

“RESELLER PARK IS A TWO-WAY STREET OF VALUE-ADDED SERVICES

Jan Nintemann  
Managing Director,  
Global Fairs / TT-Messe

## Reseller Park in a new location – Hall 11.1

Reseller Park has served IFA as a marketplace for trade visitors for more than 20 years

After residing in Hall 25 for many years, Reseller Park outgrew that location and this year the 70 exhibitors will be in Hall 11.1. We asked Jan Nintemann, Managing Director of Global Fairs/TT-Messe to explain the move.

We're bigger than ever and now have 70 exhibitors. We simply needed more space. We're looking forward to settling in Hall 11.1 for a number of years, assuring our growth.

**Can you tell us more about Reseller Park?**

Reseller Park is a two-way street of value-added services. For exhibitors, we lighten their trade show workload, making it easier for them to concentrate on what they do best: sell. People exhibit with us for our services. We offer walk-in turnkey stands with signage or custom-built stands. Where else can you take a small stand and yet have full hospitality (breakfast, lunch, coffee, snacks) all day for your customers? And no one else has the unique promotion we have developed over the years, including our Super Reseller, which is the most distributed trade pamphlet in Germany.

But we add value also for the IFA attendees. Under one umbrella, we offer them 70 interesting companies – some are distributors, some are traders, and others are innovative manufacturers. Famous brands like Optoma and KNX. And newcomers who may become more famous by selling their robots, hoverboards, VR and other new categories. Check out the high-tech air pump from Coolado.

**What's the secret to Reseller Park's longevity?**

Since 1997, our specialised B2B exhibition agency has implemented 50 trade fair projects with more than 1,500 high tech exhibitors. In addition to having many specialist distributors (Brodos, ENO Telecom, Herweck, Komsa and Michael Telecom) we have also seen numerous known brands (AEG, Lenco, Audioline, Doro and Polaroid, Amazon, AVM, HP, Huawei, Logitech, Microsoft and Western Digital) exhibiting. They've all exhibited in Reseller Park as an easier way to launch products at IFA.

It has been a long journey involving continual improvement and further development of our "from A-to-Z" full service packages.

**What can buyers find at Reseller Park in Hall 11.1?**

Our Hall 11.1 is divided into three themes. Buyers entering from Hall 10 will first see our SmartHome block, co-organised with the SmartHome Initiative Deutschland. There visitors can find KNX, the most significant Smart Home standard in the world. This is followed by two large Reseller Park blocks with hospitality areas in the middle of the hall. This area is a trade visitor's treasure trove with the latest technologies and trade offers in consumer electronics, home appliances, mobile, and accessories. Another block presents the IPT marketplace, which is a popular meeting point for international traders and distributors.





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Hall S8

























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**Günther Ohland**  
President, SmartHome Initiative  
Deutschland e.V.

## Is smart home the hottest category in Berlin this year?

SmartHome at IFA builds on the rising popularity of the smart home category in retail

*Walk into any big consumer electronics retailer today and you'll find an aisle or more dedicated to smart-home products. Smart home, according to some retail experts, is the hottest category in the shops — powered by the IoT, voice control and AI*

The vision of the seamlessly connected home is now coming together as a big hit for retail, but two men saw this several years ago when Global Fairs/TT-Messe CEO Jan Nintemann and Günther Ohland, president of SmartHome Initiative Deutschland e.V. launched the SmartHome pavilion at IFA.

The SmartHome pavilion serves as a bridge for retailers and distributors of consumer electronics to cross over into the smart-home category. Physically it is located adjacent to Reseller Park, another Nintemann project with a 20+ year history of finding innovations for IFA business visitors. There are 70 exhibitors between the two projects.

"At SmartHome Initiative Deutschland e.V., our role is to foster the idea of SmartHome," Ohland says. The world's most successful smart-home standard, KNX, anchors the SmartHome

pavilion. KNX Association has concluded partnership agreements with more than 75,000 partners in more than 164 countries worldwide. It has 400 members with 7000 products on the market.

"SmartHome has reached the mass market. Increasingly more consumers want to use smart products to increase the security of their homes, improve comfort and, of course, also save energy. Systems for professional installers and products for self-installations are competing with each other on the one hand – yet on the other hand they complement each other. Which existing products can be upgraded? Which systems are interoperable?" adds Ohland

Parks Associates says that by 2021 more than 10 million smart-home controllers will be sold in the US, and more than eight million will be sold through retail and related channels.

A new survey in the US by ReportLinker says purchases may include connected appliances (20% of mentions), smart thermostats (16%), smart security systems (12%) and smart lighting (10%).

To fill the growing need, consumer electronics brands large and small are developing smart-home technology in existing devices, as well as adding new stand-alone products.

And an emerging field of startups hopes to develop new types of smart-home devices, which will monitor your baby and your pets, play your music, water your garden, clean your home and make sure you take your medicine. French hardware company Netatmo recently partnered with Velux on connected windows that, using sensors, will open or shut depending on the weather.

All this spells big business for consumer electronics sales channel: the global smart home market is expected to reach an estimated €92.4bn by 2023.

» HALL 11.1 / Stand 124

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Heinz Lux  
CEO, KNX Association

# Building smart home solutions

Heinz Lux, CEO of the KNX Association, details its work in the smart home sector

*For more than 28 years, KNX has been a key technological element in home and building automation - long before the term "smart home" prevailed. Speaking to IFA International, Heinz Lux, CEO, KNX Association, expanded upon the association's successes:*

KNX has developed extremely well in the process and nowadays constitutes the leading system on the global market, to quote reliable market surveys carried out for example by the BSRIA (an independent consultancy, test, instruments and research organisation.) The success of KNX can be attributed to several points which the KNX system and the KNX Association pursue consistently with over 400 member companies.

**Can you detail these points?**

We offer ETS which is a standard tool for configuration, commissioning and diagnosis: a clearly defined interworking for all products provided with the KNX logo across all the manufacturers and application fields. A

restrictive certification process checks these guaranteed features with all the products and simultaneously meets the basic elements of product quality, and absolute safeguarding of the compatibility of all the products. This ensures that, since 1990, all products can work together with products from 2018 in a mutually functionally installation.

**What is KNX's global reach?**

Almost 100,000 certified partner companies plan and commission KNX installations every day all over the world; national KNX organisations in 45 countries all over the world promote the system in its market development including Japan and the US. However, this alone would not have led to

the successful continued existence and permanent growth of the KNX system. A further essential element in guaranteeing this is the further development of the KNX system in the various technical aspects but also in the market orientation in order to remain up-to-date.

**What moves has KNX made into the IoT?**

The IT industry can certainly be identified as a driving element of IoT as well as the terminal device industry, each striving to build up service business based on IoT. The service industry promises to make substantial growth in the future based on data. KNX offers a broad range in this field and we are preparing our system technology and our system structures for this purpose ■

» HALL 11.1 / Stand 123

**MEET EVE**  
hall 6.2, booth 104

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eve room   eve motion   eve light switch  
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This IFA, see our entire range of HomeKit-enabled Eve accessories. Ask our technical experts anything you wish. And be the first to experience new products yet to be released.

# The big talk at IFA Global Markets

If Big Deal is the motto of this year's IFA Global Markets, then the motto of the Expert Talks should be Big Talk

We caught up with Expert Talks Content Chairman, Bob Snyder, and asked him to elaborate on the big talking points at the thought-provoking IFA Global Markets event.

We cover a wide ground of important subjects that serve the industry buyers who buy OEM/ODM to build or sell under their own brand. Between September 2 and 5, each day has its own "big talk" depending on the technology or service you are interested in - for example, CE-Marking. Or a buyer might need to know "How to find, sign and motivate Chinese suppliers"...we have an excellent panel on that.

And we have two blockbuster Keynote sessions on 4 September that I'm sure will draw major attention. We have a Fireside Chat with Peter Wiggers, the Managing Director of B&S Retail which own the CAPI stores, 25 shops in five countries that offer a portfolio of electronics aimed at the traveler. You know, those cool gadget shops for travelers that you see even here in the Berlin airport.

This is a vital retail segment that has been so overlooked. 260 million travelers worldwide have access to CAPI shops. It's the front line of tech innovation where you can introduce new products to business executives or family travellers. I am very excited about this. It's the



Peter Wiggers, Managing Director, B&S Retail (CAPI) will be speaking at IFA Global Markets Expert Talks

first time this critical market segment appears on stage at IFA.

The other session that will get people excited is the Special Address by Klaus-Peter Voigt, a Member of the Extended Board at MediaMarktSaturn Retail Group - and the Chief Procurement Officer. He's followed by a panel on the European Retail Alliance which was founded recently by MediaMarktSaturn and FNAC-Darty. And they're looking for more retail partners to join in their alliance.

There's more. You know how important Voice Control is...we have Joshua Montgomery from Mycroft flying in from the USA to join Nils Lenke from Nuance and Connie Hwong from Verto Analytics in a panel discussion. Anouk Groen is back with her Trend Forecast report

in design: a very fascinating and inspiring talk on world design trends. What's in, what's out.

Another excellent panel covers Smart Home, a real driver for retailers right now. Adam Simon, one of the top researchers in Europe, will join Peter Kiss from Conrad Connect and Magnus Michael from CSI. Then Pierre Brunswick, Chairman at Neuromem Technologies, is going to rock the room on AI for this industry. He's an excellent speaker.

And Nick Graves on what's happening in the Apple ecosystem...I could go on and on. There are many Big Talks this year.

We should also mention the new EXPERTS RECEPTION on September 4. It's a chance to meet all the speakers and is Europe's only reception for ODM/OEM buyers.

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# Walmart Canada on the lookout for European innovations

Walmart Canada operates a growing chain of 410 stores nationwide serving more than 1.2 million customers each day. Walmart Canada's flagship online store, walmart.ca is visited by 600,000 customers daily. We asked Peter Vivona, Senior Category Manager for appliances online to tell us more about the business.

Canada's 400+ stores from coast-to-coast.

We continue to make significant investments in e-commerce to be able to deliver a superb customer experience and to provide online innovations to give our customers a unique shopping experience. We also invest to be nimble. Speed to market online is also hugely important as the customer is always changing and decisions are made swiftly with a click or tap of a button.

*This is your first time attending IFA; what are you looking to see in Berlin?*

I am very excited. I am looking for great European innovations, brands, and

designs to help me select the best products to bring to Walmart Canada. I am interested in learning more about the latest and, in my opinion, the strongest trends in Europe, especially connected home, voice command, robotics and AI.

I am a huge fan of trade shows. I love to meet entrepreneurs and designers and to test the newest and greatest products being introduced to the market. They are also great to build relationships and future partnerships.



Peter Vivona

Senior Category Manager, Walmart Canada

With more than 85,000 employees, Walmart Canada is one of Canada's largest employers and is ranked one of the country's top 10 most influential brands. Walmart Canada's extensive philanthropy programme is focused on supporting Canadian families in need, and since 1994 Walmart Canada has raised and donated more than €230 million to Canadian charities.

*Can you tell us about your role...*

I am the category manager responsible for assortment, financial performance, driving growth and innovation, merchandising, and pricing for all appliances, small to commercial, for Walmart.ca, Walmart Canada's e-commerce site. Previously, I was the category manager for appliances for Walmart

**SPEED TO MARKET ONLINE IS HUGEY IMPORTANT**



**now in Hall 11.1**

## DEAR TRADE VISITOR!

Impossible to visit IFA without discovering the business opportunities, highlights & trends in the Reseller Park - now in the whole hall 11.1!

70 exhibitors from around the world welcome B2B-partners such as retail buyers, distributors and resellers!

