appliances, as well as cleaning, domestic and companion robots and the Haier Exoskeleton.

Across these innovations, Peart stresses that the priority is "intelligence that removes friction rather than adding features for their own sake".

That philosophy also reflects Haier Smart Home's wider European brand strategy. "Haier represents intelligent living and premium innovation; Candy offers an intuitive approach that is closely connected to everyday life; and Hoover focuses on care, performance and wellbeing in the home," says Peart.

Personalisation, simplicity, reliability and efficiency are among people's priorities shaping that strategy. Haier is backing its ambitions with a planned investment of around €13 billion over the next five years in AI, semiconductors and IoT security.

At IFA, the objective is to make those ambitions tangible. "We want to make innovation immediately understandable," says Peart, while reinforcing Haier Smart Home's ambition "to become the first choice for smart and sustainable living".

Hall 3.1, Stand 101



Antony Peart
Director of Brand,
Haier Europe

How AI Supports Haier Europe's Sustainability Journey

For Haier Europe, AI is becoming an important driver of sustainability across the entire value chain. "Reducing emissions depends on a broad range of initiatives, including product efficiency, design, applied technologies, operational activities and the management of the entire product lifecycle," explains Karim Bruneo, Communication, Public Affairs, ESG and Sustainability Director at Haier Europe. "AI is an enabling technology within Haier's sustainability journey", helping the company take a more end-to-end approach to reducing environmental impact.

During use, AI-enabled appliances can adapt to real-life conditions, optimising energy, water and other resources. Behind the scenes, the technology also supports more efficient production planning, energy management and logistics. In services and after-sales support, AI enables faster and more proactive support. "Innovation and sustainability therefore progress together, helping to reduce environmental impact without increasing complexity for consumers," explains Bruneo.



Karim Bruneo
Communication,
Public Affairs,
ESG and
Sustainability
Director,
Haier Europe

IFA 2026 in Your Words

What is IFA without the people who bring it to life? From exhibitors and visitors to creators and investors, we asked what has stood out, sparked your curiosity and got you talking this year.

IFA Creator Hub

The IFA Creator Hub brings creators, media and brands together across two floors and an outdoor space. Panels, masterclasses, live sessions and brand activations keep things moving, while the upstairs Creator Lounge offers a VIP retreat with Elgato-powered streaming stations for content production.



"IFA is one of the world's biggest tech events and I need to keep up to date with new technologies, particularly developments in robotics. I'm passionate about technology, but I'm also here to meet potential partners who might be interested in having me present their products on my channel. The IFA Creator Hub is also a useful space to step away from the bustle, recharge and work on content."

Stéphane, YouTuber, (S3XY Cars & Bots), France

"It's important for us to be part of the IFA Creator Hub because we're focused on understanding what creators need. Their feedback helps us improve our products, identify gaps and develop better tools. The Hub also gives us a valuable opportunity to connect with them directly."

Lutfi, Exhibitor (Elgato), Berlin

IFA Beauty Hub

Ready for a beauty tech refresh? The IFA Beauty Hub in Hall 13 is an interactive playground where visitors can try new products, discover treatments and catch live demos. With personalised experiences, creator connections and hands-on brand activations, it puts discovery firmly at the centre.



"I've been coming to IFA for many years as a supplier, but this is my first time here as a visitor. I've already discovered many interesting names I hadn't seen before. It's also a great opportunity to reconnect with old customers and meet potential new ones."

Sissi, Visitor, Berlin

"Beauty and wellness is one of the areas I find most exciting from an investment perspective. At IFA, you can see just how broad the category has become, but in beauty tech I'm still looking for products that bring something really new and innovative to the market."

Alva, Consumer tech investor, UK



Robots on the Runway

There was no stage fright on Saturday as 14 robots took over the Creator Stage for Robots on the Runway. From remarkably human-like machines and cuddly therapeutic companions to quadrupeds built for dangerous environments and firefighting, they showed off everything from backflips and stair climbing to martial arts and dance moves worthy of any battle.

