Beat: Technology

IFA 2025: Innovation For All, Berlin, Germany 5/9/25 to 9/9/25

International Funk Ausstellung(IFA) 2025

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USPA NEWS - Berlin, Germany (5/9/25 to 9/9/25): The annual IFA (Innovation For All) 2025 Consumer Electronic Show was the largest show of it's kind this year. The 2025 version of the show featured over 1,900 exhibitors from 49 countries and 220,000 visitors. This was a global platform for showcasing innovation in consumer electronics and smart home technology. The event also highlighted multiple global launches of products to include: everyday artificial intelligence (AI), smart home and gaming reinforcing the IFA's status as the world's largest consumer technology show. This year's show empahsized these four (4) categories: 1. INNOVATION: robotics, everyday AI and smart home technology; 2. PLATFORMS: IFA NEXT served as a platform for startups and visionary ideas and GAMES GROUND X IFA honored the Berlin gaming scene; 3. CREATOR HUB: over 1,200 creators and influencers participated in a new Creator Hub; 4. IFA INNOVATION AWARDS: this year, these awards received over 500 entries. After two (2) media days and five (5) intensive days of trade show and networking, the 2025 IFA drew and closed a very postivie conclusion.

IFA 2025: Samsung, the Korean electronic giant, once again participated in this annual show highlighting their expansive portfolio of advanced smart TVs and cellphones available worldwide.

IFA 2025: TCL, the Chinese electronic giant, also participated in this year's show highlighting their broad offerings of smart TVs, audio and video, and telecommunication products. Their booth also showed TCL as a major sponsor of the 2026 Winter Olympics at Milano/Cortina.

IFA 2025: Another major Chinese consumer electronic giant, HISENSE, participated in this year's show. One of their highlights was the CANVAS TV which now highlights room aesthetics, design and cleanliness while offering the best smart TV technology from HISENSE.

IFA 2025: AIPER, from Atlanta, Georgia USA, presented the global premier of the smart and robotic SCUBA V3 pool cleaner during the show. Aiper has been known for long-standing and advanced robotic pool cleaning technology.

IFA 2025: NAVEE Electric Scooter company introduced their brand new NT5 Series. These are some of the most reliable and durable and sustainable daily commuter for adults as well as kids with competitive pricing from this Chinese company.

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