

Press release
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Appealing, convenient, fascinating – Miele takes smart home to next level

- ▶ Exclusive: BaristaAssistant for perfect espresso
- ▶ Washer and dryer do some of the thinking

Gütersloh/Berlin, September 4, 2019. – The majority of new Generation 7000 built-in Miele appliances are connectivity-enabled when they leave the factory gates. New, attractive applications to be presented by the company at the IFA trade show are set to trigger further demand, whetting the appetite for a smarter home. These include cooking assistance systems and an application which treats coffee connoisseurs to their own customised espresso. Greater convenience is now also offered by connectivity on laundry-care products – and augmented reality takes shopping with Miele to new heights.

Even budding chefs sometimes find it difficult to create the perfect steak – rare, medium or well done. With CookAssist, a smart application on induction hobs with TempControl, such challenges soon become a thing of the past. So back to our steak: all the user needs to do is to enter the desired degree of doneness from the convenience of a smartphone. The meat is placed in the pan when the integrated sensor detects that the temperature has reached 200°C. This precise point is indicated both optically and acoustically by the hob unit and the smartphone. Then simply turn the steak when prompted by the app ... and voilà, there's your perfect steak. CookAssist provides support with numerous other dishes, too.

Mix & Match is an application for the new Generation 7000 combination steam oven (DGC). Here, the focus is clearly on convenience as available ingredients are combined to produce a dish prepared in less than 30 minutes. Matching ingredients are picked and mixed in the app and then prepared with a Mix & Match programme as a complete dish.

The skills of a barista

A perfect espresso needs a good bean and optimum machine settings. This fine tuning is where the BaristaAssistant comes in. This is an application which talks the coffee aficionado through the beverage preparation process step by step, taking on board personal preferences. In a first stage, the Miele CVA 7000 prepares two different espressos for a taste comparison. The favourite goes on to the next round of sampling in which settings are even more finely tuned. By the end of up to four comparison rounds, a personal favourite has been

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created, which is used as a basis for future beverage preparation. This process is unique as it goes far beyond simply modifying individual parameters using an app. Instead, it represents an entire process of elimination to optimise taste aimed at producing the perfect, personalised espresso.

Laundry care – more convenient than ever before

With AddLoad and Wash2Dry, Miele is working towards making laundry care even smarter and more convenient. The Miele@mobile app indicates when items of laundry can still be added to a programme already running (AddLoad). Good to know: Adding laundry is even possible in the advanced stages of a cycle and not only, as so often presumed, within the first minutes of a programme. And, if there is an item wanting to go into the drum, the machine can simply be stopped using the app. After washing, laundry is transferred to the tumble dryer: With Wash2Dry, the dryer automatically selects the appropriate drying programme in anticipation of incoming laundry. This feature does not even require the Miele@mobile app as washing machine and tumble dryer are able to communicate via the home's own WiFi network.

From the utility room to the kitchen, more and more Miele appliances are hooked up to Amazon's voice assistant Alexa. These include applications which, once used, consumers will not want to be without. Examples: On ovens from the new handleless ArtLine series, Alexa opens the door when prompted (highly practical when you are standing in front of the oven with a full oven dish in your hands), tells you how long the washing machine in the utility room still has to run, starts the dishwasher with AutoDos and PowerDisk, switches the cooker hood off or uses Alexa Show to present the recipe of the week.

Generation 7000 built-in appliances, selling through retailers for several months now, are characterised by a series of further networking options. Buzzwords include FoodView and RemoteService. Further information is available with [Press release No. 12/2019](#). The new Aura 4.0 Ambient extractor is operated from the convenience of a smartphone. What makes this cooker hood so unique and how it can be controlled using the Miele@mobile App is explained by [Press release No. 77/2019](#).

Augmented Reality – better than reality itself

Augmented reality (AR, the computer-assisted extension of reality) makes technology understandable and sparks fascination for products. Miele will be demonstrating this at the IFA show with a computer animation on the new Triflex rechargeable handstick vacuum cleaner. From a tablet PC, visitors to the exhibition will be able to follow how the appliance

works and see its versatility in dynamic video sequences. Another AR application is available to iPhone users: Call up the CM 5500 countertop coffee machine on www.miele.de, press the AR button and use the iPhone to view your kitchen at home. The application then projects the appliance onto the worktop, obviously allowing the user to alter the position and the colour of the product. In each case, this application provides a very realistic image and hence serves as confirmation ahead of a purchase. Currently, this feature is only available for Apple's Safari browser, and the CM 5500 is the only Miele product covered; a solution for Android operating systems is in preparation though.

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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, washing machines 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 eight production plants in Germany as well as one plant each in Austria, the Czech Republic, China and Romania. These are joined by the two plants belonging to Miele's Italian medical technology subsidiary Steelco. Turnover in the 2018/19 business year was around € 4.16 bn, with a share of business outside Germany of approx. 71%. Miele is represented with its own sales subsidiaries and via importers in almost 100 countries. Throughout the world, the family-run enterprise, now in its fourth generation, employs a workforce of around 20,200, whereof 11,050 are employed in Germany. The company has its headquarters in Gütersloh in Westphalia.

There are four photographs with this text

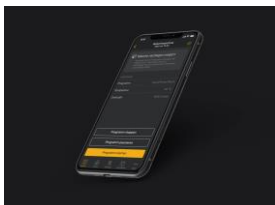


Photo 1: The Miele@mobile app shows how long it is possible to add laundry to a programme that is already running. (Photo: Miele)



Photo 2: The BaristaAssistant from Miele guides coffee aficionados through to creating their own favourite espresso. (Photo: Miele)



Photo 3: English, medium or well done – the CookAssist application in conjunction with TempControl induction hobs from Miele help in frying a perfect steak. (Photo: Miele)



Photo 4: The product benefits of the new Triflex rechargeable handstick vacuum cleaner will be showcased at the IFA trade show in combination with an augmented reality application. (Photo: Miele)

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