"The robots were really impressive, especially the humanoids. They're so precise and move so well. I came to IFA to see new inventions like these, as well as technology that can make life at home easier and better."

Maurits (Age 12), Visitor, Netherlands

"The best thing about IFA is being able to try things for yourself. Today, you can research almost everything online, but you can't touch it or test how it feels. That's a real advantage here"

Lennart, Visitor, Baden-Baden

Mobility Track 2.0

Future mobility gets moving at Mobility Track 2.0. IFA's outdoor test track lets visitors try e-scooters, e-bikes, micro-EVs and other smart mobility concepts for themselves, experiencing the latest transport technology in real-world conditions.



"The Mobility Track is even more fun than last year. The track was a little smaller before, but now there's much more space to try everything out. It's a great experience and really good to be able to test the products for yourself."

Bernd, Visitor, Berlin



IFA

IFA 2027

**Join Europe's Top B2B Tech Hub –
Book your Spot at Reseller Park 2027!**

Visit the Tiny House along the wall behind Block D.

DON'T WAIT:
book early to get the best rates and
secure the perfect location.

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RESELLER PARK 2027

BOOK NOW:



IFA Merch. Last Chance.

Exclusively on-site.
Hall 19.



IFA Innovation
For All

The Story Behind IFA's Berlin-Inspired Merch

Sometimes a campaign doesn't start with a concept, but with a question: how do you portray a city without illustrating it?

Berlin doesn't appear anywhere in the 2026 IFA merch collection as a postcard motif, and that is precisely the point. Instead, the city is captured in the tone, attitude and look. There are no TV Tower clichés or Brandenburger Tor references, just the spirit of a city that has always been part of IFA.

At the heart of the collection is a familiar face: Funk-Otto. Originally designed by Helmut Lortz in the 1970s, it is not treated as a nostalgic throwback, but as a piece of design with a history, exaggerated, enlarged and reinterpreted for 2026. Technoid, angular, ironic and serious all at once, Funk-Otto appears across high-quality T-shirts, hoodies and accessories as the visual anchor of the collection.

To bring the campaign to life, the team also used artificial intelligence, not as a substitute for creativity, but as a tool. Real people were photographed first, all colleagues from the IFA team rather than hired models, before AI helped shape the distinctive visual world around them.

The project brought together several creative voices. Iszhai, known from the Overkill Berlin team, contributed expertise in materials, cut and craftsmanship, while Djähle Krebs from the design team developed the AI campaign and its visual interpretation of Berlin, technology and IFA.



The challenge was to bring these different creative languages together without losing the spirit of modern streetwear, while balancing commercial and cultural demands. The result is a fusion of fashion and function, with the IFA team quite literally putting its own faces on the campaign.

IFA x Anker Collaboration

Marking Anker's second year as part of the IFA Merch Story, the collection was officially launched on 28 August at Anker's new Kurfürstendamm store, alongside an exclusive limited-edition IFA x Anker collaboration T-shirt.

Aimed at communities ranging from creators and music fans to tech enthusiasts, this year's collection was created as something people would want to wear and keep long after the show. The result is distinctly Berlin: understated, urban and rooted in the character of the city.



Get Yours Today!

The collection is available until the end of IFA 2026 at the central IFA merch store in Hall 19. Visitors to the concerts and the podcast can also visit the exclusive merch stand in IFA Sommergarten.

IFA Moments

Throughout the show, visitors can experience tech and innovations for themselves through a series of interactive moments. From concerts to cooking shows to conference sessions, it's been a wild ride. But it's not over yet! There are two full days of IFA left to enjoy.



01

4–8 Sept

01

ROBOCUP 2026: ROBOT FOOTBALL & AUTONOMOUS ROBOTICS LIVE

RoboCup is back at IFA this year with teams from across Germany and a full programme of live robotics. At the centre is autonomous robot football: humanoid robots compete in dynamic matches, make their own decisions and work together as a team. Live programme throughout the day.

