

Screens for HDR content, voice control for the entire home, and endless music from the internet

The consumer electronics trends at IFA 2018

As the world's leading trade show for consumer electronics, IFA 2018 will present the trends that will inspire millions of customers' Christmas shopping decisions as well as innovations that go far beyond today's horizons – from August 31 to September 5, 2018.

Visitors to IFA can already look forward to screens with 8K resolution, flexible displays that can be rolled up neatly, and large modular video walls made of red, green, and blue Micro LEDs. Actual purchase plans, however, will be based on different criteria, such as demand for the highest contrast: Advanced HDR technologies, featuring a wide range of contrast between dazzling bright and deep black image areas, impress with spectacular images.

Ease of use is just as important: Ever since televisions have been able to connect to the internet, the range of media they offer has grown immensely. New user interfaces allow users to find their favorite programs intuitively – whether they come from a TV station, a connected player, a media library, or a video portal.

Elegant soundbars, often featuring 3D audio playback, provide the appropriate sound. Special speaker chassis face the ceiling and reflect the sound, giving the listener a feel for the height of the recording space.

Wireless speakers are still among the most popular types of consumer electronics devices. Many models can be connected to multi-room systems and provide customers with an ever-growing range of music available from streaming services over the internet, including recordings in high-definition quality.

Wireless loudspeakers with voice control were already booming last year. In the upcoming months, voice assistants will be found in many other types of devices as well.

They will be shown at IFA 2018: TVs, sound systems, soundbars, and even headphones with integrated voice control will be among the most exciting new products. The number of devices available with voice control is just as large. Many household devices already react to the spoken word, and even lighting or air-conditioning systems in smart homes will obey voice commands in the future. A reference installation displaying a fully networked home in IFA NEXT, the show's section on the future in Hall 26, will display ways that technology will enrich future living environments, among other things.

But the past will pop up at some IFA stands as well. HiFi purists can't wait: This year, they will find new vinyl record players which with their uncompromising standard of quality overshadow everything that has been developed for the mechanical scanning of recorded media since the days of the gramophone.

Exciting innovations of a completely different kind are to be found among mobile devices. The latest generation of smartphones has particularly amazing camera features. Optical systems with two or even three lenses provide incredible picture quality and can even capture distant subjects or twilight scenes.

Ambitious hobby photographers or videographers, however, will likely be more interested in new system cameras. IFA 2018 has interesting innovations for them as well, such as cameras for video shooting in 4K resolution, featuring extreme slow-motion effects, and even with the capability of capturing each individual frame as a photo series.

Adventurous media-makers will also find a diverse range of offerings at IFA 2018: new 360-degree cameras that capture panoramas in high resolution – ideal for viewing with VR glasses or for display on screens that invite users to navigate through panoramic scenes.