

# IFA 2019: What to expect at Europe's biggest tech event?

This year's event will still take place in Berlin, Germany, from September 6 to 11.

There are some of the world's largest and most important technology events that will take place throughout the year. These are all events that any technology-loving follower cannot ignore, namely the Consumer Electronics Show (CES) and the World Mobile Exhibition (MWC) - taking place at the beginning of the year. , The electronics industry trade fair (E3) - takes place in the middle of the year, and finally the largest technology fair in Europe (IFA), held annually in Berlin (Germany). ). IFA is an opportunity for experts to make accurate judgments. More objective about the situation of the technology world in the last months of the year.

While the annual World Mobile Expo in Barcelona is the most important event of the mobile electronics industry, IFA is Europe's largest technology exhibition. Traditionally, there will be many famous technology enterprises around the globe gathered at IFA, making this one of the annual technology events that attracts the top interest of millions of technology followers. In addition, IFA is also an opportunity for the big guys to show the public impressive products, technologies that show their position in the market, as well as the next highlight of product development trends and Their service in the future.

## 1. The best technology products present at MWC 2019



*IFA is again Europe's largest technology exhibition*

With the participation of a large number of brands as well as a variety of products to be introduced, IFA is always a unpredictable technology event with a lot of unexpected developments. This year will be no exception.

Let's predict which hit products will be brought to IFA 2019 by tech giants, as well as the overall picture of the tech world later this year. How most points through a few notable information following.

1. What is CES? Why is the tech world so hot for CES?

## IFA 2019

1. Cellular phone
2. Hear - look
  1. Speaker - headphone
  2. television
3. Computers - computing devices
4. Smart wearable device

## Cellular phone

Firstly, IFA is not a mobile phone game like MWC, but this is still the most concerned area at each event period because there will be many phones. Smart cult will be released to the public within the framework of IFA, and especially these are the strategic cards of the firms during the year-end shopping.

LG will be one of the most notable names at IFA this year, especially in the mobile phone segment. Contrary to the curious style that many technology companies are currently adopting, LG is often very generous in disclosing information about the products it will bring to the IFA exhibition. Specifically, give relatively detailed information about these products and then will officially launch in the framework of the event.

This year, LG was 'firmly nailed' to bring IFA 2019 a flagship with at least two screens, similar to the idea of ??a second monitor acting as an accessory accessory. which the company introduced with the LG V50 ThinQ earlier this year.

1. Ranking the 10 most powerful Android smartphones in the world in the first half of 2019



*K50S and K40S smartphone duo marks the return of LG in the mid-range smarphone market*

Besides, there are also rumors that LG may announce the LG G8X - the first phone with a fingerprint sensor integrated under its screen - right on the IFA 2019 stage. will be the appearance of the mid-range smartphone K50S and K40S, along with the Cinebeam home projector that supports 4K UHD resolution.

The reason for saying the new K50S and K40S are the devices that attract much attention from experts is because the two products will mark the strong return of the Korean manufacturer in the mid-range smartphone segment - the business that they have been absent for too long in the market and almost completely lost market share to the compatriots Samsung as well as other names from China such as Huawei, Xiaomi, Oppo or Honor.

Speaking of Honor, the manufacturer also made headlines with a press conference before IFA to talk about the products they will bring to Berlin this week. Huawei's sub-brand will not introduce many new phones at IFA this year, especially after it has released two mid-range Honor 9X and 9X Pro smartphones in the Chinese domestic market. It is possible that Honor will also announce another more mid-range product at IFA with the configuration equivalent to Honor 9X and 9X Pro, but will own some tweaks to better suit the European market. This scenario is not too strange because if you notice, in October last year, Honor also launched a new product in the European market about a month after the release of similar products in their home country of China. .

1. Android 10 will be released on September 3, these are the smartphones that will be coming to Android 10 soon



*Honor 9X and 9X Pro*

HMD will be the name that attracts a lot of attention at this year's event after the success that the company has gained since the end of last year. According to information obtained before IFA, HMD (Nokia) will certainly introduce at least 3 new products in Berlin this week. However, it will likely be just mid-range phones because 2019's flagship model - Nokia 9 PureView was announced earlier this year at MWC. Unfortunately, but not so that HMD's store became less attractive.

The 3 products most likely to be released by the Finnish manufacturer on the IFA 2019 stage include Nokia 5.2, Nokia 6.2 and Nokia 7.2 (in order of configuration from low to high). In particular, the Nokia 7.2 will own the highest configuration and hardware with a rear camera cluster with 3 sensors (the main sensor has a resolution of up to 48 megapixels), and a Snapdragon 660 processor. Nokia 6.2 will also be equipped with mid-range Snapdragon 660 chip, camera cluster after 3 sensors, but the main sensor will only have a resolution stopped at 20 megapixels. The youngest in this series will be the Nokia 5.2 low-profile and the cheapest price, along with

the hardware equipment is reduced to the maximum, including a dual camera cluster instead of 3. sensor, and CPU certainly will not Snapdragon 660.