● Hall 15, Stand 121

4–8 Sept

02

ASSETTO CORSA EVO – DRIVE THE NÜRBURGRING NORDSCHLEIFE IN VR

Developed by KUNOS Simulazioni and published by 505 Games, Assetto Corsa EVO is a next-generation racing simulation built on the legacy of one of the most beloved driving game franchises in the world. The activation features a multi-rig setup with the latest Fanatec sim racing hardware and Pimax Dream Air VR headsets, delivering one of the most immersive sim racing experiences at IFA 2026. Walk-in, no booking required.

● Palais am Funkturm, Stand 109

Mon, 7 Sept, 10:00–10:45

03

ACCESSIBILITY MASTERCLASS (EAA READINESS) BY SOZIALHELDEN E.V.*

Sozialhelden e.V. will host an Accessibility & EAA Masterclass for IFA exhibitors and professionals from product development, UX/UI design, innovation and marketing, as well as anyone interested in accessibility and inclusive design.

*Registration needed

Track: **Culture & Lifestyle**

● Hall 25, IFA Next Lounge



02

Scan for the full IFA Moments programme



Raúl Krauthausen

Holger Dieterich

03

Mon, 7 Sept, 11:00–11:30

04 LIEBHERR FRESHNESS CHALLENGE

Ever wondered how long fresh produce can really last? One lettuce, 12 days in a sealed BioFresh drawer. Come to the live reveal and taste the results for yourself!

Track: **Smart & Sustainable Living**

● Hall 2.1, Stand 104



Tue, 8 Sept, 11:30–12:30

05 INCLUSION AS INNOVATION

This workshop demonstrates how cognitive accessibility and participatory technology development can become drivers of innovation for the workplace of tomorrow.

Track: **Culture & Lifestyle**

● Palais am Funkturm,
Creator Stage



Tue, 8 Sept, 12:30–13:00

06 FIRESIDE CHAT WITH ANTOINE BARBRY, DIRECTOR OF EU SELLERS AT BLACK MARKET

Presented by Black Market

Insights into the refurbished market, seller trends, and what's next for the industry.

Track: **Smart & Sustainable Living**

● Hall 25, Dream Stage



04



From IFA Buzz to EISA Applause

As IFA 2026 opened its doors to the technologies set to define the year ahead, on Friday night another major celebration of consumer electronics took place nearby. At Hotel Palace Berlin, the EISA Gala Ceremony brought together manufacturers, executives, engineers and specialist media to present the EISA Awards 2026–2027, in what was quite possibly the most spectacular edition in the awards' long history.

This year's Gala also opened a new chapter for EISA, following the introduction of a refreshed visual identity and new leadership under president Ljubiša Miodragović.

"We are returning to Berlin with a new look, new energy and, I believe, our most memorable Gala Ceremony yet," he said.

While IFA provides a global stage for the latest in tech, the EISA Awards are the culmination of months of rigorous testing by specialist editors and experts. Each winning product has been closely assessed for its performance and quality. This way, EISA helps consumers make more informed choices and takes some

of the guesswork out of deciding what to buy. IFA shows where the industry is heading, and EISA highlights the products that have already proved themselves.

Over 100 products were recognised this year across the breadth of consumer technology, with several IFA exhibitors among the standout winners.

TCL's ultra-slim A65K took home the Soundbar award, while Philips TV's 65OLED+ 951 was named Premium OLED TV.

In mobile, the Xiaomi 17T Pro won this year's Smartphone award, while XGIMI's TITAN Noir Ultra Max was crowned Premium HT Projector.

Photography was also represented, with Panasonic's LUMIX DC-L10 among the winners.

Together, these products offer a glimpse of the award-winning technology that visitors can also discover across the IFA show floor.



Hisense 65U7S Pro
Gaming TV



TCL A65K Soundbar



XGIMI TITAN Noir Ultra Max
projector



What is EISA?