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# Haier steps-up growth across Europe

Haier has outlined ambitious plans for Europe, announcing that it will invest €860.5m over four years to develop its business across the continent.

The company said it will “disproportionately” accelerate growth in Europe by investing in 11 new areas on the continent, mainly in Eastern Europe and the Nordics to become a “premium leader” in the region.

The Chinese appliances giant said it hopes to raise the money through an initial public offering on the China Europe International Exchange (CEINEX). If successful, it will be the first Chinese company to sell so-called D-shares on the CEINEX, a joint venture between Deutsche Boerse and Shanghai Stock Exchange agreed in 2015.

Haier, which also owns New Zealand premium appliance brand Fisher and Paykel, said it planned to issue 400 million D-shares, but the timing of the listing has not been revealed.

Haier, which had a global market share of 14.2% in 2017 according to Euromonitor, says it plans to grow five times faster than

the market in Europe, where it currently has a 2.3% market share.

It says its growth strategy to become a “premium leader” in Europe will be a combination of organic growth and acquisitions.

The €860.5m raised from the IPO will be spent on building its brand, investing in the IoT, design innovation and geographical expansion. Haier said it would spend between €20m and €60m on media investment in each European country where it has a presence.

Backing its promise of moving into the premium end of the market, Haier is launching a number of new products into Europe at IFA, from its state-of-the-art five-door F+ fridge-freezer to its Duo Dry range of double-drum washer and dryers, and a new partnership with Amazon for its connected range.

Yannick Fierling, CEO of Haier Europe, said: “IFA 2018 is for Haier the opportunity to reveal its strong European ambitions through the presentation of an extremely wide range of innovations”.

Hall 3.1 Stand 102 IFA

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**HALL 11.1** **CONSUMER ELECTRONICS UNLIMITED**  
BERLIN, 31 AUG - 5 SEP 2018

**STAND NR. 101 - 143**

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ADVERTORIAL

## DURABILITY, PRECISION AND CONVENIENCE

From the first electromagnetic clipper, invented by Leo J. Wahl in 1919, up to almost 100 years later, quality and innovation have been the cornerstones of every Wahl product. At this year's IFA, Wahl presents its new Aqua Groom, providing another powerful solution for male grooming thanks to its lithium-ion 2.0 technology and full rinsability.

The Aqua Groom's new battery technology gives users 180 minutes of runtime after only

60 minutes of charging. The diamond-ground bladeset provides ultimate precision and durability for a perfect cutting performance.

The unit is fully showerproof and can therefore be rinsed clean and used under the shower, depending on the preference of the user.

Thanks to its ergonomic design and no-slip grip, grooming will feel effortless.

**HALL 7.1c / Stand 104**



**180 minutes of runtime** after only 60 minutes of charging

**Fully showerproof** and can be rinsed clean

**Ergonomic design** and no-slip grip

# Be inspired - be you!

Anouk Groen is a design trend forecaster for the respected CMF blog and owner of RNA Design NV. On Monday she gave an "Expert Talk" at IFA Global Markets in which she provided insights into future trends. Here she shares her thoughts with IFA International:



**Anouk Groen**

Design trend forecaster,  
CMF blog  
Owner, RNA Design NV

As serial trade show visitors, we analyse what's new, interesting, and can inspire future design and styling of client products. We present the trend directions through mood boards, films and stories. The result is the annual Trend Inspiration Report, which is a visual journey through the latest CMF forecast supported by the social trends that drive them.

After a period of social and political turmoil, it's time to rise up to the challenge of the changing markets, break away from old formulas and evolve. The following three creative directions are the motivational movements that we see influencing the

design trends.

**Life Adventure:** This social trend represents getting back to nature. The styles are earth-inspired and classic. More people are doing amazing physical feats to change their lives or bring awareness to good causes.

**Be You:** Self-expression and personal style. Be more daring and wild. Here we look at people who became successful against the odds - for example the late Bruce Lee, who still influences popular culture today.