1. How long do people tend to use a phone?



*Nokia will introduce a series of 3 new smartphone models at IFA 2019*

Referring to mobile phones without mentioning Samsung - the largest smartphone manufacturer in the world, is a big mistake. With the position of a market leader, Samsung will hold another special event on September 5, just one before IFA is officially opened, to introduce the press about the series. its new product. However, with the company's flagship products such as the Galaxy S10, S10 + as well as the Galaxy Note10 and Note10 + all being launched, IFA will be the place for Samsung to show off more of its impressive technologies. own, or at the very least, launch a few mid-range or high-end smartphones.

It seems that Samsung will choose the Berlin stage as the place to introduce its new 8K QLED TV series, along with additional information about the 'future' Galaxy Fold smartphone before the phone. This promising folding screen phone is marketed as a commercial version.

Regarding the mid-range product, it is possible that the Galaxy A90 5G - the first high-end phone in the world to support 5G - will be introduced by the manufacturer of Kim Chi at IFA this year. According to the leaked information, Galaxy A90 5G is likely to have a 5.7-inch Super AMOLED screen of 1080 x 2400 pixels, at least 6GB of RAM, 128GB of storage, Snapdragon 855 processor, rear camera cluster 3 sensor (up to 48MP), a 4,500mAh battery with 45W super fast charging technology similar to that on the Galaxy Note10.

1. Discover the Samsung Galaxy Note10 + 5G interior, which is complicated and difficult to repair

Sony has always been one of the most active tech companies at IFA shows, and according to some fairly reputable sources, Sony may also announce at least one flagship model at the event. this year. This is likely to be the successor to Xperia 1 - the flagship smartphone that Sony has launched since the beginning of the year, and called Xperia 2. However, for those who are expecting a comprehensive innovation in style. The design from Sony is likely to be once more disappointed, because leaked images show that Xperia 2 will still own the 'old fashioned' design with extremely thick and rough screen borders. The product will own a 6.1-inch screen with a resolution of 2520 x 1080, CPU Snapdragon 855 Plus, 6GB RAM and 128GB ROM. The back of Xperia 2 will have the appearance of a 3-sensor camera cluster with a resolution of 12 megapixels. The product is equipped

with a 3,330mAh battery.



*The leaked image is said to be of the Xperia 2 flagship model*

It can be said that Sony's design philosophy has made their products differentiated, their "ego" in the market. However, this design seems only for loyal fans of Sony only. If the Japanese manufacturer retains such a conservative mindset, the day they say goodbye to the smartphone world as many experts say will certainly not be far off.

Besides the Xperia 2, the Japanese manufacturer is expected to launch a series of high-end wireless headsets as well as some new generation smartTV models at this year's IFA.

TCL also intends to hold a press conference ahead of IFA to introduce more about the first TCL-branded smartphone, as well as to introduce an improved version of some foldable devices that the company has. debuted at MWC more than half a year ago.

Motorola is also expected to bring to the Berlin stage several mid-range and high-end smartphones as traditional. But the manufacturer is relatively tight-lipped, so we can't get more detailed information about their upcoming products.

Another big name in the smartphone market is Huawei will also bring IFA a few new products, but probably will not get much attention. Is it just products to reassure users that the company is still "healthy" despite being in a difficult period when the US government embargo and likely Google will stop supporting Android platform on products smartphone products.

1. Opposed by Oppo, Apple dropped to fourth place in the list of the world's largest smartphone manufacturers

**Hear - look**

**Speaker - headphone**

Sonos is an audio equipment manufacturer that has been making a lot of noise in the past few years. Last year, the company announced Sonos Amp, a device designed to ensure the ability to 'pull' high-powered speakers and receive relatively positive feedback from the user. However, it is possible that Sonos 'strategy' in this year's event will change when the leaked information shows that it will introduce a few promising new Bluetooth speakers.

As mentioned above, in addition to the launch of the Xperia 2, Sony's main purpose in this year's 'landing' in Berlin will be to introduce to the public a few key audio devices for the shopping season. end of the year. Two years ago, within the framework of IFA, the Japanese manufacturer announced its first true wireless headset model: the WF-1000X, and last year was the flagship active noise canceling product line WH- 1000XM3 - These are the headsets that bring great success to Sony, showing that IFA seems to be the perfect launch pad for Sony brand headphones.

1. The best true wireless headsets on the market - when convenience comes to the fore



*Sony is likely to launch a new line of true wireless sports headphones at IFA 2019*

At this year's event, Sony will most likely launch a new line of true wireless sports headphones, similar to the WF-SP700N, but there will certainly be more 'cool' things to wait for.

## **television**

Traditionally, TV is an indispensable technology product at every IFA occasion. While most manufacturers tend to introduce the majority of their hit TVs of the year right at CES in January, there's no shortage of notable products to be launched at IFA as a country. The strategic flag that manufacturers want to hit the year-end shopping market. Last year, Samsung and LG took advantage of IFA to announce their first 8K TVs and also received positive feedback from the market.