The Expert Imaging and Sound Association brings together specialist technology magazines and websites from around the world.

51
Magazines, websites
and social media

26
Countries

5
Expert groups:
Hi-Fi, Home Theatre
& Vision,
Photography, Mobile
Devices and In-Car
Electronics.

Hundreds
of products assessed

102
Awards in 2026-2027

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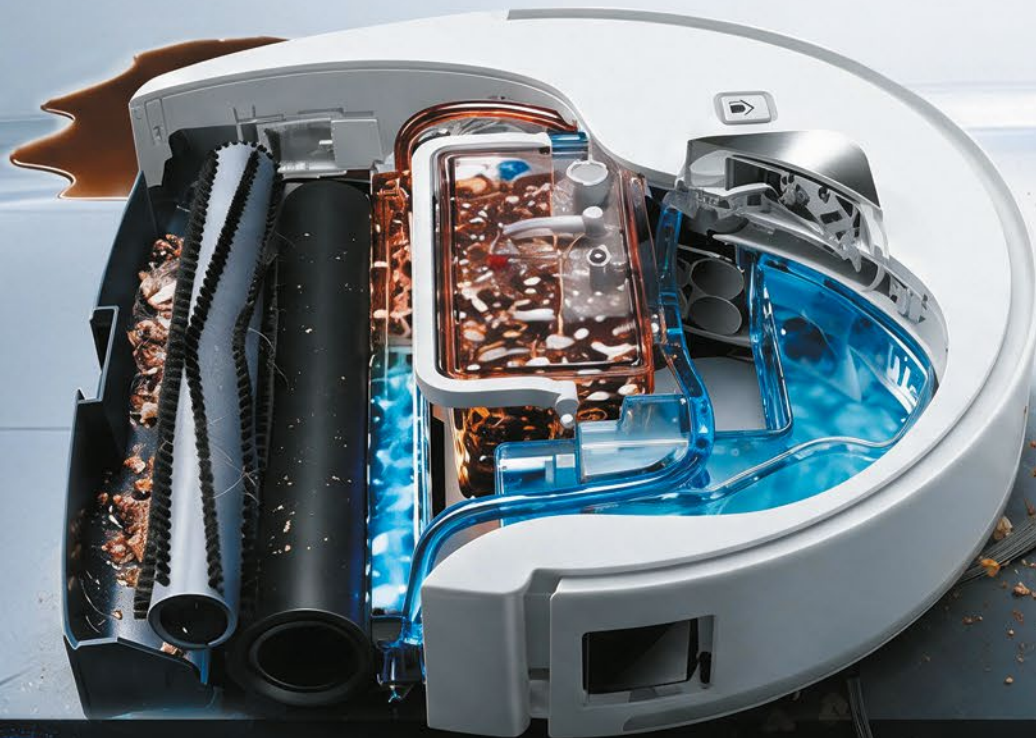
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IFA 2026

BERLIN, 4-8 SEPT

HALL 10.1, BOOTH 131

Places we love in Berlin

While you're here: explore the local favourites we love — from cosy cafés and good drinks to places worth staying a little longer.

1 Comedor

Mexican sharing plates meet contemporary Berlin interiors, with art and textiles replacing every expected cliché.

Comedor, Kantstraße 74,
10627 Berlin-Charlottenburg
@comedor.berlin

2 Acid Café



Sourdough pastries, specialty coffee and minimalist concrete interiors keep the focus on what matters.

Acid Café, Christinenstraße 19A,
10119 Berlin-Prenzlauer Berg
@acid.cafe

3 Kai Bar

Japanese ingredients and French technique come together in a candlelit, maritime-inspired dining room.

Kai Bar Brasserie,
Große Hamburger Str. 32,
10115 Berlin-Mitte
@kaibarmitte

RECOMMENDED BY
LEIF LINDNER, MANAGING DIRECTOR IFA

4 Schah en Schah



Schah en Schah blends great food, drinks, atmosphere and service. I also recommend Ryōtei 893. It is one of Berlin's best modern Japanese fusion spots with outstanding service and a true place-to-be vibe.