**Mission Control:** Performance and Achievement. The design styles in this category are futuristic and space-

oriented. On February 6th 2018, Space X launched the Falcon Heavy rocket. This event had a positive impact on consumer motivation and allowed us to dream again of the future ■

## AN EMERGING HUB FOR KOREAN INNOVATION



Usetool Toothbrush and Steriliser

"We aim to look at objects that we use daily with a new perspective," claims upcoming Korean consumer electronics and appliance company, Usetool Company, whose slogan is "think hard, design better". The lifestyle brand was created in collaboration with Ventures Lab and Jiyoun Kim Studio in 2018 and is making its IFA debut with the Usetool Toothbrush.

An electric or manual toothbrush, steriliser, sonic wave vibrator and charger in one, the Usetool dental kit boasts a minimalist, modular high-design aesthetic. The stand-out product is also sustainable, with users able to return the recyclable toothbrush to the manufacturer and receive a new one in return.

Already the winner of an IF Design Award in 2018, the electric toothbrush is only now coming to market and is being initially pitched to European consumers with a taste for stylish, hygienic and quality dental care for around €80.

» **STATION-Berlin**  
**HALL S1 / Stand 128**

Meanwhile, Network Korea is a smart home power solution provider producing IoT smart plugs and CCTV

remote control devices under the 3CYS brand. The main themes of the IFA Global Markets stand are IoT smart plugs including Smart PDU (Smart Home Power Control System Device) & a 1-outlet built-in plug which help users control power on/off remotely, monitor power usage history, schedule operation of home/office appliances, prevent unauthorised use, and eventually save energy based on IoT technology ■

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**HALL S1 / Stand 129**

Network Korea IoT power solution



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# ZTE bounces back at IFA with flagship Axon 9

New phone offers TV quality images in a mobile device



*The chinese manufacturer is set to seize the 5G initiative with a product range that includes mobile, tablet and CPE devices.*

ZTE is using IFA to launch its new flagship phone, the Axon 9, and also underline its credentials in 5G technology. The top of the range Axon 9 Pro is waterproof, has a 6.21-inch screen, impressive storage and a high resolution camera.

"But the real differentiator," said Jeff Yee, VP product marketing and strategy department at ZTE Global Mobile Devices, "is a tech called Axon Vision which effectively puts TV tech inside a phone for the first time outside China. It's like having 4K HDR TV in a mobile. It uses a secondary chip to enhance colours and smooth out video and games."

The phone is launching in Germany before rolling out across the rest of Europe and Asia. Like previous ZTE devices, it sits in a bracket that Yee calls "affordable premium".

"It's a very well-specified phone that comes in at a lower price than competitors like Apple and Samsung," Yee told IFA International.

In terms of marketing, the company has traditionally looked towards platforms like sports sponsorship but Yee expects more emphasis on influencers.

The Axon 9 is ZTE's first single screen phone upgrade for two years. Last year, the company focused instead on the Axon M, a phone that folded in half. Yee said this line of development is also important to ZTE as the mobile market prepares for the arrival of large flexible screens.

On the 5G front, ZTE showcased a phone and a tablet as well as indoor and outdoor CPE (customer-premises equipment) devices. ZTE has invested heavily in 5G over the last decade and expects the

market to gain momentum in 2019.

"5G is a great opportunity for us to launch new products and gain new market share," said Yee. "It will create competition for anyone who currently owns the last mile into the home. We are already leaders in 5G and we know the network requirements of most major carriers around the world, so can expand aggressively."

2018 has been a challenging year for ZTE in the US, after a run in with regulators. However Yee said things are now back on track: "As of July 13, we settled with the US government and are now in the process of rebuilding trust with customers and partners. The good news is that our CEO has just said he expects us to be profitable again in Q3. What happened in the US won't happen again because we are focusing very heavily on ensuring compliance throughout the organisation".

Hall 25 Stand 105 

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# Taiwanese excellence on show

At the Taiwan External Trade Development Council (TAITRA) press conference at IFA this year, Taiwanese tech companies presented their latest products under the banner Taiwan Excellence.

