

July 28, 2017

## IFA 2017: droidcon Berlin - IFA debut for Android developer conference

### droidcon Berlin - gathering of minds around technical topics in Android development and design

*Berlin, 28 July 2017* – From 3 to 5 September 2017 droidcon Berlin, one of the world's leading independent Android developer conferences, will take place at IFA for the first time. Around 1,000 software developers and experts are expected to attend the conference, who in particular will discuss technical aspects and innovations of the operating system and its applications.

According to data released by market researchers Gartner, in late 2016 the Android operating system developed by Google had more than 80 per cent of the smartphone market. This makes it the most successful mobile platform for smartphones worldwide, and it has long since found its way onto other devices as well. The operating system has become a key element of smart home solutions, including smart washing machines and refrigerators as well as internet television sets, and is built into many exhibitors' products at IFA. As a result, it plays a pivotal role in the increasingly important connected home.

"With droidcon Berlin we are thrilled to have another partner conference on board. As an established symposium for head developers boasting high-quality, carefully chosen content, it perfectly augments the IFA program. It also strengthens our portfolio in the software segment", said Dirk Koslowski, Senior Executive Manager IFA.

"droidcon Berlin opens up new possibilities for both sides. IFA also provides an opportunity for exhibitors to let their Android developers gain extra knowledge and present their products to other Android development teams", is how Boris Jebsen, who established droidcon, explains its benefits. "At the same time these projects can provide other Android developers with fascinating insights."

### droidcon Berlin 2017

3 - 5 September 2017  
CityCube Berlin, Hall A, Room A1-A3

#### *About droidcon Berlin*

droidcon is a leading independent platform for Android developers. droidcon conferences give software developers an opportunity to exchange knowledge on this mobile operating system at the highest technological level. Accordingly, 90 per cent of the conference attendees are software developers. droidcon was established in 2009 in Berlin and is now the subject of events in 20 countries. In addition to Berlin, venues for major droidcon conferences are London, New York and San Francisco. Since November 2016 droidcon has also been represented on the Chinese market, with offices in Beijing. Corporate partners of droidcon include Microsoft, Google, Sony, Intel, Facebook, Twitter and Amazon.

### IFA 2017 Press Accreditation

Easy & convenient: use IFA's online accreditation in advance. Only a limited amount of accreditation will be possible at the show.

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## **IFA Berlin**

IFA is the world's leading trade show for consumer electronics and home appliances. It will take place at the Berlin Exhibition Grounds (ExpoCenter City) from 1 to 6 September 2017. In addition, IFA Global Markets, taking place from 3 to 6 September at Station Berlin, will enhance the information and exhibitions on offer for professionals and experts. [www.ifa-berlin.com](http://www.ifa-berlin.com)