



BORN INNOVATIVE

FROM HOOVER THE KITCHEN OF THE FUTURE: TOMORROW ALREADY

Berlin, August 31, 2017 – The home appliance market captures an ever-evolving user who chooses connected, integrated and remotely-manageable solutions. Hoover has always been producing highly innovative and futuristic products, characterized by state-of-the-art technology and cutting-edge design. The ability to communicate and interact with products, the remote control through connectivity, and the improvement of the service network are the main drivers of the brand's innovative offer.

The **Hoover Kitchen of the Future** is the perfect synthesis of connectivity applied to household appliances and the answer to every need: high technology standards, quality materials and state-of-the-art innovations to ensure high performance. Core not only of the family but also of social life, Hoover Kitchen of the Future is enriched by the latest technological innovations: a perfect synergy between **artificial intelligence**, essential to the evolved user looking for a real benefit in technology and **interconnectivity among devices**, to recreate a fluid and perfectly connected technology ecosystem.

The whole range of smart products presented at IFA will be available to the public, who will have the possibility to discover its high performance thanks to a unique, immersive, fully-VR (Virtual Reality) experience. Wearing the most sophisticated VIVE viewer, users will discover the potential of connected products, through virtual reality. VR is the cutting edge of innovation and this is the reason why it has been chosen as the most representative technology to present a range of products that has cutting-edge as its distinctive feature.

Through augmented reality, users will be able to experience daily life inside the Kitchen of the Future trying all Hoover products and new technologies. Through the viewer, the public will discover the potential of the Hoover appliances reproduced in 3D through **two different levels of interaction**. In the first, the user will discover the potential of home appliances inside the Hoover kitchen through a 360-degree video. In the second, more dynamic, the user can also move inside the dedicated area and interact, for instance, with the Vanity oven – real hub of the kitchen - and with TED Food, the innovative system designed by Hoover, capable to recognize the food by scanning it and making a “map” of what's in the fridge, testing the effective interconnection of appliances among them and with the outside world.

How the house will look in the future? To make the most of the event, Hoover has also set up numerous demo areas where users can really experience... a taste of the future.

An example: spring boarded to 2020, users will follow Lucy's life, a regular girl who, due to her busy life, needs to do housework quickly and easily. She will be assisted by home appliances, which will be able to geolocate her position and perceive activities and habits to provide the best solutions for any problem with useful usage proposals. They will be able to anticipate her needs, simplifying her daily activities.



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Mr. Marco Balliano, Head of Built-in & Cooking Business Sector, said: *“Connectivity and continuous research for innovation are a philosophy for Hoover and, in general, for the Group, an attitude which has always been at the centre of production. This is why, over the years, we have introduced revolutionary novelties in the market, taking the lead. One of them is the percentage of connected users: 64% of smart appliances on the market are part of our Group. Future technologies will completely transform the role of the kitchen, which will increasingly become the focus of the social life of every family. For Hoover, the future is at IFA 2017.”*

Hoover is a well-known international brand with a strong innovative attitude, in the business since over 100 years; it is a trendsetter in the market by introducing innovative and high technological products with advanced performance and cutting-edge design. It offers a full range of small and major domestic appliances, both free-standing and built-in, positioned in the high-end market segment. Hoover is at the frontier of innovation also for ecological values: all products are in the excellence classes for performance, energy saving and silence. Hoover is among the European floor-care market leaders. **Hoover Born Innovative**

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