IFA GPC 2020:
HAIER BRINGS ARTIFICIAL INTELLIGENCE INTO THE KITCHEN

Haier's Series 4 is the new "AI-driven" built-in range of kitchen appliances

IFA GPC 2020 marks a crucial opportunity for Haier, which introduces and officially presents the new **Series 4** built-in range, the first and only range of products fully Artificial Intelligence-driven, able to transform every moment in the kitchen into a memorable experience.

"Artificial Intelligence Inside" is the claim that accompanies the launch on the European market of a complete range of ovens, microwaves, hobs, cookers, hoods and dishwashers that take advantage of connectivity and AI to offer **tailor-made solutions**, surprising results, and integrate perfectly in modern kitchens with their elegant and minimalist design. Thanks to the deep knowledge of the market and consumers, Haier with these new products intends to achieve its goal: **"Zero Distance with Customers"**.

The search for a target of consumers looking for **innovative and intelligent products** for their homes and especially for their kitchen comes from here: products able to **help them cook, intuitive to use** and with an intelligent use of space, without sacrificing **a touch of style and design**, characterized by the choice of high-quality materials such as glass and aluminium.

To develop its idea of the kitchen of the future, Haier proposes the first range of products for cooking entirely guided by Artificial Intelligence, with a declared objective: **"From Cooking To Amazing".**
Starting from the range of ovens, **flagship product** of the kitchen, which offer the potential and functionality of the **"Cook with me"** innovative technologies.

A concrete example of these is the **PreciTaste** technology, able to recognize, thanks to the Artificial Intelligence, the types of food inserted inside the oven, to automatically set the cooking parameters and to receive a notification when the food is ready.
The oven, in addition to having a **presence sensor** that turns it on automatically when someone approaches it, has **an intuitive interface** that can be activated either through the **19" full touch control screen or directly by voice**.
Haier's cooking range embodies the brand's continuous effort to offer **premium products and high-tech solutions**, clearly visible even in the **induction range**: thanks to the innovative **PreciProbe**, the hob keeps the food temperature under control, automatically choosing the correct power at every stage of cooking and alerting when it is ready. PreciProbe is an extremely precise, compact Bluetooth temperature probe that can be used with both solid and liquid food thanks to its support, also allowing vacuum bain-marie cooking.

The exclusive features also include the **Multizone** technology, which – thanks to an advanced temperature detection system and **optimized power management** – can detect and manage the presence of pots of different sizes in the same area ensuring maximum flexibility, and the **VariCook** technology, which allows to move pots and pans without touching the controls thanks to the three pre-set power levels (high, medium and low), giving the possibility to cook food at different power in different cooking phases.

The 2020 range is completed by **gas hobs**, where Haier offers high-quality models with the most powerful set of burners on the market (**5kw of power**) and with the use of the innovative and exclusive **PreciFlame** technology, which allows to perfectly adjust the flame intensity, with nine different power levels.

*****

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 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