

GfK

GfK Retail and Technology

Visit us at IFA 2011!

GfK Office
Etilize Office
GfK Media Point



September 2 – 7 2011, Berlin



GfK Retail and Technology

GfK Retail and Technology is the world's leading market researcher in tracking Point-of-Sale (POS) data in technical consumer goods and entertainment media markets.

In the IFA office GfK will present the following services:

- Monthly Retail Panels
- Weekly Monitor
- Energy Efficiency Tracking
- Retail Analytics
- GfK StarTrack Portal – 24/7 online access to market information
- Several studies of specific interest
(Smart TV, Connected Home, Retailer Satisfaction)
- New countries in Eastern Europe, Africa, Middle East, and South America

If you would like to meet an expert from a particular country we kindly ask you to contact us in advance:

Phone: **+49 (0) 911-395 25 20** Fax: **+49 (0) 911-395 40 19**



Etilize Product Catalogue

Etilize, the world's largest data solution provider for technical consumer products, empowers clients with comprehensive technical features and detailed product descriptions.

We provide information on more than 7 million products from 20,000 manufacturers in 30 countries and in 20 languages from multiple industries:

- Consumer Electronics
- Photography
- IT/ Telecom
- Household Appliances
- Home Improvement
- Gardening
- Custom SKU development to fit individual needs

The structured data can be integrated seamlessly into your systems, increasing your cost efficiency and sales success. Daily updates ensure that you always have the latest products and information available.

Would you like further information about Etilize or to meet one of our consultants?

Don't hesitate to visit us at IFA 2011.



THE GfK / ETILIZE OFFICE

Grosser Stern, VIP-Room 2

(in direction of hall 12 - 17)

Please use the elevator to the 2nd floor.

Phone GfK IFA Office: +49 (0) 30-303 88 40 10

THE GfK MEDIA POINT

Hall 6.3, in front of the IFA Media Center

For further information please contact:

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Please visit us on the Virtual Market Place:

www.virtualmarket.ifa-berlin.de



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