



IFA+Summit addresses the new power of data

Berlin, 27 Apr. 2019 – From 8 to 9 September 2019 the risks and opportunities presented by data use will be discussed by internationally renowned experts at the IFA+Summit, the IFA's think tank. The selected speakers have acquired their experience in positions such as advisor to the White House and to NATO, or as consultants with many leading businesses such as Amazon and Microsoft, and will be providing a well-founded overview of the 'brave new world' of dataism.

Parham Eftekhari is a co-founder of the Institute for Critical Infrastructure Technology, a think tank that provides advice on cyber security matters to organizations such as NATO and the World Bank and to the U.S. Congress. In 2017 the U.S. Government presented Parham Eftekhari with its Information Security Leadership Award as Most Valuable Industry Partner. In his publications Eftekhari addresses the issues surrounding the many and varied uses of data and its release.

Shermin Voshmgir is regarded as one of the pioneers of the blockchain. A visiting lecturer at the Vienna University of Economics and founder of the BlockchainHub, with her think tank she engages in interdisciplinary communication and discussions about current developments in blockchain: "Bitcoin is like email was in the 1990s". In her publications and talks Voshmgir illustrates the potential opportunities and risks to society from advances in this concept: "Provided that we use it intelligently, blockchain certainly has the potential for resolving many of the problems confronting us today. However, blockchain also has the potential to be a universal control machine".

As a consultant to Facebook, **Dipayan Ghosh** developed the corporate strategy for dealing with private users' data in an improved and more effective way. As a result, in 2016 he was listed in the '30 under 30' by Forbes Magazine, in the category Privacy and Law. Prior to working for Facebook, Ghosh served as an advisor on technology policy issues to the White House during the Obama administration, and also analyzed the impact of big data on consumer privacy. He is now at Harvard Kennedy School. His presentation will focus on his current research topic: artificial intelligence.

As UX Director at Google, **Jens Riegelsberger** heads user experience teams in the USA, Europe and Asia in the areas of Search, News, Maps and User Accounts. During his 12 years at Google he has transformed the company's User Insight Teams and created a cross-company product development culture. His work served as an interface between digital technologies and user-friendly design, thereby exerting a major influence on the user experience. Every month with Google Maps over one billion people benefit from the advances introduced by the UX Director that are based on this service.



Using the slogan 'Shifting Patterns – The Rise of Dataism', this year's IFA+Summit will examine the growing power of data, the ensuing responsibilities and the potential dangers to present social structures. The subject matter of the IFA+Summit is covered by four clusters: 'Society', 'Interaction', 'Intelligence' and 'Experience'. As a future forum at IFA, the world's leading trade show for consumer and home electronics, the IFA+Summit and its many international speakers provide a preview of the development of disruptive technologies in the digitally interconnected future.

Tickets are available at the early bird price of 499 euros until 30 Jun, and subsequently at a cost of 599 euros. Students can participate for just 299 euros. Day passes are also available.

About the IFA+ Summit

Since 2014 the IFA+ Summit has served as the think tank for IFA, the world's leading show for consumer and home electronics. Each year it attracts over 550 participants from more than 30 countries, and over 50 speakers. The two-day IFA+ Summit forms part of the innovation hub IFA NEXT. The IFA+ Summit is taking place on 8 and 9 September 2019 at the GRAND THEATER in Hall 26b on the IFA Exhibition Grounds. More details at: www.ifaplussummit.com