



## **A WASHING MACHINE IN THE SMARTPHONE: “CANDY NOVA” REVOLUTIONIZES THE CANONS OF WASHING**

*Nova's innovative interface and the new hOn App open up a world full of exclusive features designed to make everyday life easier.*

At IFA GPC 2020, Candy gives a world preview of **Nova**, the new connected washing machine able to offer high level performance, many washing programs and useful tips for the user, **all within reach of a smartphone!**

**The revolutionary interface of Nova**, only apparently without display, has exclusive features and functionality to simplify everyday life. **Never before has any washing machine concentrated all its functions in a single button.** What is the secret? By clicking the “On” button in the centre of the interface, and activating the remote control, the washing machine is able to automatically connect to the **brand-new hOn App**, which instead has a very rich interface, designed to manage all the features of the product from your smartphone, or from **Amazon Alexa** and **Google Home** voice assistants, ready to control the washing machine hands-free!

The launch of **Nova** starts from the analysis of users' preferences and habits: according to a survey conducted by Candy, based on data collected from the use of its connected products and the App, **currently 21% of people start washing cycles through their smartphone.** An extraordinary figure, tripled as compared to 2018, which has pushed the company to develop products that increasingly focus on connectivity. The survey also shows that **70% of people say they increasingly want new washing programs and appreciate the tips and suggestions of the Apps.** Unique solutions, designed and created specifically to move along with the times and different lifestyles.

Nova, with the support of hOn, provides a rich list of **over 60 washing cycles**, able to wash every type of garment or fabric, as well as offering the innovative and exclusive **Snap&Wash** function, which recommends the ideal washing cycle through a simple photo of the laundry.

With **over 500 tips and tricks dedicated to washing** – such as tips to remove a stain, to wash a coloured shirt, to choose the best detergent or to remove a filter to clean it – the App offers a solution and a response that can put at ease any type of user, from the most inexperienced to the most rigorous.

**Nova represents the future and offers a set of unique and exclusive features** including the best tips for perfect laundry, the monitoring of washing machine efficiency and the ability to create **personalized washing cycles** quickly and easily, by selecting the desired features through the hOn App. Once you have defined the washing cycle, you can save it and start it directly whenever you want through the App or simply by clicking the button on the dashboard.



Thanks to the many features and intuitive graphics, **hOn** allows users to interact with the washing machine in a new and incredibly simple and engaging way. The interface is intuitive and modern, focused on **an advanced intelligent control** able to maximize the potential and distinctive features of Nova.

Candy Nova, also available in washer-dryer version with more than 20 additional cycles dedicated to drying, is equipped with **an Inverter speed drive motor** that guarantees high washing standards and **maximum energy efficiency**.

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#### CANDY

*Candy is an Italian brand that for over 70 years has been offering products that combine accessibility, innovation and ease of use with the aim of meeting the needs of its consumers and accompany them in their everyday lives with smart solutions.*

*Candy has been part of Italian industrial history since 1945, when it launched “Modello 50”, the first washing machine for the family. Firmly positioned among Europe’s leading brands in the white goods industry, Candy today offers a complete range of home appliances for both standing and built-in use, with affordable and smart solutions for washing, cooking and storage.*

*Candy represents the result of long experience, continuous firsts, successes and functional and smart innovations. Thanks to its knowledge of consumers, in 2014 Candy developed simply-Fi, the first complete range of Wi-Fi appliances that can also be managed remotely via its App.*

*Today, Candy continues to propose new ideas, solutions and products that are brilliant, intelligent and easy to use, with an accessible positioning and a constant touch of Italian style, that accompany you in your everyday life to improve it...*  
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