Sascha Faber of MSI presented the P65 Creator, "a notebook, made for creatives", with easy photo and video editing, 3D design and music production facilities. The ultra-thin notebook offers nine hours of battery life, over six hours of HD video playback and True Color 2.0 technology offering "extraordinary colour accuracy".

Matteo Maria Boschetti, marketing director of Cvicloud Corporation Opro9, introduced the company's SmartDiaper technology, which connects the baby's nappy with a smartphone and informs the user when it needs to be changed. It also records the last time the nappy was changed. This can save nappy costs, prevent rash and aid potty training.

Mobileconn technology's Paul Chen presented the Energear USB Type-C power delivery chargers that can offer 70% faster charging than standard 5W chargers. The Energear 27W PPS has a patented multi-purpose interchangeable plug for different regions and a USB-C cable support 5A output, which can withstand up to 100W power transmission. Both ends of the cable are equipped with an E-Mark IC that intelligently monitors power, protecting the

device and the charger from irreversible damage. This allows consumers to use this charger flexibly with any product.

Taiwan's Industrial Technology Research Institute's (ITRI) Dr Lewis Liu showed ITRI's intelligent vision system (IVS), which enables 3D vision recognition and eye-hand co-ordination in robots. With IVS, a robot can interpret and respond to the visual world continuously and in real time, and learn from experience. IVS allows robots to perceive and move objects based on their size, shape, colour and position, as well as to recognise letters and words – and to play Scrabble, among many other applications.

Halo by AsenseTek enables consumers to remove pesticides from fruit and vegetables. The Halo detector was developed by AsenseTek and ITRI and launched at IFA. It measures the pesticide concentration of fruit and vegetables during washing and displays the cleaning status, so that users know immediately when the fruit or vegetables are safe for consumption. Presenting the Halo detector were AsenseTek's Aeron Wang and ITRI's Dr Berra Chang ■

## ERRATUM

In the Day 4 edition on p13, we incorrectly printed the name of Skyworth TV's Chairman. He is Wang Zhiguo.



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# BIG DEAL

## WELCOME TO EUROPE'S BIGGEST SOURCING PLATFORM



# IDC forecasts bright future for smart home

While it's still early days for the smart home market – and the wider consumer IoT ecosystem in general – analysts at IDC expect to see considerable growth over the next few years, especially as consumers become more aware of and increasingly interact with smart assistant platforms like Amazon's Alexa and Google Assistant.

Adam Wright, senior research analyst for IDC's Consumer IoT Programme explains, "Whether in the form of a smart speaker or embedded in a thermostat, fridge, TV, or any other device, smart assistants are quickly becoming the cornerstone of consumer IoT by enhancing the accessibility, use, and functionality of connected devices, which will noticeably boost adoption rates in the near future."

According to IDC, in 2017, 433.1 million smart home devices were shipped worldwide, growing 27.6% from the previous year. Looking ahead, IDC anticipates a compound annual growth rate (CAGR) of 18.5% as the market balloons to 939.7 million devices shipped in 2022. ■



