



HAIER UNVEILS ITS FIRST RANGE OF CONNECTED WINE CELLARS: “YOUR FIRST CONNECTED WINE BANK”

Haier chooses **IFA GPC 2020** to launch its first **Mono Zone and Double Zone connected wine cellars**, created to enrich and complete the premium range that has led the brand to achieve market leadership.

Advanced technologies, premium design and tailor-made experience are the pillars on which Haier’s offer is based, and the new range of wine coolers is no exception, both in Mono Zone and Double Zone versions: **the humidity control system**, to keep it within the 50-70% threshold thanks to **a natural air flow**, the **protection from external vibrations** and the use of **3D LED lights** and **anti-UV door** to ensure the correct level of lighting are just some of the exclusive technologies introduced by the new range.

Innovations that are integrated with **a design studied in every detail**, from the choice of materials — with elegant wooden slats and a glass door — to the modern and refined style, the new range will satisfy the most demanding consumers, for whom Haier has studied a series of **new and exclusive features** made possible by the connectivity, transferred for the first time on the range of wine coolers.

Through the new **hOn** App, created to control and manage all Haier Europe appliances through a single solution, it will be possible — both in the Mono Zone and Double Zone versions — to access a series of functions able to transform the home wine cooler into a real **“Connected Wine Bank”**.

Thanks to the partnership with **Vivino** — the largest wine marketplace in the world with over **39 million active users** — hOn connectivity will give access to **a series of functions**, including the identification and cataloguing of wines with a simple **scan of the label**, **user profiling** to provide useful advice and suggestion of **food pairings** based on the tastes and wines available.

The Double Zone version will add **additional and exclusive features**, such as the ability to pair your device **to control and manage the temperature of the two zones** of the wine cooler remotely, thanks to the suggestions provided by hOn based on the type of wines present and a series of pre-set programs depending on the type of wine to be stored.

With the new range of connected Wine Coolers, Haier takes another decisive step forward in a path that sees it as the absolute market leader in offering **premium and customized products and solutions**, with the aim of **zeroing the distance with its consumers**.

HAIER

Haier is the brand dedicated to those who aspire to premium experiences related to home appliances. Advanced technology, superior design and tailor-made experiences are Haier’s three pillars. The company offers a wide range of

Haier

products and solutions in the washing, refrigeration, cooking and air conditioning segments. The Haier brand is part of the Haier Smart Home Group, the global leading manufacturer in the household appliances sector (source: Euromonitor, 2019).

www.haier-europe.com