

Taking responsibility, offering perfect solutions: Bosch presents innovations for a conscious lifestyle.

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- ▶ Key topics: deceleration, simplification, mindfulness, health and connectedness
- ▶ Smart baking: Bosch presents first sensor-controlled built-in ovens with artificial intelligence
- ▶ Simply convenient and smart: new generation of laundry care appliances with world-class innovations: no more door filters thanks to AutoClean as well as the first dryer that “talks” to the washing machine
- ▶ Easy cooking: Cookit is the first food processor launched by Bosch with cooking function
- ▶ And breathe...: Bosch offers fan solutions for allergy sufferers for the first time
- ▶ Simply more: the award-winning accent line carbon black series of built-in appliances offers even more possibilities and functions
- ▶ Zero waste: reducing food waste using appropriate cooling appliance solutions
- ▶ Peace and quiet: Bosch SilenceEdition, featuring reigning silence world champions
- ▶ Simply individual: fridge-freezer combinations with Vario Style create a fantastic photographic backdrop to any home
- ▶ Ready for tomorrow: the “Concept” washing machine prototype offers a tempting glimpse into the future; Home Connect with new digital services

Munich, Germany. Deceleration is on trend. Mindfulness, health and connectedness are increasingly regarded as basic human needs. Bosch recognised this desire for a conscious way of living early on – and has supported it along the way with its innovations. This will be particularly apparent at IFA 2019. Europe’s No.1 home appliances brand is once more clearly addressing the needs and interests of consumers with its new

appliances. For Bosch, “Technology for life” also represents a clear commitment to mindful living. And this is precisely where Bosch has focused its innovations – innovations that offer perfect and surprisingly simple answers to these needs and megatrends.

The future is now: AI ushers in new era

Artificial intelligence is not just a burning topic, it is also becoming increasingly potent. This autumn for the first time, AI will show its prowess in the new Bosch Serie 8 sensor ovens. These appliances say in advance when cakes or roasts will be ready, by taking account of the individual preparation of the food item in the oven. For baked goods and roasts the PerfectBake sensor and the PerfectRoast meat probe – Bosch’s patented sensor technology – ensures perfect results. And now, with machine learning brought into the picture, a new dimension is emerging. The connected oven learns based on a growing volume of anonymised data from a large number of baking and roasting processes. As a result, it not only uses its high-performance sensor technology to deliver optimum results – over time, it also gets smarter about when exactly to finish cooking individual recipes. All Serie 8 ovens in the accent line with Home Connect as well as PerfectBake or PerfectRoast are to be fitted with artificial intelligence by spring 2020.

So smart and convenient: intelligent laundry care in the new Serie 8 and Home Professional series

When it comes to laundry care, Bosch relies on smart technologies too. Thanks to Smart Dry, the connected washing machine and dryer are closely interconnected. The washing machine sends the parameters from the last wash – programme, fill level and remaining moisture content – to the dryer. The dryer then automatically selects the appropriate drying programme. And another highlight: the new dryer no longer needs a door filter to capture fluff. Thanks to AutoClean, the fluff is directed to a repository at the bottom of the appliance. With average appliance use, the filter only needs to be emptied around eight times every year, whereas previously when using a door filter this had to be done around 160 times.* The second i-DOS generation makes life easier too. Bosch's intelligent dosing system dispenses to the precise millilitre and thus gently cares for laundry and the environment. Using the innovative 4D wash system – a combination of washing tunnel and water spray – cleaner results can be achieved with even larger loads too within a shorter period of time.

For those who want more from cooking

Cookit is another world-class innovation that offers greater convenience and enhanced quality of life. It is Bosch's first connected multifunctional food processor with cooking function. Cookit offers varied and time-saving preparation options such as Guided Cooking, manual cooking as well as numerous automatic programmes to enjoy fresh meals at home every day. Fitted with the Home Connect App, cooking inspirations can also be sent really easily to Cookit from the comprehensive recipe pool. Cooking has never been so simple.

Allergy sufferers can breathe easily again

Living a careful and mindful life – for many allergy sufferers this is an everyday necessity. The good news: Bosch now has the ultimate new solution for them. Thanks to the CleanAir Plus filter, the first pollen filter for extractor hoods, those suffering from pollen allergies can now breathe deeply. The filter absorbs the pollen from the air and renders the allergens harmless in a natural way. The result? Kitchen and adjacent living areas are more than 99 percent** pollen-free. Under the new partnership with NuWave, the pollen filter works together with the air sensor station and Home Connect to automatically guarantee clean air 24/7.

Simplicity perfected

As everyday life becomes more complicated, people long for purism, minimalism and authenticity. This development inspired Bosch when it was designing the accent line carbon black. The award-winning built-in range of appliances fits harmoniously into the surroundings thanks to its discreet and yet impressive design. The portfolio is now being extended by several extractor hoods with different designs and functions. One of the highlights is the first ceiling hood from Bosch with lift function (DRH18LT65) in black. The cooker hood is only lowered to the desired height when needed, where it effectively removes steam, odours and pollen. Afterwards, it retakes its place on the ceiling, making it a prime example of a home appliance that can seamlessly integrate into its surroundings. For those to whom merging the kitchen and living space while not losing sight of the cooker is a trend that appeals: look no further than the new cooktops from Bosch with integrated extractor hood. The new puristic cooktop in the Serie 8 with its high-performance, integrated extractor hood in a width of 80 centimetres combines the best of both worlds. A true world-class innovation is the Serie 6 cooktop. Its integrated 70-centimetre wide extractor hood can be installed on top of 60-centimetre-wide base cabinets and therefore offers even greater

flexibility when it comes to kitchen design. Also new is the 80-centimetre-wide accent line carbon black cooktop with extended FlexInduction and interactive lighting. Smart red LEDs illuminate all the features and light up the active cooking area dynamically to suit the cooking situation at hand.