Schah en Schah, Wielandstraße 45,
10625 Berlin-Charlottenburg
@schahenschah

5 Bottega Seppel

Seasonal sharing plates, European wines and candlelight set the tone for long aperitivo evenings.

Bottega Seppel, Giesebrechtstraße 3,
10629 Berlin-Charlottenburg
@bottegaseppel

6 REI Izakaya



Craft cocktails and Japanese tapas come together at REI in a pairing that feels surprisingly natural.

REI Izakaya, Reichenberger Str. 36,
10999 Berlin-Kreuzberg
@reibar.berlin

IFA

- CAFÉ
- RESTAURANT
- BAR

7 Sabon

Changing natural wine recommendations, warm lighting and a concise menu of small plates set the mood for the evening.

Sabon, Oderberger Str. 43,
10435 Berlin-Prenzlauer Berg
@sabon_weinbistro

8 daia

Rustic wood, Georgian wines and traditional dishes make this feel more like a Georgian home than a Berlin restaurant.

daia, Kopenhagener Str. 69,
10473 Berlin-Prenzlauer Berg
@daia_berlin



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.

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

Photography credits: Ruby Watt (2, 13), Robyn Steffen (11) c/o Cee Cee Creative, ©REI Bar | Izakaya (6)

10 JÓMO

Seasonal fine dining, natural wines and generous indoor and outdoor seating meet Parisian bistro charm with Scandinavian restraint.

JÓMO, Rykestraße 14,
10405 Berlin-Prenzlauer Berg
@jomo_restaurant

9 Luzii

Traditional German cooking, seasonal ingredients, a wood-filled interior and a terrace make this one for every season.

Luzii, Rosa-Luxemburg-Straße 9–13,
10178 Berlin-Mitte
@luzii.berlin

12 New York Bagel Bar

Customisable New York-style bagels, including vegan and gluten-free options, meet house-roasted coffee in a distinctly NYC-inspired setting.

New York Bagel Bar, Rosenthaler Str. 72,
10119 Berlin-Mitte
@newyork_bagelbar

13 YSY Bar

Barragán-inspired interiors, an upstairs gallery, live music and Persian-inspired cocktails give YSY Bar its own identity.

YSY Bar, Frankfurter Allee 23,
10247 Berlin-Friedrichshain
@ysy.berlin



11 Bardele

A modern Italian bar where paired antipasti, wines and a leafy terrace bring a little Italian summer to Berlin.

Bardele, Auguststraße 36,
10119 Berlin-Mitte
@bardele_berlin



RECOMMENDED BY
KILIAN (IKNOWREVIEW), IFA AMBASSADOR

14 Wen Cheng

Wen Cheng never disappoints: addictive hand-pulled noodles, tongue-tingling Sichuan pepper, and the eggplant that changed my mind. A Round & Edgy cookie is the perfect ending.

Wen Cheng, Spreewaldplatz 5,
10999 Berlin-Kreuzberg
@wencheng_handpullednoodles



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Enjoy Berlin...



Cocktails with Character

Step off Kurfürstendamm and into Hildegard, where Berlin cocktail culture slows the pace. Founded by veteran bartender Thomas Pflanz, this intimate Charlottenburg bar pairs dusky pink walls, palm-frond murals and perfectly judged music with inventive drinks inspired by everything from authors to songs. Whether sinking into a sofa or taking a front-row seat at the bar, guests can expect expert service, creative cocktails and an unmistakable sense of calm.

