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## **IFA 2019: Shift AUTOMOTIVE announces first key partners SMART & FUJITSU**

*Andalusia/ Berlin, 27 April 2019* - Shift AUTOMOTIVE, IFA's two-day convention of global insights and ideas exploring how future mobility will change the way we think, live, and drive". Shift AUTOMOTIVE takes place on 10 + 11 September 2019 at IFA in Berlin.

"Fujitsu will attend this very special event as one of the key exhibitors and will provide an experience that could propel the visitor's right into the future of connected mobility through a quantum leap. The notion of quantum computing and conceivable quantum computers are introduced and described briefly, together with the technology of major existing categories and their relationships. The keynote will give look at challenging computational problems in various industries, and then subsequently discussed the availability of equipment and algorithms to address those practical industrial application scenarios", says Dr. Joseph Reger, CTO CE and EMEA at Fujitsu.

Kirsten Ehrlich, Head of smart Sales Germany mentions, "At Shift AUTOMOTIVE, the future of mobility is palpable. We are happy to be part of it because smart has always been the car of the future. From 2020, the brand will change the switch: smart will be fully electric. At the Shift AUTOMOTIVE, we also present our innovative "ready to services" that significantly expand urban mobility - for example, you can easily share your own vehicle with others or have your packages delivered to your own vehicle instead of home."

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