

Press Release
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Updates make appliances smarter and assist housework

- ▶ The latest app release opens the way for new applications
- ▶ Artificial intelligence helps rectify appliance faults

Gütersloh, 23 April 2025 – Can new solutions actually make housework easier? The Miele app does just that. The latest release includes applications that make household appliances smarter and solve many a problem in no time at all. This applies to a new generation of washing machines and free additional programmes, but also to appliances that are already in the household and occasionally need a little attention. In such cases, artificial intelligence can help to eliminate errors. Food storage with smart Gourmet Boxes is another useful new development.

A washing machine that adapts to your needs

The 'Add Programmes' feature is now available for the new W2 Nova Edition washing machines. These appliances (including matching dryers) have been on the market since March. The washing machine can now be adapted to new circumstances within the home. Five additional washing programmes can be simply activated on the appliance via the app and are then a fixed part of the selection. These might include special programmes for washing cuddly toys or plastic toys, which can prove very helpful if there are new additions to the family. CottonRepair refreshes cherished cotton textiles. Other extras include programmes for hygienic rinsing and freshening sports shoes. The additional programmes are free to activate.

Smart appliance diagnostics now also for dishwashers and coffee machines

AI Diagnostics, the AI tool for rectifying simple appliance faults, has only been on the market for a year and is already one of the most popular features of the Miele app. If the air flow in a dryer is faulty, for instance, AI Diagnostics determines the most likely source of the defect and displays step-by-step troubleshooting instructions in the app. After washing machines and tumble dryers, AI Diagnostics is now also available for dishwashers and fully automatic coffee machines. Miele has found that over 80 percent of appliance faults addressed with the tool were resolved by customers themselves with the help of AI Diagnostics, thus avoiding unnecessary service technician call-outs (and the resulting costs).

Miele making storage smart

Miele's new Gourmet Boxes offer a smart, space-saving solution for storing and preparing food. The highlight are the QR codes on the plastic lids of the containers. If you want to freeze or chill something, scan the code with the Miele app and enter the type of food and the use-by date. The app reminds you in good time of the expiry date and thus prevents food waste. The boxes can also be placed directly in the oven or microwave for cooking. The containers, which come in various sizes, are made of robust borosilicate glass and are temperature-resistant and dishwasher-safe. The smaller containers also fit into the door shelves of Miele refrigerators. When empty, they can be stacked and take up very little space. The new Gourmet Boxes will go on sale as sets in June 2025.

Medienkontakt

Michael Prempert

Phone: +49 5241 89-1957

E-Mail: michael.prempert@miele.com

About Miele: For more than 125 years, Miele has lived up to its brand promise of "Immer Besser" in terms of quality, innovation and timeless elegance. Founded in 1899, the globally active company for premium domestic appliances inspires customers with pioneering solutions for the connected home. In addition, Miele offers appliances, systems and services for commercial use, such as in hotels or care facilities as well as in medical technology. With its durable and energy-saving appliances, Miele helps its customers make their daily lives as sustainable as possible. The company is owned by the two founding families, Miele and Zinkann. In the 2024 business year, Miele generated a turnover of 5.04 billion Euros with approximately 23,500 employees. Its global network comprises 19 production plants and around 50 service and sales subsidiaries (as of February 2025). The company has its headquarters in Gütersloh, North Rhine-Westphalia.

This text comes with five photos



Photo 1: The new W2 Nova Edition generation of washing machines adapts to the needs of the household with additional programmes that can be activated free of charge via the Miele app. (Photo: Miele)



Photo 2: If it's been a busy day and the toys could do with a wash, additional special programmes can help. These can be activated free of charge via the Miele app on the new W2 Nova Edition generation washing machines. (Photo: Miele)



Photo 3: AI Diagnostics can help with error messages. The AI determines the most likely causes and provides instructions in the app on steps to rectify the fault. (Photo: Miele)



Photo 4: Use your smartphone to scan the QR code on the Gourmet Box and enter the type of food and the best-before date in the Miele app: The app then reminds you to use it in good time. (Photo: Miele)



Photo 5: A freezer drawer can fit several Gourmet Boxes. The Miele app reminds you to use your food in good time. (Photo: Miele)

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