Hildegard Cocktail Bar
Marburger Str. 3, 10789 Berlin
+49 30 21963283
hildegardbar-berlin.de



Flying High on Berlin Coffee

Flying Roasters brings serious coffee craft to Wedding without any unnecessary fuss. Beans sourced directly from cooperatives in Guatemala, Honduras, Peru, Sumatra, Ecuador and Ethiopia are roasted on site, with Ethiopian varieties earning particular praise. The café itself is relaxed, friendly and refreshingly unpretentious, pairing characterful espresso with good croissants and fair prices. Just minutes from Humboldtthain, it is worth the detour north for coffee lovers exploring the city.

Flying Roasters
Hochstraße 34, 13357 Berlin, Germany
+49 1575 8722240
flyingroasters.de



Burger Bliss, Dutch Style

In Friedrichshain, Rembrandt Burger is a Dutch-inspired burger spot that has built a loyal following for one of Berlin's most satisfying burger-and-fries combinations. Expect fresh buns, juicy medium-rare patties, playful toppings such as chorizo or pear, and carefully made vegan options. The real scene-stealers, however, are the thick-cut Dutch fries with Joppie sauce. Cosy, compact and confidently creative, it is well worth queuing for when the tables fill up on busy evenings.

Rembrandt Burger
Richard-Sorge-Straße 21, 10249 Berlin-Friedrichshain
+49 30 89997296
rembrandt-burger.de



The Measure of a Good Night

100 Gramm Bar feels less like a cocktail bar and more like Berlin's late-night living room. Bartenders are quick to turn vague preferences into something personal, whether that means a seasonal signature, a perfectly balanced classic or one of the excellent alcohol-free creations. The atmosphere is cosy, sociable and lively, with DJs and live music pushing the night onwards. At weekends, drinks, conversation and dancing can stretch happily until five.

100 Gramm Bar
+49 30 89652057
Weinbergsweg 25, 10119 Berlin-Mitte
100grammbar.com

Enjoy Berlin...



What's Behind the Green Door?

Ring the bell, slip behind the green door and Schöneberg suddenly feels a little more cinematic. Green Door Bar pairs precise cocktails with a wonderfully eccentric interior of New York furniture, chequered walls and wood-grain patterns. The mood is intimate rather than showy, somewhere between a private salon and a David Lynch set. Add attentive hosts, playful creations and classics, and their motto of 'The power of positive drinking' feels like great advice.

Green Door Bar

Winterfeldtstraße 50, 10781 Berlin-Schöneberg
+49 30 2152515
greendoor.de



Inside the Samurai World

Swords are just the beginning at the Samurai Museum Berlin. Europe's first museum devoted exclusively to samurai culture brings more than 1,000 objects from Peter Janssen's collection into a striking multimedia setting. Armour, helmets, woodblock prints and finely crafted accessories reveal warriors as artists, thinkers and members of a complex society. Interactive installations, projections and rituals turn centuries of Japanese history into something vividly present.

The Samurai Museum Berlin

Auguststraße 68, Mitte, 10117 Berlin
+49 30 62975635
samuraimuseum.de



A Taste of Italy

Kreuzberg gets a generous helping of Italy at Ristorante Leo e Pepe, a cosy neighbourhood restaurant where fresh pasta is made daily and hospitality comes without ceremony. Carbonara shares the menu with seasonal creations, antipasti, carefully prepared meat and fish dishes, and desserts worth saving room for, especially the tiramisu. With Italian wines, warm service and a compact dining room, and Berlin suddenly feels considerably closer to Rome after dark.

Ristorante Leo e Pepe

Görlitzer Str. 63, 10997 Berlin
+49 30 55005927



A Little Cup of Mitte

On one of Mitte's prettiest streets, Sophien Coffee turns a coffee break into a small Berlin ritual. The tiny café serves specialty espresso, ceremonial-grade matcha and cakes made in-house, including cheesecakes with a loyal following. Grab one of the bright chairs outside or squeeze in at the counter, then linger over a lighter roast, sandwich or cannoli. It is an easy, delicious detour from nearby Hackescher Markt.

Sophien Coffee

Sophienstraße 10, 10178 Berlin-Mitte
sophien.life

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