

Omdia tech analysts to judge Innovation Awards at ShowStoppers @ IFA 2022

LONDON, UK, August 2, 2022 /EINPresswire.com/ -- [Omdia](https://www.ondia.com), <https://ondia.tech.informa.com>, the global research leader, today announced that its analysts will return to host and judge the Innovation Awards at [ShowStoppers®](https://www.showstoppers.com/) at IFA, <https://www.ifa-berlin.com>, the official press event of IFA, <https://www.ifa-berlin.com>, the tech tradeshow in Berlin.

The judges from Omdia will evaluate new consumer electronics, smart home and robotics, mobility, fitness and health, and productivity and other products introduced during ShowStoppers, to be held Thursday, 1 Sept. 2022, 6-10 p.m., at the South Hall on the Messe Berlin exhibit campus.



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*Paul Gray, Research Director,
Consumer Electronics &
ProAV, Omdia*

"So much has changed in the past three years, in work, media consumption and travel habits," said Paul Gray, Research Director, Consumer Electronics & ProAV. "We're excited to see what fresh ideas industry leaders and startups plan to launch to address post-Pandemic needs at ShowStoppers this year."

About the awards

The Omdia Technology Innovation Awards distinguishes ingenuity and innovation exhibited by companies and

products at ShowStoppers @ CES. This year's awards will recognize the most innovative products in these categories:

- Home Entertainment (includes AR, VR & gaming)
- Smart Home & Robotics (includes drones and smart appliances)



- Mobility (includes mobile accessories and mobile computing)
- Fitness, health and wellbeing (includes air quality sensors/sanitizers)
- Productivity (includes work from home)

The judges are renowned Omdia analysts, including:

- Paul Gray, Research Director, Consumer Electronics & ProAV
- Lucy Hong, Senior Research Manager, Mobile Devices
- Blake Kozak, Senior Principal Analyst, Smart Home
- Emir Lasic, Senior Analyst, Home Appliances
- Jeff Lin, Senior Principal Analyst, Mobile PC
- Ken Park, Senior Research Manager, TV & ProAV
- Aaron West, Senior Analyst, Smartphones

“It will be three years since we last produced at an in-person official press event at IFA,” said Dave Leon, partner, ShowStoppers. “The exhibiting companies tell us to expect a new generation of products and services for work, home and play. We can’t wait to hear and see what the world-class experts at Omdia think about how all this new tech will be used in daily life and business.”

Award application process

Companies exhibiting at ShowStoppers can apply for an award and obtain more detailed information by visiting <http://awards.showstoppers.com/>

Companies may submit up to three candidate products, technologies or services for the Omdia Technology Innovation Awards. Omdia and ShowStoppers have agreed to an embargo on any announcements that should not be made public prior to the awards.

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About Omdia

Omdia is a leading research and advisory group focused on the technology industry. With clients operating in over 120 countries, Omdia provides market-critical data, analysis, advice and custom consulting.

Omdia was formed in 2020 following the merger of IHS Markit, Tractica, Ovum and Heavy Reading. Sitting at the heart of the Informa Tech portfolio, Omdia reaches over four million technology decision makers, influencers and practitioners that form part of the wider Informa Tech community and has specialist research practices focusing on Enterprise IT, AI, Internet of Things, Communications Service Providers, Cybersecurity, Components & Devices, Media & Entertainment and Government & Manufacturing.

For more information about Omdia, please visit <https://omdia.tech.informa.com/>

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About ShowStoppers

Now in its 26th year, ShowStoppers, <https://www.showstoppers.com/>, is the global leader in producing press and business events spanning the U.S., Europe and Asia. Each event organizes product launches, sneak previews and demonstrations for selected journalists, bloggers, industry and financial analysts, venture capitalists and business executives. Industry leaders, innovators and startups exhibit to generate news coverage and product reviews, make new connections, promote brand and open new markets.

ShowStoppers produces official press events at CE Week, IFA and NAB; partners with CTA, IFA, GSMA and CEATEC; and produces events during CES, IFA, MWC, NAB, CE Week, CEATEC and other tradeshows. ShowStoppers TV streams online, broadcasting live press events and conferences, month after month.

To learn more about how you and your company can meet the press at ShowStoppers press events in person and online at ShowStoppers TV, contact Lauren Merel, <mailto:lauren@showstoppers.com>, +1 908-692-6068, or Dave Leon, <mailto:dave@showstoppers.com>, +1 845-821-6123.

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