

01.09.2017 – 09:00 Uhr

IFA 2017 - global leading Consumer Electronics show opens in Berlin



Berlin (ots) -

Video footage of IFA is available at IFA Global Broadcast Center

IFA in Berlin is the world's leading trade show for consumer electronics and home appliances. It takes place from September 1 - 6 at the Berlin Exhibition Grounds.

Global leading Brands present their home electronics products. Numerous innovations and premieres are presented at IFA and attract a big crowd each year. With IFA Global Markets an additional space is added at STATION Berlin from September 3 - 6 for retailers and buyers.

More than just a trade show, IFA offers a variety of fun and entertainment for its visitors. The outdoor area with IFA Sommergarten features concerts and stage program. Looking into the future of the industry, for the first time in 2017 an innovations platform is held as part of the show. IFA NEXT brings together researchers, industry professionals, start-ups and retailers for a transfer of knowledge and information. Together with IFA+ Summit and Keynotes IFA NEXT offers a central event for professional exchange.

Journalists from all over the world will be on site to report about new trends and developments of the industry. Smart Home, Connected Car, Virtual Reality and the Internet of Things are main topics of IFA 2017.

Media partner of IFA TVT.media produces comprehensive video footage of IFA 2017 for media journalists, hosted on IFA Global Broadcast Center. Impressions of the opening gala, trade show footage and expert as well as exhibitor interviews can be downloaded here:

<http://www.ifa-gbc.com>

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