



GE APPLIANCES
a Haier company

GE Appliances Unveils Industry's First 5-in-1 Wall Ovens

Achieve design versatility and cooking excellence with convection cooking, warming/proofing oven, microwave, speed-cooking oven with Advantium Technology and toaster oven in one versatile appliance

LOUISVILLE, Ky.—February 19, 2019—GE Appliances, a Haier company, the leader in consumer-driven, industry-first cooking innovations, is delivering again with the introduction of its new 5-in-1 Wall Ovens with Advantium Technology. The versatile built-ins save time and space by uniting convection cooking, warming/proofing oven, microwave, speed-cooking oven with Advantium Technology and toaster oven capabilities in a single, striking 30-inch appliance.

“At GE Appliances, our focus is on creating functional, beautiful and powerful appliances that improve cooking skills, promote healthier eating and create efficiencies for today’s busy households,” said Brian McWaters, senior commercial director, built-in products, GE Appliances. “We created Advantium Technology 20 years ago as a way to prepare healthy, gourmet-quality foods at speeds two to eight times faster than conventional ovens. Today, we are launching significant improvements in the new CAFÉ™ models.”

Advantium Technology cooks the outside of food like a conventional oven with radiant heat produced by halogen bulbs above and below the food. The halogen-produced heat receives a boost of microwave energy, resulting in food that browns and cooks evenly and fast, while retaining its natural moisture. GE Appliances remains the first and only manufacturer to offer this distinctive technology in a stand-alone built-in oven—and is the first to combine it with other popular cooking methods.

First available in CAFÉ, the ovens will also be available in the Monogram® brand later this year. All 5-in-1 models are WiFi-enabled and feature intuitive, 7-inch, full-color LCD touchscreen displays, appealing to a broad range of consumers.

More inspired features of GE Appliances’ 5-in-1 Wall Ovens include:

Curated Recipes for GE Appliances Advantium Technology

With the addition of WiFi Connect, consumers will have access through the CAFÉ and [Innit](#) apps to hundreds of recipes that auto-set the appliance to the food being prepared for restaurant-worthy results every time.

True European Convection to Cook Smarter, Not Longer

Achieve oven-quality results in a fraction of the time as halogen light, microwave energy and True European Convection work together to provide the exact amount and type of heat your food needs, precisely when it needs it.

Crisp Reheat That Eliminates Rubbery Leftovers

Achieve crispy results at microwave speed with more than 20 reheat programs that make leftovers taste like new.



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5-in-1 ovens also feature steam-cleaning functions, a separate warming and proofing oven, and the newly added toaster oven function that eliminates the need for a separate countertop appliance. Some models also include customizable hardware and finishes to fit into virtually any design scheme. In total, these wall ovens have 1.7 cubic feet of space and are available in 120- or 240-volt options.

The CAFÉ 5-in-1 Wall Oven will be available for order [wherever Café appliances are sold](#) beginning in May 2019 at an MSRP ranging from \$2,799 to \$3,299, depending on the finish. Monogram® will launch its version of the 5-in-1 in September.

Experience these leading cooking technologies on display at the Kitchen and Bath Industry Show at GE Appliances' Booth C5819 and the International Builders' Show at Booth C6331.

About GE Appliances WiFi-Connected Technology

GE Appliances, a Haier company, a leader in WiFi-connected appliance technology, makes consumers' lives easier while improving their daily routines. With its connected suite of GE Appliances, people and families can monitor and maintain their home from near or far using their voice or a mobile device. GE Appliances uses the U+ Connect platform as the smart connection that seamlessly integrates their connected appliances with partners, including Amazon Alexa, the Google Assistant, Apple® HomeKit™, Amazon Dash Replenishment, Nest Labs, Drop, IFTTT, SideChef, Hestan Cue™ and Innit. Connected appliances are also updated remotely with new capabilities and can assess their own performance, allowing for unparalleled service. To learn more, visit <https://www.geappliances.com/ge/connected-appliances/>.

About GE Appliances

GE Appliances, a Haier company, creates “good things, for life” through our passion for great appliances and the happiness they can bring to every household. With the Hotpoint, Haier, GE®, GE Profile™, CAFÉ™ and Monogram® brands, people and families have more choices for making their kitchens and homes amazing each day. Our products include refrigerators, freezers, cooking products, dishwashers, washers, dryers, air conditioners and water filtration systems. For more information, visit www.geappliances.com/our-company.

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