

Press release
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A hood for all the senses – the new Aura 4.0 Ambient recirculation model from Miele

- ▶ Atmospheric lighting through customisable colours
- ▶ Only from Miele: Feel-good factor through moisture filter and delicate fragrances
- ▶ Smart controls via WiFi and Miele@mobile app

Gütersloh/Berlin, September 4, 2019. – A cooker hood is expected to be effective, to go about its work discreetly and to elegantly blend in with the kitchen. This feat – and much more besides – is mastered by the new Aura 4.0 Ambient from Miele with flying colours. It combines highly efficient ventilation technology with customisable ambient lighting and regulatable humidity. And, what is unique on the market: Three delicate dream-inducing fragrances round off an ambience which appeals to the senses. Its striking bowed form is peerless. The market launch will start in November 2019, depending on the country.

At first sight, one would be forgiven for thinking the brilliant white, undulating casing were a designer lamp. Suspended by four slender steel wires and without any visible power supply, the Aura appears to levitate above the hob. And then comes that switch-on moment when the round hood opens to an oval shape (Hood in Motion). This automatically increases the vapour capture area. At the same time, the MyAmbientLight feature immerses the room in atmospheric light: Special LEDs allow a large number of colours to be used to create a customised atmosphere, conveniently using the Miele@mobile app. The light is also dimmable. Furthermore, two additional crescent-shaped LED strips ensure the uniform and pleasant illumination of the entire hob area.

'A pleasant room microclimate is part and parcel of a home's feel-good factor, and this is where the Aura 4.0 Ambient flaunts its exceptional talent', says Melanie Wolff, product manager responsible for hob units and cooker hoods. One important aspect is the issue of humidity as moisture created during cooking remains in the room when a cooker hood is operated in recirculation mode. With the Aura, things are different, though: a special filter adsorbs a proportion of this moisture, releasing it later in a controlled manner. The appropriate time for this is determined by a sensor which monitors both temperature and humidity, and then activates the whisper-quiet fan at intervals. HumidityBalance is the name given to this feature, which is only available from Miele.

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Please submit
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Miele & Cie. KG
Public Relations

Postal address
P.O.B.
33325 Gütersloh
Germany

Phone
+49 5241 89-1953
Fax
+49 5241 89-1950

www.miele.de
presse@miele.de

The proverbial icing on the cake is another feature exclusive to Miele: AmbientFragrance. Three delicate fragrances cater for a variety of moods and preferences and have been specially designed for the purpose by perfumers from the Provence:

- With its floral note based on orange flowers and jasmine, **SummerGarden** transforms the kitchen into a garden in full bloom.
- **FrenchBakery**, with a hint of tonka bean, pervades the room with the luxurious scent of freshly baked French bread and baguettes.
- Fresh and aromatic, **MintyFields** tantalises with a touch of mint and eucalyptus.

Flacons containing the fragrances are inserted into the hood from the top. A separate small ventilator dissipates the scent, each flaçon containing enough fragrance to last 150 hours. Intervals and times can be adjusted to suit personal preferences. FrenchBakery and MintyFields also feature Freshplex™ technology which effectively neutralises unpleasant odours from, say, chopping onions or cooking food. 'The combination of ambient lighting, colours of choice, innovative dehumidification and three tender fragrances makes this hood so unique', says product manager Wolff.

Top-class extractor technology from Miele's Arnsberg production plant

It goes without saying that the Aura 4.0 Ambient also sports the best technology available from Miele's extractor hood competence centre located at its Arnsberg factory. Air-borne fat and grease is captured by Miele's tried-and-tested metal filter which is particularly thorough thanks to 10 layers of filtration. In the interests of thorough cleaning and ease of use, the filter is dishwasher-proof. The Longlife AirClean filter with its active charcoal adsorbs all types of odours. Thanks to a generous portion of activated charcoal and simple reactivation in an oven, the filter is good for up to three years. The Aura 4.0 Ambient can be either operated automatically via the hob thanks to Con@ctivity or via the Miele@mobile app. With its ECO motor and LED lighting, this hood achieves A+ energy efficiency.

The sales launch is planned for November 2019.

Media contact:

Julia Cink

Phone: +49 5241 89-1962

Email: julia.cink@miele.com

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: Much more than merely a recirculation hood: The Aura 4.0 Ambient combines exceptional design, customisable ambient lighting and delicate fragrances for a pleasant room climate with smart controls. (Photo: Miele)



Photo 2: From round to oval: At switch-on, the wings of the unit (Hood in Motion) unfold to automatically increase the capture area. (Photo: Miele)



Photo 3: SummerGarden, FrenchBakery and MintyFields (AmbientFragrance) promise a fragrant experience only available from Miele. Fragrance flacons provide up to 150 hours of scent and are inserted into the hood from the top. Times and intervals can be defined individually using the Miele@mobile app. (Photo: Miele)



Photo 4: During cooking, HumidityBalance, an innovative function, ensures that moisture is bound. By monitoring room humidity and temperature, a sensor determines the ideal time for the release of moisture stored in the filter. (Photo: Miele)

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