



reddot winner 2020

Haier Europe

hOn SMART HOME WINS RED DOT IN 2020

*The most important international design award goes to the Haier Europe App,
designed to offer an exclusive and immersive experience.*

hOn, the new **integrated digital solution** which offers a single centralized access point to control and manage the home appliances of all **Haier Europe** brands, is one of the winners of the **Red Dot Award: Brands & Communication Design 2020**.

Considered the most important and renowned design award and receiving more than 18,000 entries per year, for 65 years the Red Dot Award has evaluated good designs created every year. In the Red Dot Award: Brands & Communication Design 2020, the jury follows the motto "In search of good design & creativity": in particular, the **Red Dot Award: Brands & Communication Design 2020** was awarded by an international jury of 24 members, called to evaluate **almost 7,000 products**, analyzing them individually.

A success that is the result of a precise strategy: the launch of hOn is in fact part of Haier Europe's desire not only to offer **an immersive user experience, truly useful and satisfying**, but above all to make a conceptual change to the approach adopted by the Group: **from the Internet of Things to the Internet of Beings**.

No longer mere technology, therefore, but **IoT**, which becomes a technological enabler capable to support the Group in **the creation of a real ecosystem**, i.e., a technological environment **built by focusing on people and their needs**, in order to offer anyone who desires so the chance to live in a truly connected context, with the opportunity to manage it in a simple and engaging way.

hOn starts from the individual consumer to customize and shape around his needs **the Smart Home solution chosen**, integrating mobile devices, smart speakers and appliances **in a single App**, which will add continuous innovation and expansion of the potential of the tool over time.

Conceived and developed according to the most modern standards, hOn is **based on the integration of functions based on artificial intelligence, machine learning and advanced algorithms**: in addition to remote control and access to tips and tutorials, hOn will give for example the possibility to start the best washing program by taking a simple photo of the laundry or to update the inventory of a wine cellar by scanning the label of a wine.

Another key feature of hOn is that it is **open**, i.e., it is able to host **functionalities, contents and services** of different brands and partners (internal and external ones) in order to allow maximum performance with maximum usability.



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Entirely usable in multi-control mode, hOn allows users to communicate with appliances and services connected through **App or Voice**, such as **Amazon Echo and Google Home**, which also allow access to **a series of extra services connected to the use of appliances** including automatic reordering in apps or air quality monitoring.

Thanks to its features, hOn allows consumers **to improve performance and adapt the functionality of household appliances** to their needs, but also to get fundamental insights **to create new products, improve existing ones and propose adaptive campaigns, through analytics tools** on the use of the App and products, with security criteria and in compliance with the privacy regulations of the GDPR.

hOn, launched in May 2020, will be progressively introduced **on all the Group's household appliances**. Recently, it was launched on the **Hoover H-WASH 500** washing machine, while in the coming weeks the **Candy** connected wine cellars and the **Haier built-in line** (ovens and hobs) will be available.

In the coming months, a series of applications are also planned for the new Smart products, with the launch by the end of 2020 of new solutions in the **Cooking, Refrigeration, Washing, Air Conditioning and Small Household Appliance** sectors.

"Winning the Red Dot, of which we are particularly proud, is confirmation of Haier Europe's leadership in Smart Home solutions as well as its extreme attention to providing consumers with a high-performance digital product designed for an extraordinary experience," Piergiorgio Bonfiglioli, Marketing Director – IoT Smart Solutions at Haier Europe, said. "The ability to connect all our appliances and their functionality to a single multi-brand solution allows us to provide all our customers with a simple, intuitive and high-performance tool that is perfectly adaptable to each consumer's needs and preferences."

For further information in the Red Dot Award: <https://en.red-dot.org/>

Discover hOn: <https://hon-smarthome.com/>

App developer: Enhancers SPA – Link <https://enhancers.it/>

Haier Europe

Haier Europe is part of the Haier Smart Home group, the global No. 1 brand in the large household appliances sector and one of the Fortune Global 500 companies.



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Listed on the Shanghai Stock Exchange (SHA: 600690) since 1993, Haier Smart Home is present on all 5 continents with 25 industrial parks, 10 research and development centres and about 100,000 employees.

The company achieved revenues of approximately 25 billion Euro in 2019, and has a global sales force in more than 160 countries.

Haier's vision is to become the global leader in IoT serving smart solutions in the home. Haier Smart Home is the first Chinese company to enter the D-Share Market of the China Europe International Exchange (CEINEX D-Share Market) in Frankfurt in October 2018, with the goal of promoting the brand and supporting business growth internationally and in Europe, where the company markets Candy, Hoover, Haier, Rosières, GE Appliances and Fisher&Paykel branded products. Haier Europe is headquartered in Brugherio (MB), Italy. More information is available [here](#).