Simply mindful living

A responsible approach to food is one of the key components of a mindful lifestyle. Yet around five million tonnes of food end up in the trash every year in German households.*** With its “Zero is Hero” motto, Bosch is broaching this issue of food waste and offering its own solutions – such as the economical Bosch cooling appliances with VitaFresh freshness system. They ensure that food stays crisp and fresh for longer and therefore ends up less often as household waste. Large households have every reason to be pleased too: the XXL cooling appliances with VitaFresh are ideal for them. The new Bosch ErgoMixx vacuum freshness system, which keeps food fresher for longer, is proof that sustainability starts off with the little things. With just a single click, the powerful ErgoMixx hand blender transforms into a vacuum chamber machine – and locks in the intense aromas and nutrients of fruit, herbs, cheese, and more. The SmartGrow hydroponic indoor gardening system is another example of how easily healthy nutrition can be encouraged. Thanks to the clever system, fresh herbs can be grown at home and harvested all year round, even without a garden or balcony. And without any need for green fingers.

Switching off when switching on

The world is getting louder all the time, making it all the more important to have a place of retreat and silence in the home. Bosch fulfils this desire with the current Silence Edition, a portfolio of super-quiet home appliances. The focus here is on four world champions in quietness: the WAY287W5 washing machine, the WTY887W6 and the WTX87E40 dryers and the SMS68TW00E dishwasher. Numerous high-tech components, like the EcoSilence Drive, make the appliances super silent and create a relaxed ambience in the home.

Individuality enters a new dimension

The desire for individuality does not stop at the kitchen door. Vario Style is the first fridge-freezer combination in the world that can change its colour. Launched successfully in 2017, the multiple award-winning fridge-freezer combination now offers 24 colour door front panels. Bosch will now present spectacular photo prints by Berlin artist Simone Hutsch at

IFA for the first time. They transform the refrigerator into a real designer piece, which can be adapted any time in terms of colour and motif in just a few simple steps.

Smart innovations. For a better life.

Connected home appliances with Home Connect are making day-to-day life easier in more and more households. The ecosystem is growing steadily and, with more than 40 partners, it offers the largest partner network in Europe. The digital cooperations cover the widest variety of areas – including for example tasty recipe ideas from Germany’s most successful food YouTuber and Instagrammer Sally or the easy as pie voice control of the appliances. Thanks to continual expansion of the services, Bosch customers are always kept up to date and can look forward to the future completely relaxed.

Bosch provides an exciting glimpse into the home of tomorrow with the “Concept” washing machine prototype. While the connected washing machine is still at the development stage today, intensive customer feedback suggests that it will one day set an innovative standard for smart and uncompromisingly simplified ease of use. The appliance itself just has a single button, yet its intelligent automatic programme can handle most washes. Operation via the Home Connect App opens up a complete wealth of potential settings and even allows programmes to be personalised. The linear and clean design of the “Concept” reflects the operating experience with striking design.

On trend: well-being and satisfaction over asceticism

Regardless of whether smart oven, extra-quiet washing machine or innovative app – Bosch always places people and their needs centre stage. In-house market research, consumer studies, and a highly responsive approach to moods and trends deliver valuable information to help Bosch engineer home appliances that can meet these needs. “For some years, we’ve noticed that the desire for a mindful lifestyle is on the rise. We want to support this preference as best we can with our products”, stresses Robert Bosch Hausgeräte CEO Harald Friedrich. But what exactly does a “mindful lifestyle” mean? “It categorically doesn’t mean harsh asceticism”, explains trend researcher Daniel Anthes. “It’s more about holistic well-being through mindful consumption, high quality and appealing design.” Points that Bosch has firmly anchored in its corporate philosophy.

* For 160 cycles per year for a standard cotton programme in accordance with EU Regulation 392/2012. The details may vary depending on usage behaviour.

** Testing process: 1. Measured as per ISO 16890-2 and -4 (for particles), 2. Measured with Ambrosia pollen in a test system as per ISO/TS 11155-1

*** Source: Anthes, D. & Schulenburg, K. (2018). *Weil wir Essen lieben: Vom achtsamen Umgang mit Lebensmitteln: Mit Rezepten für die Resteküche*. Munich, Germany: Oekom Verlag GmbH.

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The name Bosch is known worldwide as a symbol of excellent quality and reliability. For over 85 years, its home appliances have also honoured this claim: Bosch is Europe's leading household appliances manufacturer. Its products are based exclusively on the real requirements of modern households. Thanks to trendsetting technology and surprisingly simple solutions, they effortlessly achieve perfect results and simplify everyday life. In addition, high quality, precisely finished materials and a timeless, internationally acclaimed design ensure noticeable quality and sustainability. A recognised high service quality cements the trust of the user in the brand and underpins the Bosch guiding principle, "invented for life".

For more information www.bosch-home.com: