

Haier Europe

IFA 2019:

HAIER PRESENTS ITS COLLABORATION WITH AMAZON TO BOOST ITS LEADERSHIP IN SMART HOMES AND IOT SOLUTIONS

Through the integration of Alexa and Amazon Dash Replenishment into its home appliances, Haier Europe is showcasing the voice-first future of devices at IFA 2019

A **collaboration** that ranges from the offer of **consumer services** to the **design of the technological service** underlying the **future development of products and innovations**: in recent months, **Haier** and **Amazon** have stepped up a close work to support the growth plan of the world's **largest major appliance manufacturer**, which is increasingly focused on **innovative technological solutions** to drive a strategy aimed at **creating a smart ecosystem**.

For Haier, IFA 2019 represents a **crucial opportunity to share and promote the results achieved** so far by this work both at Haier booth, which will include a section **entirely dedicated to smart homes and IoT applications**, and both inside **Amazon's area**, featuring **Alexa** and **consumer applications**.

Specifically, Alexa will be integrated into a **wide range of Haier, Hoover and Candy product lines**. For some time now, Candy has been innovating by **focusing on connectivity**: since **introducing the simply-Fi line back in 2014**, the brand has been offering a series of innovations seeking to streamline how people interact with their appliances—including with the launch of Bianca, **the first washing machine capable of talking with the user**, at IFA 2017.

Visitors of IFA 2019 will be able to **appreciate and interact through Alexa with** products from the Hoover brand – including the new **H-WASH 500 washing machine** as well as the **AXI** washers, dryers and dishwashers. Alexa integration is available also on Candy brand ranges—including the **RapidO' and Bianca washers; the RapidO' dryer; the Brava dishwasher**; the collection of **New Timeless Ovens** and the **BellIO' fridge**.

With Alexa, customers can dialogue in natural language to start/stop programmes, check appliance status, ask for washing tips and get support on specific product functionalities, maintenance and more.

Additionally, as announced earlier this year, Haier is integrating **Amazon Dash Replenishment** into **Candy Bianca** and **Hoover AXI** smart washing machines. By simply activating the service through the **Candy simply-Fi** or **Hoover Wizard**, the app is able to track the detergent usage, while Amazon automatically re-orders the supplies when the time is right, delivering directly to the customer's home.

*"Dash Replenishment is all about making customers' lives easier and helping ensure they never run out of everyday essentials," said **Eric Saarnio, Head of Amazon Devices EU**. "Haier washers are another great example of how Dash Replenishment can help simplify customers' lives by automatically reordering the right detergent, at the right time."*

*"Haier is looking to win over a growing number of consumers by offering high-quality products combined with high-tech innovative solutions capable of bringing us closer to creating an ecosystem based on the Internet of Things," says **Andrea Contri, Haier Europe IoT Ecosystem Director**.*

"Tackling these challenges requires strategic collaborations, and Amazon certainly plays a crucial role in our growth plan not only through the wide range of consumer solutions, but also via the development opportunities offered by the Amazon Web Services technology platform".