

Press release  
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## The Miele app: Benefits of connecting your home appliances

- ▶ Smart features in the Miele app\* assist with cooking, service and maintenance, and help save money and resources
- ▶ The number of connected home appliances has continued to rise to new record levels (as of June 2026)

**Gütersloh, 17 August 2026 – For many consumers, starting a home appliance via smartphone or checking the program status on the go is the first step toward smart home connectivity. But today, smart home appliance apps offer significantly more features, enabled only once the appliance is connected. Take the Miele app\* as an example. With its smart assistants, it provides support, helps answer questions about the appliance, and helps save resources and money – making it an intelligent companion for everyday life.**

The fact that connected home appliances have become part of everyday life for more and more people is also evident in the development of the Miele app: Since its launch, the number of users has grown steadily. The most commonly connected appliances are washing machines, followed by dryers, dishwashers, and ovens. Nine out of ten owners of a connected Miele appliance have consented to the use of pseudonymized device data—an important foundation for the continuous development of digital features, hardware, and other offerings. With each new offering, the possibilities for connectivity expand: whether for cooking, answering questions about the appliance, or using energy and water more consciously, the Miele app provides relevant information and support.

### Cooking with Digital Assistance

From remote preheating to automatic food recognition: The Miele app bundles various digital functions related to cooking. A new addition is the CulinaryCoach. This digital cooking assistant, powered by artificial intelligence, offers personalized recommendations, answers questions about preparation, and, upon request, sends the appropriate settings directly to the oven. This ensures every dish turns out perfectly, with even greater confidence and enjoyment. The feature has been available in Germany and Austria for select Miele ovens since Q2 2026.

## **Better Understanding of Energy Consumption**

Beyond cooking, the app helps users operate home appliances as efficiently as possible in everyday life. After all, knowing your energy and water consumption means you can reduce it in a more targeted way. The “Consumption Dashboard” provides transparency into the usage of compatible home appliances, displaying energy as well as water consumption, and program usage over a period of up to twelve months. This feature is complemented by anonymized data from other consumers, inspiring users to reduce their own consumption even further. Experience to date shows that this transparency actually makes a difference: Appliances started via the app run on the Eco program more often.

## **Knowledge, Service, and Support Available Anytime**

If you have a question about your appliance or encounter a malfunction, the right help is just a few clicks away. In the Help Center, the Miele app brings together appliance-specific information, user manuals, care instructions, and step-by-step guides. This offering is complemented by “AI Diagnostics”. This function helps identify the cause of a malfunction and assists with self-help – with great success: Thanks to the AI-based feature, many issues can already be resolved immediately without the need for a service appointment.

\*This is a separate digital offer from Miele & Cie. KG. The range of functions can vary depending on the model and the country. Acceptance of the Terms and Conditions and Privacy Policy for Miele digital products & services in the Miele app required. Miele reserves the right to change or discontinue the digital offer at any time.

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**About Miele:** Since 1899, Miele has lived up to its brand promise “Immer Besser” in terms of quality, innovation, and timeless elegance. The globally active company for premium domestic appliances delights 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 2025 business year, Miele generated a turnover of 5.16 billion Euros with approximately 23,000 employees. Its global network comprises 19 production plants and 49 service and sales subsidiaries (as of March 2026). The company has its headquarters in Gütersloh, North Rhine-Westphalia.

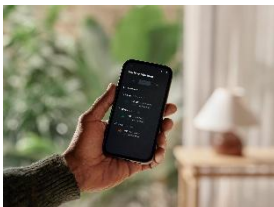
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**Photo 1:** The CulinaryCoach becomes a smart companion for everyday cooking: It connects the app to the oven, transfers the appropriate settings, and provides guidance during preparation – for greater safety, less effort, and successful results. (Photo: Miele)



**Photo 2:** 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 3:** With the Miele Consumption Dashboard, users can keep track of the energy consumption of their domestic appliances at all times and can compare consumption figures over time. (Photo: Miele)

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