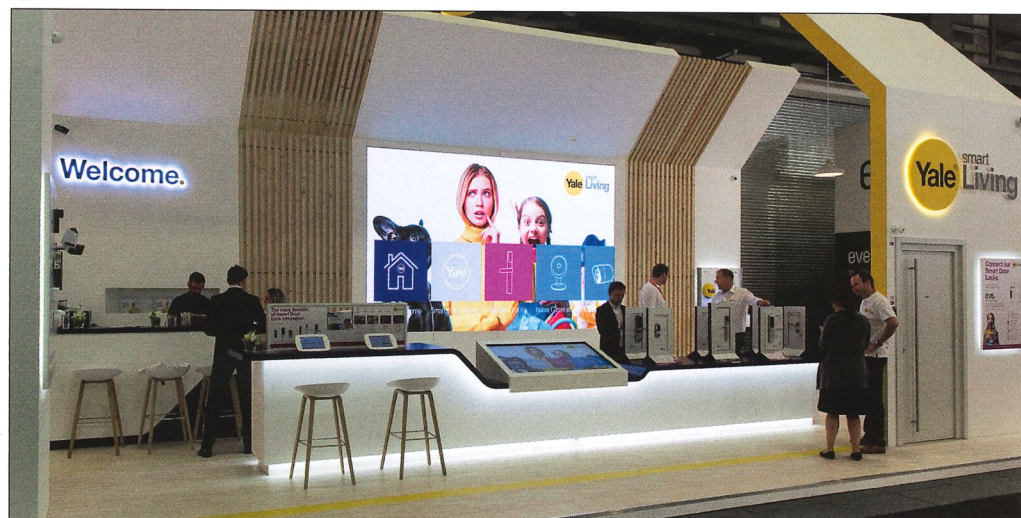
## NEXT GENERATION OF YALE SMART ALARMS TO BE POWERED BY ALEXA

"Alexa, arm the alarm," is the phrase that will become commonly spoken in living rooms across Europe after Yale's integration with Amazon Alexa. Launching at IFA, the new integration of Alexa with Yale's latest generation of smart alarms will mean that consumers can arm their alarm systems via Amazon Echo devices.

The integration is aimed at making it easier and more convenient to secure the home. For example, a statement such as "Alexa, goodnight" could arm selected areas of the home when the family goes to bed.

Kate Clark, managing director for Yale EMEA, said: "Voice assistants are one of the leading methods of controlling the smart home. With our alarm system, we want to add another layer of convenience to homeowners so the integration with Alexa was a perfect fit." She added: "Yale Smart Living is all about taking the worry and hassle away to give customers the freedom to get on with their lives. The new Yale Smart Home Alarm does just that so you can be secure in the knowledge that your home, your family and possessions are protected." Research has found that the adoption of voice assistants such as Alexa is a key driving force behind smart-home growth, with an estimated 275 million voice assistant devices expected to be in use to control smart homes by 2023. This is up from approximately 25 million currently in use in 2018. ■

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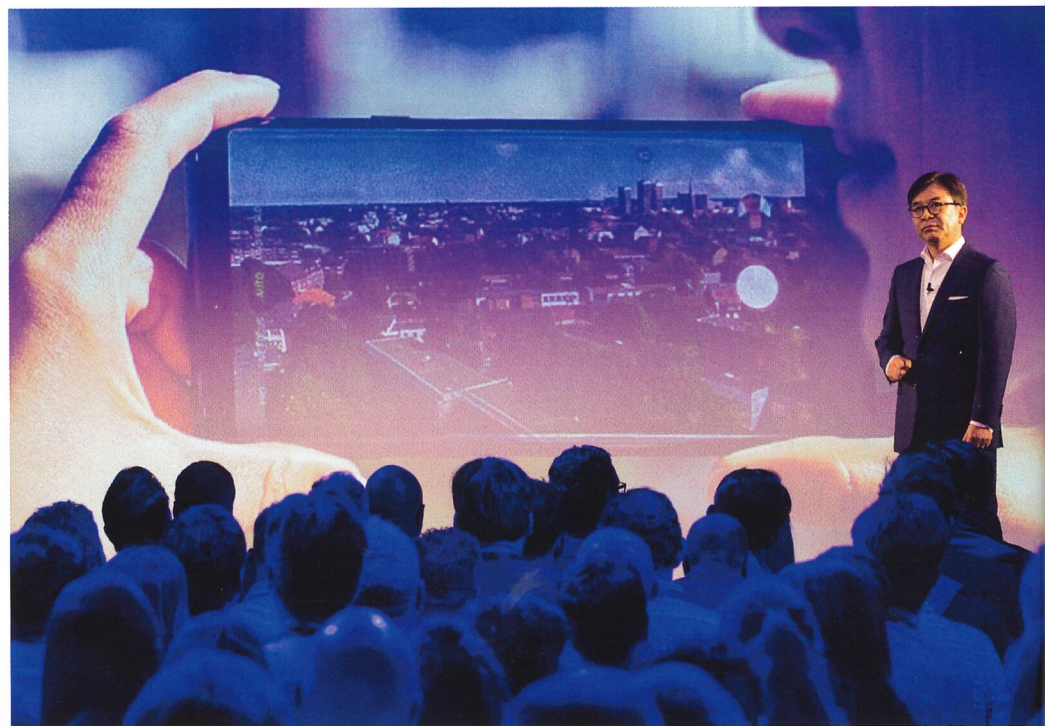
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## Samsung invests in a Korean giant says AI, IoT and 5G are redefining

