

Birdfy Shines at Global Birdfair 2025: Record Engagement, Innovation & Community Celebration

Birdfy captivates the global birding community at Global Birdfair 2025 with next-gen smart birding, record engagement, and a shared passion for nature.

LOS ANGELES, CA, UNITED STATES, July 31, 2025 /EINPresswire.com/ -- Birdfy, a leading brand in smart birding technology, has successfully concluded its third consecutive year at Global Birdfair (July 11-13, Rutland Water), cementing its presence among the world's birding community. At Stand R67 in the Robin Marquee, visitors packed the space to experience Birdfy's smart birding technology firsthand—a testament to growing interest in accessible nature observation.

Spotlight: Next-Gen Birding Technology in Action

As one of the most anticipated events, this year's Global Birdfair attracted 14,700 attendees from 67 countries. The event featured over 150 international exhibitors and more than 200 expert-led workshops, maintaining its reputation as the definitive gathering for birdwatching enthusiasts and conservation professionals.

With attendance figures demonstrating growing interest in tech-enhanced birding solutions, Birdfy's continued presence at this premier industry event underscores its commitment to



Birdfy at GBF2025



Stephen Moss

supporting the global birding community through sustainable innovation.

After three days event, Birdfy team extends heartfelt gratitude to the thousands of visitors who engaged with exhibits, shared personal birding stories, and explored sustainable tech solutions. Stand R67 buzzed with activity throughout the event, reflecting the vibrant passion of the global birding community. Your enthusiasm fuels our mission to innovate at the intersection of nature and technology.

Showcasing Innovative Birding Technology

Birdfy is proud to present its latest lineup of smart birding solutions at this year's event. The flagship Birdfy Feeder 2 Duo leads the collection with its advanced dual-lens system that

combines wide-angle views with AI-powered auto-tracking capabilities. This innovative feeder has earned international recognition, including the prestigious Muse Design Gold Award and CES® 2025 Innovation Awards Honoree distinction.

Making its debut is the Birdfy Bath Pro, a groundbreaking solution for bird photography enthusiasts. Equipped with a smart portrait camera and dual-lens system, it captures stunning close-ups of bathing birds through AI-driven zoom and intelligent capture technology.

For those seeking ultimate durability, the new Birdfy Feeder Metal offers a completely chew-proof construction. Built entirely from metal, it withstands squirrel damage and harsh weather conditions while delivering 1080P resolution footage with color night vision. Its adjustable 6-inch perch and versatile mounting options provide flexible installation choices.

Birdfy also showcases its commitment to sustainability through the eco-friendly Bamboo series, featuring FSC-certified bamboo construction in both the Birdfy Feeder Bamboo and Birdfy Nest. Accessories such as the Birdfy Shield, Seed Guard, and solar panels will also be available, helping users create the perfect setup for non-stop birdwatching.

The Birdfy App serves as the central hub for this smart birding ecosystem, offering AI recognition of over 6,000 bird species, real-time remote viewing, and seamless social sharing capabilities.



Kate MacRae



Birdfy Logo

Birdfy

With solar compatibility and automated highlight features, it creates a truly immersive birdwatching experience for nature enthusiasts worldwide.

Expert Insights Igniting Passion & Action

Stephen Moss and Kate MacRae, Birdfy's Global Consultant, hosted insightful sessions at the event, demonstrating how Birdfy's innovations are making birdwatching more accessible and meaningful.

Stephen Moss, a Global Consultant to Birdfy, is one of the UK's most prominent birdwatching advocates. A celebrated natural historian, author, and former BBC producer, Stephen is known for iconic programs such as *Birding with Bill Oddie*, *Springwatch*, and *Birds Britannia*. He has traveled across all seven continents in pursuit of wildlife and penned numerous acclaimed books, including *Mrs Moreau's Warbler: How Birds Got Their Names* and a series of bird "biographies" like *The Robin*, *The Wren*, and *Ten Birds that Changed the World*.

Kate MacRae, widely known as WildlifeKate, brings over 30 years of experience in birdwatching, wildlife filming, and environmental education. Through her popular wildlife blog and social media channels, she has pioneered innovative approaches to documenting avian life using smart camera systems.

What made their contributions so special was their genuine passion for connecting people with nature. Moss, speaking as a lifelong conservation storyteller, showed how this technology opens new windows to appreciate birds and foster love for the natural world. Kate MacRae, through vivid demonstrations, illustrated how these tools can spark wonder in young learners, turning casual observation into meaningful discovery. Together, they shared a powerful message: technology at its best doesn't distance us from nature - it deepens human relationship with it, creating new opportunities to observe, learn, and ultimately protect feathered friends.

Looking Ahead: Exploring the Bird Side of Life

Beyond showcasing innovative products, Global Birdfair 2025 became a vibrant gathering of bird lovers from around the world. The event buzzed with energy—from insightful lectures and hands-on workshops to lively exchanges between conservationists, photographers, and garden birding enthusiasts. These interactions reinforce a powerful truth: technology, when thoughtfully designed, brings people closer to nature rather than distancing us from it.

Building on this momentum, Birdfy will continue advancing solutions that combine immersive birdwatching experiences with tangible conservation value. The insights gathered from attendees - from garden enthusiasts to professional ornithologists - will directly inform future development priorities. These include enhancing habitat monitoring capabilities, expanding citizen science features, and creating educational tools to inspire younger generations.

After three inspiring days at Global Birdfair, Birdfy reaffirms its commitment to its core mission: creating things that make nature more accessible, turning observation into meaningful

conservation action, and inviting everyone to explore the bird side of life.

For any questions or PR enquiries, contact press@birdfy.com, and stay tuned for what Birdfy has in store as it soars to new heights in the years to come.

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