

Beat: Miscellaneous

## Preview at IFA 2013 in Hamburg.

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**USPA NEWS** - At 16-17. July. Preview at IFA 2013 was held in Hamburg. Ultra HD resolution and comprehensive networking of all entertainment electronics, but also lifestyle and the increasingly efficient use of energy and water, also in the home appliances are back in fashion.

The best overview journalists were given the compact and exclusively on the PREVIEW 2013 in Grand Elysee in Hamburg. The original - the now 15 years presented by the high-tech-press club (HPC), neutral platform - was designed from the outset by journalists for journalists. The first time was the PREVIEW - successful for 15 years platform for showcasing new products, solutions, trends and strategies in international fairs beforehand, 16-17. July in Hamburg - organized in cooperation with the BITKOM.

So was the renowned press preview, next to the new ideas known technology companies to the technological expertise of more than 1,700 member companies further enriched. Main topics were inter alia the PREVIEW Internet-based innovations such as streaming audio, newTV and Connected Home. BITKOM became a partner in PREVIEW, 2013, on which everything digital lifestyle and turned to the technologically induced changes of everyday life. Whether consumer electronics, mobile applications, the connected home, the revolutionary changes in the field of sound, the new television ... in short, everything that is characterized by "digital lifestyle".

Also world premieres were presented again in PREVIEW. PREVIEW was designed as a compact press preview of the innovations and trends in international trade fairs beforehand. The goal: comprehensive in their work, their research in beforehand of shows like IFA, CeBIT, photokina & assist journalists on this platform neutral co. PREVIEW became the main hub for innovations.

Saw on the PREVIEW and experienced media representatives beforehand in an exclusive setting, their new products renowned and innovative companies want to impress. News and trends were presented in a relaxed atmosphere. Top-class company handlebars and speakers were available for individual conversations, gave overview of new products, trends and strategies.

The "Trend Talks" with their top-notch speakers, were taken up the main themes of the exhibition. PREVIEW offered cryptic information and exclusive interview partners. In short: The PREVIEW offered everything they need for optimum media coverage. Whether smartphone, tablet, TV, lighting, heating and car ... everything is or is already networked. Smarthome stands before the breakthrough to the mass market. Networking and digitization lead to dramatic changes, both technically and socially.

Be smartphones, tablets, and televisions to control centers of the connected life? Gets a new face in the consumer electronics? What new business models are in sight? How does the use of television, audio or home appliances? What opportunities and new possibilities are offered to the consumers? Questions like these are answered on the trend-talks.

Great cinema and giant fun, even in smaller rooms, providing the W1080ST BenQ, BenQ presented at the Preview Event at IFA. The new home theater model is the world's first Full HD short throw projector. It represents only 1.5 meters away from the screen an image width of 2 meters and 98-inch diagonal dar. With the current DLP ® chip from Texas Instruments has the home theater projector via the triple flash functionality with 144 Hz 3D playback . The BenQ enthusiastic with Full HD Short Throw Projector.

PREVIEW acknowledges this development is a necessary space and time. In the form of high-caliber keynote the main technologies and their impact on consumers and society were presented. Overarching themes were re-staged publicity in the form of the well-known trend-talk format in cooperation with well-known media partners.

Prof. h.c. Dr. h.c. Natalia Eitelbach of Philosophy of European Science NCLC Institute (USA).

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**Editorial program service of General News Agency:**

United Press Association, Inc.  
3651 Lindell Road, Suite D168  
Las Vegas, NV 89103, USA  
(702) 943.0321 Local  
(702) 943.0233 Facsimile  
[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)  
[info@gna24.com](mailto:info@gna24.com)  
[www.gna24.com](http://www.gna24.com)