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Vodafone is exhibiting at the IFA again in September 2009 / Innovative communication and entertainment products and services on an area of over 1000 sq. m.

Düsseldorf/Berlin (ots) -

Tomorrow it will be time for the IFA, the world's biggest trade fair for consumer electronics, to open its doors again in Berlin. Vodafone is exhibiting at this year's fair for the first time as integrated communications service provider. The IFA takes place from 4 to 9 September 2009 and you can find Vodafone in Hall 18, where it will be showcasing forward-looking communication and entertainment products and services for consumers on an area of approximately 1,300 sq. m.. Frank Rosenberger, CCO Consumer Business at Vodafone Germany, will be detailing the latest trends at a press conference held at the company's trade fair stand.

The Vodafone IFA concept focuses on services that combine the advantages of mobile and fixed network communications. For example, Vodafone will be demonstrating to visitors how the latest movies in the Vodafone Videotheque can be viewed on both mobile phones and, via DSL connections, on the PC. The Videotheque currently includes over 3000 blockbuster videos and series and 800 free-view movies.

Vodafone will also be presenting its music products and services at the IFA fair. According to the motto of "Listen to your favourite songs at home and on the move," the German telecommunications provider will be demonstrating how easy it is to identify songs with the Vodafone MusicFinder and then download them to a mobile phone or PC.

Mobile phone applications are the perfect way to personalise mobile handsets. Vodafone will be showcasing its Applications Portal, which contains a comprehensive range of applications, and demonstrating how quickly they can be installed on different mobile phone models. Visitors will also have the opportunity to spend a few minutes developing their own application and posting it on the Vodafone Applications Portal.

There will be a range of the latest handsets on display, plus attractive mini notebooks which visitors can use to test out the Vodafone mobile network speeds of up to 7.2 mbit/s. Money-conscious individuals and frequent callers can get all the latest information about the current SuperFlat, CallYa and data products and services at the Vodafone stand. They can find out how easy it is to combine different offers and save money with Vodafone Vorteil.

A glimpse into the future is provided by Connected Home. Vodafone will be offering visitors insights into new home entertainment applications and demonstrating all the things that will be possible in future with a Vodafone fixed network connection.

Vodafone's IFA starts off today with a press conference between 1 and 2 p.m. at the Vodafone trade fair stand in Hall 18. All interested journalists and editors are very welcome to attend.

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