

## Customers who use the Miele app wash their laundry and dishes more sustainably

- ▶ Starting the appliance from the app encourages users to select Eco programmes
- ▶ AI is on the rise in the kitchen and for appliance maintenance
- ▶ Washing machine adapts to personal circumstances

**Gütersloh, Berlin, September 4, 2024. – The ability to keep track of the energy consumption of the washing machine, tumble dryer and dishwasher at all times has made the Consumption Dashboard one of the most popular features in the Miele app\*. Current data evaluations are now proving that the app is also helping to use the domestic appliances more sustainably. Further intelligent innovations from Miele at IFA include Smart Food ID, which uses artificial intelligence (AI) to identify even more recipes and cooks them automatically in the oven. In addition, AI Diagnostics, an AI-based tool to troubleshoot appliance faults, is now live for washing machines and tumble dryers. And, for the first time, a practical app feature is available for classic cylinder vacuum cleaners.**

The Consumption Dashboard is now available in more than 40 countries. Many users use it to analyse their own washing habits and to compare current values with ones from the previous month or with the averages of the Miele community. Yet Miele's evaluation of this data also brings some astonishing facts to light. For example, if a customer starts their appliance via the app, they are twice as likely to choose an Eco programme than if they use the display on the appliance to select a programme.

This “app effect” has enabled users to save around eight million litres of water and 92 megawatt hours of electricity over the past twelve months. The electricity saved would be enough to drive an electric car around the world 15 times. The Miele app is therefore playing a huge role in ensuring domestic appliances are used more sustainably and – to top it all off – in saving customers money. It is important to note in this context that Miele only uses the data from its customers in a pseudonymised manner. Washing and cooking preferences therefore cannot be attributed to a specific person.

## **AI is now also available for compact ovens and has more recipes in its repertoire**

Miele is expanding the world of cooking with the aid of artificial intelligence. To recap, Smart Food ID uses a camera inside the oven to take photos of the food. AI identifies the recipe and takes care of the next stages in the cooking process automatically. Currently, the feature works with more than 30 recipes, with a further 15 set to be added in the coming months. In addition, customers with compact ovens (models with an oven camera for installation in a 45 cm niche) will soon also be able to use Smart Food ID. In the next few months, Smart Food ID will be rolled out to further regions, meaning it will be available in 38 countries across Europe, Africa and Asia. The rollout for North America is set to follow in 2025.

## **AI Diagnostics provides reliable troubleshooting assistance**

From the kitchen into the laundry room. Last September, Miele presented a further function featuring artificial intelligence: AI Diagnostics has been live for washing machines and tumble dryers since this spring. If fault messages are shown on the appliance, it uses AI to determine the most likely cause of the fault and then provides users with help so that they can take corrective action themselves. To provide this assistance, AI Diagnostics draws on a range of data sources, including Miele Customer Service and the development departments, plus appliance-specific usage data and assessments from the Miele community regarding whether the troubleshooting instructions in the app were helpful. In future, AI is even set to predict appliance faults and suggest measures to prevent them from occurring in the first place. One example is the excessive build-up of foam in the washing machine that can occur if the customer has used a lot of detergent and the appliance is only partially full. AI will then provide recommendations on dispensing the right amount of detergent. The aim of AI Diagnostics is to reduce the number of customer service call-outs in the future.

## **Washing machine adapts to personal circumstances**

The new washing machines and tumble dryers from the W2/T2 Nova Edition series are also able to handle customers' more unusual requests. Examples include special programmes – for soft toys, game pieces or a special hygiene rinse. In the Miele app, a total of five programmes are available under “Add programmes” and can be downloaded to the networked appliances for free. Laundry care from Miele has never been so personal and adapts to users' individual circumstances.

## App indicates when vacuum cleaner bag needs changing

Classic cylinder vacuum cleaners were previously not part of Miele's range of network-enabled products. This is now changing with the new Guard series. Once the appliance has been registered in the app, users will have the operating instructions and warranty certificate always to hand.

The top model even sends a push notification to the smartphone if the vacuum cleaner bag needs changing. The bags can then be ordered with just a few clicks in the Miele app, without the inconvenience of having to search for exactly the right ones.

## Miele is making containers smart

There are plenty of containers for storing food out there on the market, but only a few of them are suitable for chilling and freezing food and then cooking it in an oven, steam oven or microwave oven later on. The Miele Gourmet Boxes made from robust borosilicate glass make this possible! The special highlight of this product is the QR code located on the lid of the box. This can be used to enter the name of the food that is being frozen, e.g. blueberries, in the Miele app, along with the use-by date. When this date arrives, a push notification provides a reminder in the app – and also offers recipe suggestions for a delicious blueberry dessert. The product is set to be launched on the market in 2025.

\*The networking applications described in the text are additional digital offers from Miele & Cie. KG or partner companies. All smart applications are facilitated by the Miele@home system. The range of functions can vary depending on the model and the country.

## Media contact

Michael Prempert

Phone: +49 5241 89-1957

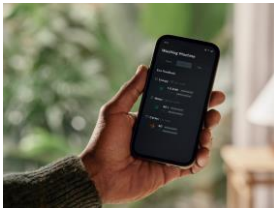
Email: michael.prempert@miele.com

**Company profile:** Miele is recognised as the world's leading supplier of Premium domestic appliances, with an inspiring portfolio for the kitchen, laundry and floor care. The company also offers machines, systems and services for use in hotels, offices, care and medical technology. Since its foundation in 1899, Miele has lived up to its brand promise of "Immer Besser" in terms of quality, innovation, performance and timeless elegance. With its durable and energy-saving appliances, Miele helps its customers to make their everyday lives as sustainable as possible. The company is still owned by the two founding families Miele and Zinkann and has 15 production plants, eight of which are in Germany. Around 22,700 people work for Miele worldwide and the company's most recent turnover was 4,96 billion Euro. The company has its headquarters in Gütersloh in Westphalia.

There are three photographs with this text.



**Photo 1:** AI Diagnostics helps users to take corrective action themselves in the event that their appliance has a fault. (Photo: Miele)



**Photo 2:** 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)



**Photo 3:** The Smart Food ID application will identify even more dishes in the future and then cook them automatically. (Photo: Miele)

Text and photo download: [www.miele-press.com](http://www.miele-press.com)

Follow us on:

 @Miele

 @Miele\_com

 Miele