TV segment at IFA this year is expected to be more prosperous because besides the famous names, some other emerging powers in the TV industry such as TCL and TP-Vision also promise to be released. Its important products are forecast to have a great impact on the mid-range TV segment in the market.

1. Take a look at the Samsung Galaxy Stick concept that has an extremely scrollable screen like LG's TV



*TV is an indispensable technology product at every IFA occasion*

Another long-time name in the market, Sharp also promises to announce the world's largest 8K TV at this year's event, with dimensions up to 120 inches, modern design integrated with 5G network technology. model'.

1. See a TV with speakers open like a butterfly, priced at \$ 20,100

## **Computers - computing devices**

It is a pity to accept that Computex is the most prestigious playground in the computer field. That's why most computer / computer component manufacturers on the market tend to 'save' their biggest, most important announcements to the public at Computex.

However, this is not why IFA's computing is underestimated. Due to the fact that it is close to the year-end shopping season, IFA is often an ideal opportunity for some manufacturers to announce new innovations, notably adding to the launched products, as well as more towards consumers' tastes around the end of the year. In fact, IFA 2018 still gathers most of the big names in the computer manufacturing industry such as Acer, Asus, Dell or Lenovo. And there is no reason for these manufacturers to be absent at this year's event.

1. Review Asus ZenBook Pro Duo UX581, a 2-screen laptop from Asus - 76 million is worth it?



*The products that Acer brought to IFA have done a very good role in bringing exciting and exciting atmosphere to the event*

Among the above-mentioned names, perhaps the attention will be on Acer because at the event last year, this manufacturer was the biggest name when introducing a series of interesting products. It was later highly rated by the market, including the 'weird' Predator Thronos gaming chair and the Predator Triton 900 2-in-1 gaming laptop. To be fair, the products that Acer brings to IFA are usually not for the majority of users, but only for a specific target group. However, these products have done a good job promoting Acer's name as well as bringing exciting and exciting atmosphere for IFA.

Lenovo is expected to bring Berlin some upgrades to the popular Yoga and ThinkPad product lines. And let's not forget that the Chinese manufacturer is also clearly ambitious to become a powerhouse in the smart home device segment, so Lenovo will introduce a few notable smart home devices at IFA this year as well. Nothing is too unexpected.

Another Chinese manufacturer, Huawei, is likely to launch a new generation MateBook at this year's event. It promises to bring a fresher breeze into the market for compact office laptops (notebooks) in the near future.

1. Invite to admire the unique dual screen laptop series of the big guys in the technology village



*Huawei is also likely to launch a new generation MateBook model at this year's event*

Computer manufacturers based in Houston, HP, generally not very often resonate at IFA, they seem to attach importance to playground Computex and CES. However, at this year's event, we can fully expect to see one or two new HP products, perhaps not too boring.

Dell may launch a new XPS product at IFA this year. Dell and Alienware are two of the names that have contributed greatly to the excitement of the computer array at IFA for many years, this year is probably no exception.

Like HP, Intel is usually not very keen on IFA, but with the fierce competition from AMD over the years, Intel will definitely have to take advantage of this event to enhance its influence on market. We can look forward to seeing the launch of Comet Lake's new generation of CPUs, as well as the company's Project Athena laptop model.

1. The most impressive and new products and technologies at Computex 2019

## **Smart wearable device**

If you take a closer look at the fluctuations of the smart wearable market from the beginning of the year until now, you can fully expect to see many interesting products appearing on the IFA 2019 stage.

The first name to mention is definitely Garmin. The rumors show that from now until the end of 2019, it is likely that Garmin will launch up to 6 new smartwatches with the names Venu, Vivoactive 4, Vivoactive 4s, Vivomove Style, Vivomove 3s, and Vivomove 3 Sport respectively. However, it is unclear whether the manufacturer will launch a series of 6 smartwatches at the same time at IFA, or whether it will be announced individually before, during and after the event shortly.

1. Smartphones, laptops and smart wearable devices are about to be subject to additional taxes, Apple, Amazon, and Google are sitting on the fire



*Garmin Venu is likely to be launched within this year's IFA*

Honor has just announced the Band 5 version specifically for the Chinese market. Most likely the international version will be introduced at IFA. Honor's parent company, Huawei, has just launched its homegrown

'HarmonyOS' operating system, and is expected to be available on Honor and Huawei's smart wearable devices in the future.

Another notable name in the market of smart wearable devices: Fossil, is expected to release a series of new smartwatches from now to the end of the year, and IFA will be a better opportunity for the company. Direct user attention to these products.

Above are a few product lines that are likely to reappear at IFA 2019. This year's event will still take place in Berlin, Germany, from September 6 to 11. We will constantly update the latest news about IFA 2019 on TipsMake.com, please watch.

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