

New Miele partners for voice control – conveniently control home appliances with help from Google

- ▶ Popular routines now available worldwide
- ▶ Launched with Tmall Genie in China

Gütersloh/Berlin, August 31, 2022. – 'Hey Google, good morning' – The day gets off to a more relaxed start when the coffee machine preheats, the cooker hood switches on its subdued ambient lighting and the sound system streams your favourite songs. Such scenarios can now be compiled individually by Miele customers: with networked home appliances and with voice control with Google Assistant-enabled devices, which has been available since June. At the same time, Miele has got off the ground in China with the 'Tmall Genie' language assistant from Alibaba, the nation's favourite. This now means that voice control of Miele domestic appliances is possible with the world's leading eco systems*, as, alongside Google and Alibaba, the company has supported Amazon Alexa since 2018.

Miele appliances work with Google Home** for help around the house. Control and automate appliances from all product categories from a robovac to a washing machine or wall oven with help from Google. Obtain information on programme countdown times and notifications when a machine is finished, and start or stop programmes on command just by saying “Hey Google” on a Google Assistant-enabled device. Google Assistant was made available to 17 countries at the same time, including Australia and European and Asian nations. Further countries and languages are in the pipeline.

Routines orchestrate applications and create a feel-good atmosphere

A further example alongside the above-mentioned morning routine would be 'Hey Google, I'm leaving'. This can, for instance, contain instructions for Miele's Scout RX3 robovac to set to work, for the dishwasher to start and for the alarm system to be activated. The Google Home App contains ready-made Routines to which Miele appliances and functions can be added to suit individual needs. Miele continues to expand its range of applications to allow for example favourite washing machine programmes to launch on command. The new functions arrive regularly via updates. Over the coming months, these will, say, include ones

that make cooking even more relaxed: Heating the oven or a command to open the oven door are simply unbeatably practical when your hands are full.

Tmall Genie with largest market share in China

Miele got off to a start in spring with Alibaba Tmall Genie. With 350 m devices from 1,000 brands connected, Tmall Genie is the smart speaker with the largest market share in China. The first functions which Miele's Smart Home division has developed together with its Chinese sales subsidiary focus on monitoring and controlling appliances, for instance using voice control to switch on a coffee machine or cooker hood.

*Voice control systems for domestic appliances are additional digital services from Miele & Cie. KG and Miele partner companies respectively. All smart applications are enabled by the Miele@home system. The range of functions may vary depending on the model and the country.

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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. Their product portfolio also includes dishwashers, air purifiers, washing machines and tumble dryers for commercial use as well as washer-disinfectors and sterilisers for use in medical and laboratory applications. Founded in 1899, the company has eight production plants in Germany, one each in Austria, the Czech Republic, China, Romania and Poland as well as two production plants belonging to its Italian medical technology subsidiary Steelco. Sales in the 2021 business year amounted to around €4.84 bn. Miele is represented with its own sales subsidiaries and via importers in almost 100 countries/regions. Throughout the world, the family-run enterprise, now in its fourth generation, employs a workforce of around 22,300, of which approx. 11,200 employees work in Germany. The company has its headquarters in Gütersloh in Westphalia.

There are two photographs with this text



Photo 1: Control and automate your washer-dryer with help from Google. Just say, "Hey Google" to get started. (Photo: Miele)



Photo 2: "Hey Google, I'm leaving" - on request, the vacuum robot then automatically starts his work. (Photo: Miele)

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