

August 02, 2018

IFA+ Summit 2018: Shaping the future with technology

Wendell Wallach is consultant, ethicist, and scholar at Yale University's Interdisciplinary Center for Bioethics. At The IFA+ Summit in Berlin on September 2 and 3 he joins many other top speakers that will take a look into the future of our lives.

Berlin, 2 August 2018 - In his book "A Dangerous Master" **Wendell Wallach** deals with the question "how we can prevent technology from getting out of control". Intelligent weapon systems, for example, have long been a reality. But who is responsible if something goes wrong?

Alexander Mankowsky is also driven by his will to answer questions of the future right now – and just like Wallach he is also taking the stage at the IFA+ Summit, IFAs think tank. He joins other visionaries and scientists, newcomers and luminaries. At Daimler, Mankowsky is responsible for "Future Studies & Ideation". The core of his work is to identify and implement social and technical innovations for tomorrow's mobility. On September 3, 2018, Summit participants can experience where to - and above all how - we are moving on.

More confirmed speakers: As The Storyteller from the Future, **Karen Palmer** produces films that react to the viewer's emotional state with the help of facial recognition and thus demands an examination of unconscious behavior - this is neurologically interesting: the brain develops new strategies, abandons familiar patterns of thought. **Garry Kasparov**, chess legend and Avast Security Ambassador, deals with the effects of an ever improving AI on privacy and responsibility. **Uma Subramanian**, CEO of Airbus company Voom, presents her helicopter "on demand" project.

IFA+ Summit participants can take part in exclusive workshops, inspiring lectures - and profit from many supplementary benefits: At the exclusive "ALL YOU CAN MEET goes IFA" scientists and artists, tech pioneers and trendsetters meet. Admission is of course included in the ticket, along with many other VIP services. Tickets are available for 599 Euro and further information on the programme are available at www.ifaplussummit.com

The IFA+ Summit will take place on 2 and 3 September 2018 at IFA NEXT, GRAND THEATER in Hall 26. Since 2014, it has been regarded as the think tank of IFA, the world's most significant trade show for consumer and home electronics. In 2017 the IFA+ Summit welcomed more than 500 participants from 32 countries and over 50 speakers. www.ifaplussummit.com

About 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 31 August to 5 September 2018. Alongside the event, IFA Global Markets will take place from 2 to 5 September at Station Berlin, bringing together buyers and OEMs / ODMs at Europe's largest sourcing show for the electronics sector. www.ifa-berlin.com

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