



GE PROFILE™ DEBUTS THE LATEST ADVANCES FOR THE SMART HOME KITCHEN AT KBIS 2020

From an industry-first in-oven camera to AI that helps owners cook smarter, GE Profile innovates the kitchen experience in a whole new way

LOUISVILLE, Ky. – January 21, 2020 GE Appliances (GEA), a Haier company, is creating a future for your kitchen that saves you time and makes you a more confident cook with its new GE Profile™ smart home kitchen appliances that boast cutting-edge technology and provide solutions to make life easier. GE Profile will bring these products to life at GEA's 20,000 square-foot booth at the 2020 Kitchen & Bath Industry Show (KBIS Booth C6631) in Las Vegas from January 21-23.

"When it comes to designing state-of-the-art kitchen appliances and products, our mission for the Profile brand is always to make cooking experiences easier and more enjoyable for consumers with forward-thinking new technology," said Todd Getz, executive brand director of GE and GE Profile at GE Appliances. "We lead the cooking segment with industry firsts and consumer-driven innovations that improve cooking skills, promote healthier eating and create efficiencies for busy households. Plus, all of our new products are WiFi-enabled so they can sync-up with a connected home."

The award-winning Kitchen Hub gets a boost from Artificial Intelligence in 2020

The Kitchen Hub is the first-of-its-kind, over-the-range interactive smart kitchen and ventilation system. With access to thousands of embedded recipes in the Flavorly app, as well as guided cooking features, the Kitchen Hub has helped families maximize their cooking resources, streamline daily tasks and bring people together in the home. Driven by data that American families spend hours a week trying to plan meals and waste 20% of the food they buy – equating to roughly \$800 per year in waste – the Hub will gain computer-vision-cooking and AI technology allowing owners to:

- **Produce the perfect caramelized onions, seared steak and more:** the next gen Kitchen Hub will identify when cooking is complete and turn off the cooktop or lower the temperature.
- **Try new recipes based on items they have on hand:** The Hub will be able to identify a grouping of five items, suggest recipes and walk the user through step by step instructions on how to prepare the meal, including automatically pre-heating the cooktop/oven to correct temperatures.
- **Keep tabs on nutrition:** it will calculate the nutritional value of meals and store the data in recipe favorites and/or send to other connected devices.
- **Restock the kitchen:** AI adds used items to your next shopping order.

These AI features will be available as a software update to existing Kitchen Hubs in late 2020. Additionally, the company will release the **Next Gen Kitchen Hub Micro** (available late 2020), with a built-in microwave and additional third camera inside the oven that's integrated into AI computer-vision-cooking technology, creating a cutting-edge digital cooking experience that allows users to determine when their meals are done while viewing the inside of the oven from their couch.

Freedom from 'oven hover': New GE Profile Slide-in and Built-in Ranges

Launching in 2020 and debuting at KBIS, the **GE Profile 9000 Series Wall Ovens** and the **30" GE Profile Slide-in Range** offer an industry-first in-oven camera. Combined with WiFi capabilities, these ovens free owners from standing captive in the kitchen to watch the chicken roast or the souffle rise. The camera is easily called up on any smart device, and owners can adjust cooking settings instantly. The oven also features hot Air Fry mode to bring healthier, crowd-pleasing crunch without the countertop clutter. The



brilliant touch LCD control and true European convection with industry-exclusive Direct Air technology and precision cooking modes elevate any home chef's cooking.

Drier dishes guaranteed with GE Profile Dishwasher

Rounding out the smart kitchen is the new **GE Profile Dishwasher** with Twin Turbo Dry Boost technology that ensures a complete dry with every cycle. A dual fan system and inline heater provide exceptional performance, even with plastics. Leaks are easily detected and contained with Active Flood Protection and Lead Defense technology – if something goes awry, owners get a notification through the GEA mobile app, providing peace of mind that they won't come home to a flooded kitchen. Embedded WiFi connect also allows the dishwasher's status to be available at the touch of the fingertip, and Amazon Dash dishwasher pod replacement means owners never unexpectedly run out of detergent and can take one more thing off the grocery list.

Visit the GE Appliances booth C6631 at IBS/KBIS to enjoy freshly baked cookies from [Great American Grandma Mama Ally](#) while experiencing these smart products from GE Profile with [Food Network Chef Brian Duffy](#) that bring more convenience, assistance and peace of mind to owners.

For more information, visit GEAppliances.com, or follow @geappliances on Instagram, Pinterest or YouTube #ForceofInnovation or @geappliancesco on Twitter.

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 Monogram®, CAFÉ™, GE Profile™, GE®, Haier and Hotpoint brands, people 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.

Media Contact:

Wendy Treinen

Wendy.Treinen@geappliances.com

(502) 452-5002