

# PLUG-INSPIRATION

4 – 5 September 2017

Messe Berlin, Hall 26B

[ifaplussummit.com](http://ifaplussummit.com)

**WELCOME TO  
THE NEXT LEVEL  
OF THINKING**

**IFA<sup>+</sup> Summit**  
NEXT LEVEL OF THINKING

#### **TICKETPRICES**

Early Bird 2 days, €499,- (Until 31/7/17)  
Standard 2 days, €599,-  
Day pass, €299,-

#### **IFAOVERVIEW**

[visit.ifa-berlin.com](http://visit.ifa-berlin.com)  
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IFA<sup>+</sup> Summit offers an exclusive platform for leading thinkers, global trendsetters, and creative visionaries. Together, we discover the future of new, high-tech forms of connectivity and innovative business models.

Berlin looks forward to seeing you:  
**PLUG-INSPIRATION!**

Spend two inspiring and exciting days at the IFA<sup>+</sup> Summit. During the leading trade show for consumer electronics and home appliances - IFA - you'll meet with scientists, artists, developers, and researchers. Be part of Europe's biggest industry think tank.

# The IFA<sup>+</sup> Summit is part of the new innovation platform IFA NEXT

**IFA NEXT** is the global innovation exchange of IFA. It connects research, businesses, start-ups and industry representatives – enabling the dynamic transfer of knowledge, information, and ideas.

**IFA NEXT** will be located in Hall 26, with two arenas of innovation hosting presentations and demonstrations, and one area hosting the IFA Keynotes and the IFA<sup>+</sup> Summit.

**IFA NEXT**  
THE EDGE OF INNOVATION

**IFA<sup>+</sup> Summit**  
NEXT LEVEL OF THINKING

**IFA  
KEYNOTES**

## Workshops

### THE NEXT LEVEL OF WORK

**STEFAN GOTTHARDT**

AMBASSADOR  
DIGITAL: LAB VOLKSWAGEN

### DIGITALIZATION IN GOOD HEALTH

**ANDRÉ SOMMER**

CEO - HI DOC  
BERLIN, GERMANY

### INNOVATION SLAM

Entertaining and inspiring presentations from young talents.

Your possibility to contribute to the IFA<sup>+</sup> Summit: check out the Call for Papers on our website.

### MORE TO COME...

Check out our website for the latest program updates:  
**[ifaplussummit.com](http://ifaplussummit.com)**

# DAY ONE

4 September 2017

## THE NEXT LEVEL OF INTERACTION

Mobility and connectivity in the digital age are a matter of course. With the Internet of Things, wearables and digital healthcare, both our bodies and minds are permanently online. What are the chances, what are the risks? Let's discuss business opportunities and innovative mobile solutions for an interconnected world.

### IOT - THE INTERNET OF EVERYTHING?

**KLAUS SCHROEDER**  
INNOVATION DIRECTOR - DESIGN PEOPLE  
AARHUS, DENMARK

**RAJ TALLURI**  
SENIOR VICE PRESIDENT - QUALCOMM  
SAN DIEGO, USA

**RACHNA STEGALL**  
GLOBAL DIRECTOR OF CONNECTED  
TECHNOLOGIES BUSINESS - UL LLC  
BASINGSTOKE, UK



### CYBORGANIZE!

**AMBER CASE**  
CYBORG ANTHROPOLOGIST  
HARVARD UNIVERSITY, CAMBRIDGE, USA

## THE NEXT LEVEL OF INTELLIGENCE

Artificial Intelligence, learning devices, self-driving cars: is our world getting smarter every day? And where is all this taking us? Let's see how technological progress is changing our lives and the way we see the world in the time of bots, M2M, Big Data, and smart homes.

### WHO NEEDS HUMANS IN THE TIME OF AI?

**APPU SHAJI**  
HEAD OF RESEARCH & DEVELOPMENT  
EYE EM BERLIN, GERMANY

**KATE DEVLIN**  
SENIOR LECTURER - GOLDSMITHS  
UNIVERSITY OF LONDON, UK



### WHAT CAN WE LEARN FROM MACHINES?

**YOKY MATSUOKA**  
CTO - NEST  
CUPERTINO, USA



### NEUROENGINEERING MIND-BLOWING OPPORTUNITIES

**ERICA WARP**  
VICE PRESIDENT PRODUCT - EMOTIV  
SAN FRANCISCO, USA

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# DAY TWO

5 September 2017

## THE NEXT LEVEL OF EXPERIENCE

„Is this the real life? Is this just fantasy?“  
Digitalization has not only blurred the lines between reality and fiction. It has created new categories of experience, such as virtual and augmented and mixed reality.  
How does gamification change our cognition?  
Explore the latest developments and take a look into the future.

### VR - REAL LIFE VS. FANTASY

**CLEMENS CONRAD**  
CEO - VECTORFORM  
MUNICH, GERMANY

**PAUL CHOJECKI**  
SCIENTIST - FRAUNHOFER HEINRICH HERTZ  
INSTITUTE BERLIN, GERMANY

**MICHAEL MADARY**  
RESEARCHER - JOHANNES GUTENBERG  
UNIVERSITY MAINZ, GERMANY



### ALL AROUND 360° IN MOTION PICTURES

**THOMAS WALLNER**  
CEO - DEEP INC.  
TORONTO, CANADA

## THE NEXT LEVEL OF SOCIETY

Online learning, social networks, virtual working, digital cities, telemedicine: digitalization has a huge impact on human interaction and on how we experience our social lives. What are the consequences of the evolution of a society that is connected 24/7? Let's find some answers, together.

### DATA WIDE OPEN?

**ARNE HINTZ**  
SENIOR LECTURER  
CARDIFF UNIVERSITY, UK

**SHARI LANGEMAK**  
STRATEGY AND NEW BUSINESS  
DEVELOPMENT - PHILIPS  
HAMBURG, GERMANY



### THE E-EVOLUTION OF DEMOCRACY

**CARL MILLER**  
RESEARCH DIRECTOR - DEMOS  
LONDON, UK

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NEXT LEVEL OF THINKING