

Blue and Green Ltd Launches thatsmad.com at IFA Berlin 2019



Berlin, Sep 5, 2019 ([IssueWire.com](http://www.IssueWire.com)) - thatsmad.com - the technology and lifestyle resource for a new generation of tech-savvy consumers - launches at the 2019 IFA Berlin consumer technology event on the 6th September 2019.

Editor Saskia Josephine explains: “New tech-savvy consumers use their phones and other mobile devices to access media from wherever they are. The best and most relevant content is supplied by social media, YouTube and streaming services. thatsmad.com is the digital guide to these new media sources in a format appropriate to these new consumers”.

On launch, thatsmad features product comparisons, reviews, step-by-step how-to's and reports on innovations including the use of light technologies to maintain health and an app that teaches you how to ski. “There is so much possible today busy people need a filter to select quality and interesting material from the mountain of dross out there. Our young and dynamic editorial team are just like our audience, but with early, privileged access to news stories. Let us be your filter – we scan vast quantities of content, from the brilliant to the frankly dodgy, so you don't have to.”

thatmad.com launches at IFA Berlin from the 6th – 11th September at Messe Berlin, Germany. Saskia and James will be on site and are happy to consider invitations to press events and individual briefings. Please submit your invitations to briefings involving wearables, health or fitness technologies, TV, audio and gaming technologies, plus home automation, robotics, AI, VR and AR applications.

Saskia's email address is: saskia.josephine@blueandgreen.co.uk. Check out the pre-launch version of thatsmad at thatmad.com and our social media feeds on Facebook thatsmad and Twitter @thatmadtech.

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