

# Press Release



## **IFA 2015: IFA<sup>+</sup> Summit on 7 and 8 September in Berlin**

**Renewed focus on leading executives' visions for a digital future – initial list of speakers confirmed – Early Bird ticket available only until 30 June 2015**

*Berlin, 28 May 2015* – Following the successful launch of the international conference format IFA<sup>+</sup> Summit – the Next Level Of Thinking in 2014, a second edition is due to take place. Last year, more than 30 international opinion formers, senior executives and entrepreneurs discussed trends and ideas for a digital future.

Already, a number of high-profile international speakers have confirmed their participation. The IFA<sup>+</sup> Summit will take place in the CityCube on the Berlin Exhibition grounds parallel with IFA on 7 and 8 September 2015.

Once again, the event will discuss innovative ideas, plans and visions regarding transportation, health, Big Data, the home, design and new entertainment developments.

### **DESIGN**

TVs, hi-fi systems, smartphones, refrigerators and coffee machines: nowadays all these products no longer serve a particular purpose but are lifestyle products instead. Design is more than a development aspect of a product and its technology and reflects a lifestyle. Ultimately, it is often the main factor influencing a purchase.

#### **Prof. Frans Vogelaar**

Prof. Vogelaar founded the Amsterdam/Berlin-based Hybrid Space Lab and has been professor of Hybrid Space/Media Space at Kunsthochschule für Medien in Cologne since 1998. Hybrid Design looks at new areas of design that emerge as result of a combination and synthesis of surroundings, objects and services within networked systems, as defined by production, sales, use and recycling in the communication age.

#### **Prof. Natasha Vita-More**

Prof. Vita-More is professor at the University of Advancing Technology. Her research examines the design of the human body and its technology.

### **ENTERTAINMENT**

In a society dominated by Web 2.0 and social media, consumers assume the role of producers. Nowadays anyone can make a film, compose music and produce a news story. In future, who will produce content, what will that content be and who will it be for? What are people prepared to pay for reliable news stories and entertaining content?

#### **Prof. Jonathan Taplin**

Prof. Taplin is an American author, film producer, professor of New Media and director of the Annenberg Innovation Lab in Los Angeles. The Annenberg Innovation

Lab is a high-energy "Think & Do tank" at the Annenberg School for Communication and Journalism at the University of Southern California.

### **Michael Kraus**

Kraus is managing director of Deezer. Deezer is an international music streaming service run by the French company Blogmusik SAS. It is available in 182 countries and boasts a catalogue of 35 million music titles.

### **HOME**

Digitally networked devices will provide us with more comfort in the home and become more and more efficient. Washing machines will only start their cycles when electricity prices are low. Heating and air conditioning will adapt to consumers' habits. How can these devices help us to handle our energy requirements and natural resources in a more efficient manner?

### **Prof. James Barlow**

Prof. Barlow is Professor of Technology and Innovation Management (Healthcare) and associate director of research and evaluation for Imperial College Health Partners.

### **Prof. Fred Potter**

Prof. Potter is CEO of Netatmo. During his time as the founder and technical manager at Cirpack he developed the core elements of the world's largest IP network telephone system. Potter has a Master's degree in Telecommunications and a PhD in Microelectronics.

### **Ratna Sita**

Sita is a research analyst at Euromonitor International and heads a team of analysts who conduct consumer health studies for countries in Western Europe. Euromonitor International is one of the world's leading providers for global business intelligence and strategic market analysis.

### **BIG DATA**

Collecting and analysing large volumes of data is one of the top priorities of science, politics and industry. What does Big Data really signify? How will Big Data influence society and business in the future?

### **Ramon Reichert**

Reichert is from Austria and specialises in culture and media theory. He studied Philosophy, Culture and Media Sciences in Berlin, London and Vienna and has been Visiting Professor of Film and Media Sciences at the Institute of Theatre, Film and Media Sciences at the University of Vienna since 2009.

### **Dr. Amy Gershkoff**

Dr. Gershkoff is chief data officer at Zynga. Zynga is a US-based company marketing browser games that can be played in social media networks. Prior to working for Zynga she was head of the Customer Analytics & Insights Team at eBay Inc.

## **HEALTH**

The demands on healthcare and patient care are growing all the time. How will technical innovations impact on future developments? Can prosthetics be controlled by brain signals? Can robots and intelligent machines be put to use in patient care?

### **Max Little**

Little is a mathematician whose research includes a breakthrough technique to monitor Parkinson's disease through simple voice recordings.

### **Dr. med. Markus Müschenich**

Dr. Müschenich has been the medical head of the management holding of Verein zur Errichtung evangelischer Krankenhäuser e. V. (VzE) in Berlin since 2004.

### **Dr. Thomas Huebner**

Dr. Huebner, from Jena, is the founder of Preventicus and together with his team develops mobile health management solutions. In principle, Preventicus measures vital parameters using sensors in smartphones.

### **David Schärf**

Schärf is the founder and managing director of OneLife.me, a mobile companion that promotes a healthy lifestyle.

## **MOBILITY**

Rapid population growth, climate change, lack of living space and the ever-present threat of traffic gridlock are challenges that concepts such as Smart Cities and City 2.0. aim to confront.

### **Martin Börner**

Börner is vice president of Samsung Electronics and is responsible for all of the company's sales and marketing operations. He is also head of IT & Mobile Communications.

### **Bandar Antabi**

Antabi is vice president of Special Projects at Jawbone. Jawbone manufactures wireless headsets and fitness trackers.

The list of speakers holding individual sessions is updated regularly on the IFA website.

### **Early Bird tickets available only until 30 June 2015**

Early Bird tickets to the IFA<sup>+</sup> Summit costing 499 Euro are available only until 30 June 2015. Students can buy Early Bird tickets for 299 Euro instead of at the regular price of 599 Euro.

Tickets to the IFA<sup>+</sup> Summit are available from the online ticket shop.

IFA is the world's leading trade fair for consumer electronics and home appliances and will take place the Berlin Exhibition Grounds (Expo Center City) from 4 to 9 September 2015.