Beat: Technology

2024 IFA (Internationalle FunkAustellung): 100 Years

Messe Berlin, Berlin, Germany

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USPA NEWS - The 2024 IFA (Internationale FunkAusstellung) reprensented the 100th Year Anniversary for the annual consumer electronic show that started in 1924. The annual venue was Messe Berlin in Berlin, Germany. In 2024, there was a record number of exhibitors, members of the press corp and trade representatives compared to last years event. Several new products and debuts ranging from flat-screen TVs, mobile phones and consumer gadgets were highlighted with empahsis on AI (aritificial intelligence) applications as well as sustainability. Major companies include Samsung, LG, TCL, Hisense, Sony and Honor are just some examples. The IFA is Europe's largest version of it's counterpart, the North American International CES held in the winter months held in Las Vegas, Nevada USA.

Berlin, Germany (September 6 to 10, 2024): The 2024 IFA (International FunkAusstellung) Show represented the 100th iteration of the largest annual European Consumer Electronic exhibition. The Showstoppers IFA Berlin was held at the South entrance of Messe Berlin on Thursday afternoon, 9/5/24, one day prior to the opening day of 9/6/24. Showstopers was the premier media event allowing trade only networking between startup companies introducing their newest and most innovative products to the consumer market. Examples are AIPER which manufactures cordless robotic pool cleaners. Several versions and different price ranges were introduced. Another example was LAIFEN which manufacturers the world's first electric oscillating toothbrush. At the same time, major technological giants such as Korean TV manufacturers SAMSUNG and LG and Chinese TV manufacturers TCL and HISENSE all introduced their latest flat-panels TVs. Chinese companies HONOR introduced a wide array of foldable mobile phones and Chinese giant LENOVO introduced their newest laptop creations. The German chancellor commemorated the 100th anniversary of the IFA by speaking during the IFA opening ceremony on Friday, 9/6/24.

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