



The PowerJolt Reserve gives users twice the charge and lets them take a handy back-up battery when on the go.

IFA preview

IFA – Europe's answer to CES and now the world's largest trade fair for consumer electronics and appliances. Pauline Herbst reports from Berlin.

Energy efficiency, convergence and connectivity are still hot topics in this industry – that is what the opening press conference at IFA 2009 revealed. Inside the Berlin Exhibition Grounds were 1164 exhibitors taking up 121,000 square metres of space.

Sony dominated day one, with new triple tuner Bravias, the launch of Bravia internet video (Europe only at this stage) and the first look at Bravia 3D. Sony chairman and CEO, Howard Stringer, said he hoped to have 3D models in homes by the end of next year.

Sony plans 3D capability to Blu-ray disc players, Vaio PCs and PlayStation games. Sony also wowed showgoers with the world's thinnest ultra-portable; the 1.4cm-thick, 680 gram 11.1-inch Vaio X.

Sony also revealed a new global slogan – make.believe. "Believe' is the power of inspiration and 'make' is about crafting inspiration into products and experiences for our consumers. The 'dot' is the place where they meet – and where magic happens," said Stringer. Sony Ericsson showed off its Xperia X2 for the first time in official form, too.

Other hot products on day one included Sennheiser's new RS180 and the RS170, which are not due until October, and Griffin Technology's PowerJolt Reserve. Recently released in the US and Europe, this USB car charger and rechargeable backup battery lets users charge their player's internal battery at the same time as the detachable Reserve battery pack for the iPod or iPhone.

Speaking about the show and trends in the industry, Messe Berlin chief operating officer, Dr Christian Goke, said: "IFA is the industry's international indicator, reflecting trends, the state of the economy and market health. There could hardly be a better moment to get end-of-year business under way".

According to Entertainment & Electronic Communications Association chairman, Dr Rainer Hecker, a snapshot of the consumer electronics market shows it to be innovative as it is developing faster and faster; concentrated in that there are fewer competitors but tougher competition (which is visible with the aggressive prices used for marketing) and regional trends are becoming global.

This is the second year home appliances has been introduced into IFA and trade visitors and exhibitors alike have reported this is a mode that meshes with consumer's needs as they increasingly shop for white, brown and "grey" (home computer) goods. It also enables suppliers like LG and Philips, who offer a range across the spectrum, more scope to display their products.

+ Full coverage of the latest hot products, will appear in the October issue of Tech Trader.



Sony's focus on 3D makes for an interested audience.

SONY
make.believe

Sony's new global brand message is all about content creation.