

Convenient ordering of consumables and help  
in removing persistent stains

## Miele extends its smart home app and boosts connectivity

**Gütersloh/Berlin, August 31, 2016. – Miele customers are able to access expert knowledge with ease as a laundry-care lexicon and a programme assistant for washing and dishwashing is added to the Miele@mobile app which is used to control domestic appliances. From now on, many built-in appliances will feature WiFiConn@ct which allows wireless connection to the Internet. By the end of this year, networking applications from the Gütersloh-based domestic appliance manufacturer will be available in most European countries.**

The lexicon provides tips and tricks on laundry care, including instructions on how to remove particularly stubborn stains. An appropriate reference guide for dishwashers will follow in early 2017. Help in selecting correct programmes on a dishwasher or washing machine is provided by new assistants which form part of the app. Dishwashing example: Simply highlight the type of crockery and the degree of soiling in the selection and add further options such as 'Extra gentle', 'Extra dry', 'Short' or 'Hygienic'. The app then suggests the most appropriate programme.

The app also contains sample applications for the three stages of TempControl induction cooking which has been on the market since the beginning of this year. The app reveals at a glance which setting is best for, say, fried eggs, pancakes or steaks. Links to machine operating instructions are also new.

The latest version of the Miele@mobile app not only contains more useful information but also simplifies online orders for consumables. Alongside a familiar status report and the remote control of appliances from anywhere, the ShopConn@ct feature has now also been available since spring: If supplies of dishwasher tabs or liquid TwinDos washing machine detergent are low, the machine contacts the user automatically by smartphone. From there, ordering

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items from Miele's online shop is only a few clicks away. Similarly, certain WT1 washer-dryers to be unveiled at IFA will also feature ShopConn@ct.

Domestic appliance connectivity at Miele is soon to be simpler and more convenient than ever before. Following hard on the heels of washing machines and dishwashers, a whole host of built-in appliances can now connect to the Internet via a home's router. To facilitate access, the company is also offering retrofittable WLAN modules which can be fitted on the rear of appliances. Customers using the existing Miele gateway can also integrate their new WiFiConn@ct models into their existing system with ease.

Miele has been offering systems to network domestic appliances for over 15 years and is a pioneer in its branch of industry. With around 400 connected products, this probably constitutes the broadest portfolio of any domestic appliance manufacturer. Most applications were previously only available on the German market. Further European countries are due to follow later this year and, infrastructure permitting, overseas markets some time later.

(472 words, 3,077 characters incl. spaces)

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**Company profile:** Miele is the world's leading manufacturer of premium domestic appliances including cooking, baking and steam-cooking appliances, refrigeration products, coffee makers, dishwashers and laundry and floor care products. This line-up is augmented by dishwashers, washer-extractors and tumble dryers for commercial use as well as washer-disinfectors and sterilisers for use in medical and laboratory applications (Miele Professional).

The Miele company, founded in 1899, has 8 production plants in Germany as well as one plant each in Austria, the Czech Republic, China and Romania. 2015/16 turnover amounted to approx. EUR 3.71 bn with sales outside Germany accounting for around 70%. Miele is represented with its own sales subsidiaries and via importers in almost 100 countries. The Miele company, now in the fourth generation of family ownership, employs a workforce of around 18,400, 10,300 thereof in Germany. The company headquarters are located in Gütersloh/Westphalia, Germany.

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**There are two photographs with this text**

**Photo 1:** Unsure which programme is the right one? The Miele@mobile app provides help with assistance programmes for washing and dishwashing. (Photo: Miele)

**Photo 2:** After requesting a selection of parameters, the Programme Assistant suggests an appropriate dishwasher cycle which can then be launched straight from the smartphone. (Photo: Miele)

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