*New developments at Samsung include a state-of-the-art 8K TV set, the Galaxy Note 9 and an oven with two compartments. The company is also continuing its drive into smart, connected technology with innovations such as SmartThings and voice assistant Bixby.*

HS Kim, President & Head of CE, Samsung, used his company's media presentation at IFA to introduce an array of eye-catching consumer electronics and home appliance innovations to journalists from around the world. From the Galaxy Note 9 through to the company's new 8K QLED, 75" inch TV set, Kim said Samsung's ambition is to "continue to lead and develop groundbreaking products for the new era of connected living."

Every product in Samsung's portfolio is designed to "make people's lives better," he said, placing great emphasis on the company's activities in "AI, IoT and 5G, technologies that are redefining the boundaries of human experience. The question we ask ourselves is 'How can we utilise these

breakthroughs to bring greater convenience to people's lives?'"

Kim said Samsung is the only company with a full range of AI and IoT-enabled products and services across TV, mobile and home appliances: "Last year, we invested €12 bn in R&D. In the next three years we will commit €19 bn to advances in AI and 5G. We have new research centres in the US, UK, Russia, Canada and Korea, and are adding thousands of AI experts." Kim placed particular emphasis on the development of Samsung's voice assistant Bixby: "600 million people use a voice assistant once a week globally, so voice is integral to the way people search for information. But Bixby is not just a voice assistant it is a scalable AI platform." While technology lies at the heart of Samsung's

advances, Kim stressed that the company is set up to be user-centric. "We want to empower people so they feel like they are in control. We want them to open their minds to AI without fear of any consequences." He also stressed the importance of building partnerships, with companies such as Google part of Samsung's SmartThings ecosystem. He linked this to Samsung's 'innovation without barriers' mantra.

Kim handed the stage to Guy Kinnell, VP Visual Display, Samsung Electronics, who discussed the positive trend towards larger TVs with higher resolution. He predicted a huge surge in the sale of 75"+ sets by 2022 and also said 4K sales had grown significantly since 2013. "We're now ready for the next era in resolution: 8K," said Kinnell. "For the first time anywhere in the world, we have launched our 8K QLED 85" inch set. It has unparalleled detail and depth which will allow viewers to see what they have never seen before. We call it 'Perfect Reality'."



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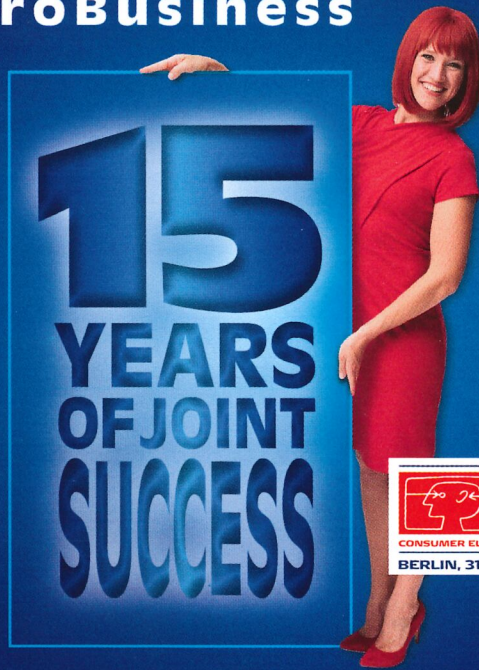


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