



CHiQ Wins AI Home Ecosystem Brand Award, Exploring New Smart Living Experiences Through AI Innovation

Descrizione

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BERLIN, Sept. 5, 2026 /PRNewswire/ - CHiQ, a global smart home brand, received the AI Home Ecosystem Brand Award at IFA 2026 in recognition of its continued innovation in AI technology and smart home ecosystems. The award further highlights CHiQ's pioneering work in AI-powered smart homes and its ongoing efforts to enhance the user experience through technological breakthrough.

Presented jointly by IDG and IFA, the award is one of the technology innovation honors closely watched by the global consumer electronics and home appliance industry during IFA. It recognizes notable advances in cutting-edge AI technology across the sector, with a focus on practical innovations and applications that contribute to industry development.

"Receiving the AI Home Ecosystem Brand Award is a recognition of CHiQ's continued exploration of AI-powered smart homes," said Vinson Fan, Deputy General Manager of Changhong International Brand Business Center. "The value of AI should be reflected not only in the smart features of individual products, but also in understanding users' needs and enabling different devices and scenarios to work together naturally. CHiQ will continue to deepen the integration of AI into everyday home life, making smart home technology more responsive to users and delivering more convenient, intuitive and personalized experiences to consumers worldwide."

At this year's IFA, CHiQ unveiled a range of flagship AI-powered smart home products across key categories, including TVs, refrigerators, washing machines and air conditioners. The RGB MiniLED AI TV features an AI Sports Platform that expands opportunities for exercising at home, while the AI refrigerator uses AI-powered precision control technology to improve food preservation. The washing machines and air conditioners employ intelligent sensing to further optimize garment care and indoor climate control.

Beyond its products, CHiQ continues to explore the intersection of technology, culture and lifestyle. The brand has incorporated panda-inspired elements into its AI interactions to engage users in a more approachable way. Through sports partnerships such as the FIS Ski Jumping World Cup, CHiQ is also connecting its brand with sports and lifestyles familiar to European consumers, further strengthening its localized brand presence.

In recent years, CHiQ has continued to advance the development and application of AI technology, extending its AI capabilities from individual products to a broader range of home appliances and everyday scenarios while steadily strengthening its technological and product innovation capabilities. Building on this award, CHiQ will further expand the role of AI in everyday home life. Through a more open ecosystem and continued technological development, the brand aims to strengthen its global presence and bring more personalized smart living experiences to consumers worldwide.

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