

IFA 2014: Vodafone Stand Facts & Figures

Vodafone is showcasing its products and services on an independent stand again at this year's IFA (Stand 101 in Hall 18). From 5 to 10 September 2014 the telecommunications company will be presenting numerous network, service and product innovations according to the motto of "Was immer du vorhast" (Whatever you want to do). The IFA concept doesn't just include the latest products and services but also live acts.

STAND FACTS & FIGURES

Vodafone is presenting its products and services for modern communication on a stand of almost **1,500 square metres in size** with two storeys. Engineers have installed over **21,500 kilometres of cables** on the stand. More than **300 staff** from sales, technology, marketing and services will be on hand to ensure that everything goes off without a hitch. They will also be talking to numerous visitors and partners during the fair. Around **600 smartphones and tablets** will be on display for visitors to inspect and test.

SELECTED HIGHLIGHTS

One of Vodafone's special focuses at this year's IFA is the digital future. It will be demonstrating how fast tomorrow's networks will be and why **LTE and cable** will be the turbo-chargers of the gigabit society. Visitors will also be getting a glimpse into the future service world, when digital advice will be provided via a smartphone **video service**. Vodafone's customer service operations are 24/7 on all channels - now also on the new **Twitter service channel**. Products such as **Call+**, **DriveXone** and **LTE Broadcast** are impressive proof of Vodafone's innovative strength. And Vodafone is augmenting its security world with **Secure Call** and **Secure Net**. In future, Vodafone customers can make encrypted phone calls and surf the internet securely. Vodafone is also presenting a range of hardware from Sony, Samsung, HTC, Huawei, LG and Nokia. It extends from low-end phones to high-end tablets and the first Vodafone phablet, the **Smart 4 max**.

Visit Vodafone at the IFA 2014 in Hall 18, Stand 101. All Vodafone press releases, photos, videos and audio material are published at vodafone.de/presse.

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