

Press release
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Have fun in the smart home with a good conscience

- ▶ AI Diagnostics saves time and money and is good for the climate
- ▶ Consumption Dashboard with monthly reports and voice control
- ▶ Tips, tricks and sustainable recipes from the Miele app

Gütersloh/Berlin, August 30, 2023. – A sustainable lifestyle is still associated by many with restrictions and forgoing. Miele, however, shows that things can be different – with new networking applications and services which make life simpler and help bring tasty food to the table, save money and, to top it all, are good for the environment. In other words: Pleasure instead of frustration through greater sustainability in the smart home with Miele.

Whenever a domestic appliance develops a fault and issues an error message, the first question is always 'What should I do now?'. The answer comes in the form of the new AI Diagnostics application in the Miele app*. If a washing machine's water inlet system is blocked, this can have a variety of causes, depending on the model. These are often quite easy to remedy. AI Diagnostics identifies the most likely cause and provides a step-by-step self-help guide via the app. If this does not result in success, it is always possible to contact Miele Service direct. It is an interesting fact in this context that a relatively high number of service technician callouts are to see to quite simple machine faults. If a service visit is not required, this saves money and annoying appointments and, on balance, every kilometre not travelled is beneficial to the climate.

In a later expansion stage, AI will even be able to predict machine faults by evaluating sensor data. One example is excessive foaming as a result of overdosing by the customer for a less-than-full load. AI then generates recommendations on the correct amount of detergent to be dispensed. AI Diagnostics will initially be available for washing machines via the app but will be gradually extended to cover other products.

Playful approach to saving energy with the Consumption Dashboard

From the off to one of the most popular new connectivity applications at Miele: Miele's Consumption Dashboard, first presented by Miele a year ago as an exclusive feature, is now set to be extended. Via the dashboard in the app, customers now have full transparency with regard to electricity and water consumption on washing machines and dishwashers. The app provides consumption data for individual programmes, including information on averages, as

well as tips and tricks on the efficient use of products and facilitates analyses of how adaptations in useage improve one's own eco balance and cut costs.

New in this respect is the Monthly Report. This shows useage levels of Eco programmes in comparison with previous months and prompts users to reconsider their own behaviour – including a challenge: Users can also compare their own data with the averages of other Miele users. 'This playful component has been included deliberately as we want it to be fun to use our machines in the most environmentally friendly way possible', says Matthias Frankewitsch from Miele's Smart Home team. And, to top it all, Miele has thrown in voice controls on the Consumption Dashboard for good measure. If you do not wish to check up on your consumption data on your smartphone all the time, you can soon simply ask Amazon's Alexa. The response is prompt and is supported by additional details on Echo Show.

The ultimate guide to sustainable cooking

Organically grown food, regional produce, vegetarian and vegan cuisine – sustainability has long arrived in the kitchen and is not merely a passing fad. It is here to stay. With many decades of cooking expertise under its belt, Miele is well positioned to provide support to its customers with these mega topics, starting with the correct storage of food in a refrigerator, tips on food preparation through to recipes in the app developed according to sustainable criteria.

The correct storage of food in a refrigerator (or a freezer) and making optimum use of the innovative refrigeration technology on board Miele appliances prevents food spoilage and saves energy. Just how simple this can be is illustrated by the 'Eco & Storage Tips' section in the app. Example: To gently defrost deep-frozen food, it is best to transfer items to the fridge zone. This allows the compressor to take additional breaks and rewards with lower electricity consumption. The app also provides tips and tricks on which types of food should not be stored in a fridge. These include citrus fruits, bananas and potatoes, but also certain vegetables such as cucumbers and tomatoes. And, last but not least, machine functions such as NoFrost, SuperCool, Eco and Holiday Mode are explained in detail.

Cooking should be both fun and inspiration, and to heighten this effect, Miele's app provides a whole host of suggestions, starting with tips and tricks for the lowest possible electricity consumption. For example, preheating ovens and other cooking appliances is superfluous in the majority of cases and only makes sense for very short cooking and baking operations. Dispensing with preheating, on the other hand, results in electricity savings of up to 20%. The range of recipes also offers a broad selection of vegan and vegetarian specialities under a separate heading, references regional produce and also addresses the subject of food

spoilage – with an astonishing array of tips, such as how to make tasty use of vegetable stalks and fruit peel.

*The connectivity applications covered in the text are additional digital services provided by Miele & Cie. KG or by partner companies. All smart applications are made possible by the Miele@home system. The range of functions can 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, 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 2022 business year amounted to around € 5.43 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 23,300, of which approx. 11,900 employees work in Germany. The company has its headquarters in Gütersloh in Westphalia.

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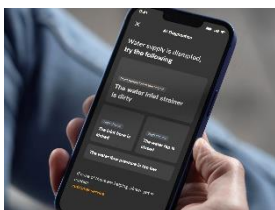


Photo 1: AI Diagnostics from Miele: In the event of a blocked water supply and other appliance malfunctions, the application provides self-help tips. (Photo: Miele)



Photo 2: The Consumption Dashboard from Miele provides an overview of the water and electricity consumption of household appliances. Users can now also compare usage patterns over months. (Photo: Miele)



Photo 3: Sustainable cooking is more than just a passing fad. The Miele app provides matching recipes. (Photo: Miele)



Photo 4: Sustainable cooking with the Miele app also includes avoiding wastage and putting food residue to good use. (Photo: Miele)

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