

Skyworth showcases full-line intelligent household appliances at IFA2017

- Unveiling the trend of future technology

IFA 2017, one of the world's three largest trade shows for consumer electronics, opened in Berlin, Germany on September 1, local time, refreshing the color TV market that experienced a long hard time in the first half of this year. The event, which has attracted much attention worldwide, provided industry leaders with a platform to compete with their products and explores the trend of future technology. As a repeated exhibitor at IFA, Chinese leading TV manufacturer Skyworth showcased its achievements in domestic and international markets over the recent year as well as its future development strategy to the world.



Skyworth's booth at IFA 2017



Skyworth showcases its intelligent refrigerator series at IFA 2017



Skyworth showcases its intelligent air conditioner series, a combination of air conditioner and cleaner, at IFA 2017

At this year's IFA, Skyworth expanded its OLED TV exhibit lineup by adding its newest W8, on the heels of the display of its highly recognized S9-I and S9D at IFA 2016, as well as the launch of Wallpaper this year. W8 OLED TV is characterized by its split-and folding-type design, 3.65mm ultrathin OLED screen attached to a toughened glass rear panel, an integration of chips, acoustics and other parts into the Smart Bar under the screen, as well as the JBL audio designed specially for Skyworth's separated-unit products.

In addition to Skyworth's large-size OLED exhibits, the company also debuted the 5.2-inch flexible AMOLED screen developed by Guangzhou New Vision Opto-Electronic

Technology, a subsidiary of Skyworth. It is China's first full-color and flexible AMOLED display. The 5.2-inch 0.01mm-thickness screen weighs less than 1g and is able to display images and videos when it is curved and folded. It represents a breakthrough in the country's flexible AMOLED display sector and the most advanced flexible display technology in China. As the flexible display market is huge, Skyworth's flexible AMOLED display can be widely used in smartphones, smart watches, auto dashboards and TVs, leading the charge on the transformation of display technology from flat to flexible.

In Skyworth's white goods exhibition area, the company showcased its intelligent wall-hanging air conditioner with both air conditioning and cleaning functions. It is the result of Skyworth's two years of efforts in research and development. The advanced product incorporating Skyworth's next generation Blue Motion converter control technology can save energy by up to 60%. With the AMS+ filtering system, it is able to filter 300 cubic meters of air per hour. In addition, it is washable with water and removable for repeated use without any additional costs. The 3D Air function directs the wind upward or downward, preventing the wind blowing straight on the human body in a 3D surrounding approach. In addition to the low noise level of 18db, the full DC inverter technology helps achieve the temperature control accuracy within 0.1°C required for incubators used by hospitals' neonatology departments.

During the event, Skyworth unveiled 11 new refrigerators and 8 new washing machines, headed by the company's flagship product Touch Screen, a multi-gate touch-screen refrigerator. Touch Screen features Android-based intelligent control system, double

converter and noise reduction technologies, air cleaning system (ACS), constant temperature and humidity technology and intelligent instant cooling technique, as well as the convertible drawer design. The product has been granted with seven patents for invention and six patents for utility models.

Notably, Skyworth also displayed its iconic smart home product –a smart multifunctional minibar, which combines a coffee table, fridge and music player. In addition to being used for storing food and tea, it also has a USB charger and Bluetooth control functions, eliminating the need of extending the patch board into the bedroom from outside the door.

During this year's IFA, Skyworth debuted its full-line smart household appliances with the aim of showcasing its achievements and enhanced presence in the smart home market. Skyworth gathered its leading products across TV, refrigerator and washing machine, air conditioner and acoustic categories in Berlin. To embrace the opportunities and address the challenges in the global consumer electronics market, Skyworth is demonstrating its ability to create a new color TV-centered living room ecosystem.