

# IFA 2020 Berlin Review: Special Edition

December 2020

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## IFA 2020 BERLIN REVIEW

### Scope

#### Key findings

Digitalisation for more convenient and enjoyable cooking

More individual comfort in the kitchen

Miele's new WT1 models: faster and more convenient

Bosch new dishwasher generation: ultimate drying performance

Miele's vertical farming: plantcube

One button washing machine by Candy

Samsung's dual oven: energy and space efficient

## BLENDED WORKING AND LIVING AT HOME

Waterproof TV brings entertainment to the garden

Philips Hue lights up the living room

Hoover H- abitat : an automated home cleaning system

Samsung Z fold 2 5G Smartphones: still incremental innovations

Not at IFA but hinting at future: Apple's new products and services

SHIFT mobility: can the pandemic be an opportunity?

Inter city travel: hyperloops propose cutting down travel time

Intra city travel through autonomous driving

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