

IFA International - Special Features – 2012

For 2012, IFA International takes you on a tour of the “ideal home sweet home”! Each day, we take a look at different aspects of our lifestyle, and how the devices on show at IFA address them.

Preview Edition:

- **HOME SWEET HOME – CONSUMER LIFESTYLE:** An EXCLUSIVE **sneak peek** at all things that will be HOT at IFA 2012 and at the Special Features we will be covering!
- Analysis and highlights from **IFA Preview** events
- **Main Trends in CE & HA**
- ShowStoppers
- Regional Product Spotlight: “**Made in Europe**”

Day 1:

- **NOMADIC LIFESTYLE: We cut the ties and MOVE!**
 - o Media Tablets & Smartphones (part one)
 - o Special Feature - The iZone @ IFA
 - o eBook Readers (eLibrary and the eBook Landslide Effect)
 - o Headphones / Personal Sound Devices
 - o Personal Navigation Devices
 - o In-Car Technologies
 - o Accessories
 - o Digital Cameras and Camcorders
- Regional Product Spotlight: “**Made in China**”

Weekend (Days 2 & 3):

- **LIVING ROOM LIFESTYLE: Sit back, relax and enjoy...**
 - o The latest TV technologies
 - o Home Cinema
 - o Home Sound Systems
 - o Storage and Networking (part one)
 - o Blu-ray Disc players
 - o Accessories
 - o Photo frames
 - o Well-Being
- Regional Product Spotlight: “**Made in Taiwan**”
- Showstoppers – Review

Day 4 (Monday):

- **INFORMATION LIFESTYLE: “When IT rhymes with CE”...**
 - o The “Home PC”
 - o All-in-One PCs
 - o Laptops
 - o Media Tablets & Smartphones (part two)
 - o Storage and Networking (part two)
 - o Special Feature - APPS
 - o Accessories
- Regional Product Spotlight: “**Made in Korea**”

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Day 5:

- **KITCHEN LIFESTYLE: Cool it, Cook it, Whip it... Prepare it!**
 - o Cool It! (Refrigeration technologies)
 - o Cook It! (Cooking technologies)
 - o Coffee Culture
 - o Whip It... Prepare It! (Other Small appliances)
 - o Accessories (including water filters etc)
- **BATHROOM LIFESTYLE: Behind Closed Doors!**
 - o Hair Care, shavers & hair removal
 - o Dental Care
 - o Skin Care
- Regional Product Spotlight: “**Made in Japan**”

Day 6:

- **TOP LIFESTYLE PRODUCT ROUNDUP : Selected product highlights from IFA 2012**
- **CLEAN LIFESTYLE: “It all comes out in the wash”**
 - o Squeaky Clean Floor
 - o Squeaky Clean Clothes
 - o Squeaky Clean Dishes
 - o Squeaky Clean Air and Water
- Regional Product Spotlight: “**Made in America**”