

Individual solutions for perfect results: Bosch will be presenting smart and innovative products for quality-conscious consumers at IFA 2018

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- ▶ Bosch innovations meet the key requirements for reliability, quality, individuality and sophisticated design - and equip consumers for the future
- ▶ New household appliance line - accent line carbon black: Reduction and design fit in classy black
- ▶ Vario Style, the first refrigerator that can change colour: now available in a total of 24 colours
- ▶ World premiere: first, networkable Bosch washer-dryer with automatic programme and automatic i-DOS detergent dosage
- ▶ Growing Home Connect portfolio with new features: e.g. Bosch refrigerator with *food recognition with storage recommendations*, customer service via remote diagnostics
- ▶ New Home Connect partnerships: even more services for Bosch consumers
- ▶ Small household appliances: perfect partners for a healthy lifestyle
- ▶ Smart visions for the future: Personalised Cooking, Forward ShowCar and PAI-Projector

Munich. How can households achieve perfect results even more easily? Do you want to enjoy your individual style even more? Cook healthier and at the same time enjoy it and be more relaxed? And just how can a networked kitchen and a networked home be better adapted to your needs? - Bosch, Europe's no. 1 household appliances manufacturer, regularly asks such questions. And finds answers that are both surprising and convincing. Between August 31st and September 5th, 2018, at IFA in Berlin, Bosch will be presenting innovations that are consistently tailored to the needs of quality-conscious consumers.

New paths in design: accent line carbon black and Vario Style

With the progressive merging of kitchen and living space, consumer demands are changing with respect to their household appliances. Bosch has fulfilled its wish for elegance, value and reduction at the highest level with the new built-in appliances line, accent line carbon black. With its black glass front and completely

black controls and handles, it offers a uniform, perfectly puristic look. accent line carbon black includes a complete product portfolio, from the oven, to the heat drawer, to the fully automatic coffee machine. As part of the accent line, for the first time, Bosch is offering carbon black steamer and steam ovens with a sous vide function and sous vide drawer. Cooking without air enables a particularly gentle and aromatic preparation of fresh food: a real taste hit. - Consumer desire for a strong and individual design statement was the inspiration for Bosch Vario Style, the first fridge-freezer combination that can change colour. For this quick-change artist with interchangeable door fronts, there are now five new, expressive colour shades - and a total of 24 options for you to easily express your own style. Consistent orientation towards consumers and their desires and needs will be continued by Bosch at the IFA via direct dialogue. The company is gathering consumer opinion on other possible Vario Style fronts, such as the use of innovative materials such as ceramics or even more individual designs, for example in cooperation with RICE, the Danish homeware design icon.

Perfection has never been so easy: fully automatic washing and drying

Every consumer dreams of a device that carries out the laundry, not only perfectly, but practically "by itself". This dream has come true, with WDU28640, the first Bosch washer-dryer with i-DOS automated dispenser. This space-saving, networkable device ensures optimally washed and dried laundry in a single operation, without transfer and without manually adding detergent. A sensor-supported automatic programme, not only detects the load, but also the type of fabric and degree of soiling of the laundry, and automatically selects the right wash programme. At the same time, i-DOS ensures the ideal amount of detergent is added - accurate to the millilitre. Thanks to AutoDry, the washer-dryer dries the textiles particularly gently and crease-resistant. Home Connect adds a security aspect: The device can be controlled from anywhere at any time via the app. And when the wash is finished? The app informs the user automatically via a push message. No more having to keep checking if the washing machine is finished!

New small household appliances: healthier, more inspiring, more individualised

The new Bosch vacuum mixer ensures surprisingly easy and perfectly mixed, healthy smoothies and juices. By using a vacuum, not only are the vitamins of fruits and vegetables better preserved, but consistency, appearance and shelf-life also benefit enormously. So healthy eating becomes even more fun. Bosch is giving a further boost to healthy lifestyles with a product which promotes the trend topic of indoor gardening for the first time: SmartGrow is a smart device that makes it easy to grow fresh and tasty herbs, salads or edible flowers all year round in your own kitchen. Automatic watering and lighting ensure perfect results anywhere - an inspiring contribution to a healthy, fresh diet! - The indispensable

MUM 5 food processor from Bosch will be even more individualised in the future: Using the slogan MyMUM - my style, Bosch presents the first food processor configurator in its own web shop. This allows each consumer to assemble their own personal MUM: from a wide variety of colours, engine options and accessories. This individualised model is then produced and delivered to order.

Home Connect Portfolio: new functions

Safety and comfort are high up on the wish list of Bosch households. Networkable household appliances with Home Connect meet these needs - they can be controlled and checked at any time via a tablet or smartphone. In addition, the app ensures that consumers always get the support they need - even a direct line to Bosch customer service if required. Bosch is now adding another practical function to its portfolio with *food identification and storage recommendation*: With help, the networkable refrigerator automatically detects around 60 different types of fruit and vegetables and provides information about ideal storage location via an app. The result: Foods are stored optimally, stay fresh longer and subsequently disposed of less frequently.

Home Connect ecosystem - a world of possibilities

As an open platform, Home Connect is also constantly entering into new partnerships with other digital service providers: This will enable Bosch consumers to benefit from more and more useful services. For example, inventory control and automatic reordering of dishwashing tablets, rinse aid etc. via OTTO and the use of eismann's digital recipe world of frozen food and grocery home service are new, as well as access to digital recipe providers such as the Bosch platform Simply Yummy or Kitchen Stories. Interfaces to Mozaik, Bosch Smart Home and Busch-Jaeger make it possible to integrate Bosch household appliances into a connected home. And thanks to collaborations with IFTTT and Amazon Alexa, the smart device control options are also growing with the help of innovative operating concepts.

The future: *Individual. Inspired. All-in-one.*

With Home Connect, Bosch currently offers the largest partner network for household appliances in Europe. The future has just begun. At IFA 2018, Bosch invites you to take a look at cooking in the future with the slogan Individual. Inspired. All-in-one. A virtual prototype deals with the question of how, in the future, powerful networked kitchen appliances can contribute to tailoring daily cooking even more to individual preferences and requirements, while at the same time making it surprisingly simple. Another future concept, the Bosch Forward ShowCar, shows how a networked car can become a personal companion to its owner and makes it possible to control connected household appliances at any time, even on the move. And with the digital PAI projector, another interactive medium is moving into the kitchen: It makes "Guided Cooking" a reality, a step-by-step method that leads to perfect results.

"However, we are not focussed on the technically feasible, but to the central needs of our consumers as well as to social developments," explains CEO Robert Bosch Hausgeräte GmbH Harald Friedrich. "Only by understanding how and why people do something in the home can we develop meaningful devices and solutions that are up-to-date, not just today, but also tomorrow."

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For generations, the name Bosch has stood for ground-breaking technology and outstanding quality. Bosch home appliances have been committed to this high standard for over 80 years: Bosch is Europe's leading home appliances brand. Throughout the world, consumers associate it with efficient functionality, reliable quality and internationally acclaimed design. Treating people and nature with respect, which is reflected not least in the guiding principle of "Technology for Life", is a matter of course for Bosch. Among other aspects, it finds expression in sustainable products and processes that make efficient use of resources.

For more information www.bosch-home.de: