Tech will take users outside for AI star gazing, birding, cycling, sports, safer driving, pet care at ShowStoppers® IFA

Setting records, 110+ companies to introduce new tech for work, home, play to journalists as official press event of IFA expands to larger space

ShowStoppers logo

BERLIN, GERMANY, August 13, 2026 /EINPresswire.com/ -- Pioneering tech companies are taking users outside for AI-powered star gazing, bird watching, cycling adventures, sports, safer driving, and pet care – new tech that the companies will introduce at ShowStoppers® at IFA 2026, https://www.showstoppers.com, the official press event of IFA, https://www.ifa-berlin.com, the annual trade fair in Berlin, Germany, that celebrates more than 100 years of innovation and launches what comes next in home and consumer technologies.

Nearly sold out, more than 110 companies are preparing to introduce new tech for work, home and play at ShowStoppers, set for 3 September, one day before IFA begins. The tradeshow runs 4-8 September at the Messe Berlin Fairgrounds in Berlin.

More than 1,000 journalists, creators and industry analysts from 59 countries are already registered to attend ShowStoppers @ IFA 2026.

With record exhibitor demand, up from 86 companies at the 2025 edition, ShowStoppers is relocating from its longtime venue at the South Entrance Hall to Hall 5.3 at Messe Berlin – directly across from the IFA Press Center in Hall 6.3. Hall 5.3 provides significantly more space for exhibitors, journalists, executive interviews, product launches and hands-on demonstrations.

70mai will introduce intelligent dash cams designed to enhance driving safety with advanced imaging, smart features and connected technologies.

Smart glasses for cyclists from BleeqUp will capture rides, analyze performance, support safer journeys and turn journeys into stories.

LUMISTAR is redefining the future of sports training with AI-powered training partners for tennis and basketball, leveraging adaptive intelligence and personalized guidance to make professional-

level training accessible to sports enthusiasts everywhere.

Neakasa will help pet parents simplify litter cleanup – and prepare fresh, ready-to-eat wet meals.

Ottocast will turn factory-installed dashboard screens into smarter, safer cockpits with dash cams, cameras, adapters, apps, voice control, entertainment, navigation, and more.

Pongbot will showcase a lightweight, AI-powered multi-sport ball-launching robot weighing just 7 kg, offering adaptive tennis, pickleball and padel training for players, coaches, clubs and families.

QIVIKA will showcase a smart scope that brings professional-level long-range observation to everyday users, combining a precision periscope optical system with smartphone connectivity for stargazing and birding.

SATELLAI will use AI-powered wearables to track pet health, habits, behaviors and satellite tracking during outdoor adventures.

Meet your all-seeing coach -- the AI-powered tennis, paddle tennis and pickleball robot from Tenniix; a customized, human-like opponent is ready to step onto any court, anytime.

Unistellar will bring augmented reality overlays to binoculars, exploring nature, landscapes and the night sky with contextual information, data overlays, and navigational cues.

Under embargo, additional exhibitors plan to introduce a range of devices and tools that take users outdoors.

About ShowStoppers

ShowStoppers events organize product launches, sneak previews and hands-on demonstrations of new tech for work, home and play. Each press event showcases technologies that drive innovation in AI, 5G and 6G, cloud computing, virtual and augmented reality, digital health; robotics, smart cities, mobility, wearables, IoT, consumer electronics, entertainment, and more.

Now in its 29th year, ShowStoppers (https://www.showstoppers.com/) is the global leader in producing press and business events across North America, Europe and Asia. Each event brings together established technology leaders, innovative growth companies and emerging startups to meet face-to-face for hands-on sneak previews, product launches and executive interviews with selected journalists, influencers, creators, industry and financial analysts, venture capitalists and business executives, to generate news coverage and product reviews, promote brand and open new markets.

ShowStoppers produces official press events at CES, IFA and MWC; partners with CTA, IFA, GSMA and CEATEC; and produces events during CES, IFA, MWC and other tradeshows.

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

Attendance for journalists is by invitation. For information visit https://www.showstoppers.com or Steve Leon, mailto:sl@showstoppers.com.

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