



GE APPLIANCES
a Haier company

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GE Appliances

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Creating a Smarter Home

Leading the way in smart home technologies and connected appliances

GE Appliances creates a smarter home by putting the most innovative technologies and connected appliances into the hands of consumers. Our innovations transform the home, delivering tangible time savings, improved cooking skills and enhanced convenience so people and families can spend more time on the things that really matter to them.

GE Appliances' Smart Home Leadership

As consumer adoption of smart home devices climbs, GE Appliances is leading the way with more than 400 connected products and growing partnerships with leading consumer technology brands. And our impact goes far beyond appliances. Through an enduring focus on smart home solutions, GE Appliances is creating a seamless, sustainable experience for consumers across the entire home.

Every connected product from GE Appliances is built on the company's U+ Connect, an open platform that ensures interoperability between a home's IoT devices. For consumers, this means an enriched connected experience, as well as access to software enhancements that future-proof their smart home investments as technology evolves, extend the life of products through maintenance reminders, and ultimately help people and families maximize their time together.

GE Appliances offers connected capabilities on models across its House of Brands—including GE®, GE Profile™, CAFÉ™, Monogram® and Haier—appealing to varying price points and style preferences so everyone can benefit from life-enhancing smart home technologies.

How We're Leading the Way

GE Appliances is the pioneer of firsts in connected technologies and has forged strong partnerships with tech brands including Amazon, Google, Apple®, Nest and more to deliver unexpected experiences for consumers.

Firsts in Connected Technology. GE Appliances was the first to offer WiFi-connected, voice-controlled wall ovens with Amazon Alexa and Apple HomeKit™; the first to offer a complete suite of connected appliances; and the first to deliver an over-the-range hood that doubles as a smart home command center. Our leadership in connected appliances led GE Appliances to be recognized as the 2019 IoT Breakthrough Smart Appliance Company of the Year.

“In a connected world, there's still nothing more important than creating real, human connections with friends and family near and far. GE Appliances rallies around this ideal in everything we do by creating opportunities for consumers to spend less time on household tasks and more time on the things that really matter to them.

“As smart home adoption rates rise, we see it as our responsibility to ensure that smarter homes go beyond tech features to actually create meaningful daily impacts on people's lives. Our U+ Connect platform helps us do that because it is a fully open, single solution that ties together all smart home technologies and future-proofs connected investments for consumers.”

*Shawn Stover, vice president,
SmartHome Solutions, GE Appliances*



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The New Heartbeat of the Home. There's no better example of an appliance company offering a whole-home experience than GE Appliances' introduction of the Kitchen Hub. The first-of-its-kind solution combines a 27-inch smart touchscreen and over-the-range ventilation system to help consumers take advantage of guided cooking resources, connect IoT devices in one central command center and video chat with family and friends. And because it's built on the U+ Connect platform, consumers can also do things like tap into their favorite music and movies or control lighting and temperatures.

Voice Control. Partnerships with Amazon Alexa and the Google Assistant help take connected refrigerators, ovens and ranges, microwaves, vent hoods, dishwashers, washers, dryers, water filtration and room air conditioners to the next level with hands-free voice controls. Time-saving features include control over washer/dryer cycles, remote oven preheating, appliance status checks and more.

Automatic Ordering. By linking with Amazon Dash Replenishment Services, consumers can save time shopping for household supplies by creating automatic reorders that deliver the products they need, when they need them.

Access to Chef-Inspired Recipes, Guided Gourmet Cooking and Precision Controls.

GE Appliances partners with several recipe apps and culinary technologies to turn home cooks into home chefs, including:

- **Drop:** Preheat and control connected wall ovens from recipes within the Drop Recipes app. Bring to life 500+ recipes enabled by the Drop platform.
- **Innit:** Adaptive cooking programs tailored specifically to the connected appliance and the food, enabling restaurant-quality results for home cooks of all skill levels.
- **SideChef:** Powered by the SideChef recipe app, the Kitchen Hub provides home cooks with guided cooking and access to more than 5,000 recipes with searching and filtering capabilities.
- **Gourmet Guided Cooking:** Through CAFÉ induction ranges and cooktops, people and families can create flawless recipes through guided gourmet cooking powered by Hestan Cue™ and access precision controls that adjust the range or cooktop to the perfect cooking temperature for the food.

State of the Smart Home

Recent studies indicate that adoption rates of smart home technologies are accelerating:

- Smart home devices or IoT-connected devices are the leading category of consumer technology in 2019, with [27 percent of consumers planning to purchase these products within the next six months](#).
- Household penetration of smart home devices is [33.2 percent in 2019 and is expected to hit 53.9 percent by 2023](#); household penetration of smart appliances is [13.6 percent in 2019 and is expected to hit 28 percent by 2023](#).
- [75 percent of smart appliance adopters](#) are between the ages of 25 and 44 years old.

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