



JENNAIR ELEVATES AUTOMATED EXPERIENCES FOR LUXURY APPLIANCES

New Products Deliver Luxury Kitchen Experiences with Frictionless Connectivity Via Digital Platform

BENTON HARBOR, Mich. (Mar. 22, 2018) – With its new brand campaign, *Bound By Nothing*[™], and limitless approach to today’s luxury audience, JennAir invites owners to experience a frictionless kitchen experience. Coming to market in late 2018, the JennAir digital platform delivers heightened engagement to consumers and is seamlessly integrated into the new suite of JennAir products. The platform brings faster, smarter services to deliver the meaningful, custom interactions consumers expect in today’s connected world.

Connecting owners directly to JennAir’s unparalleled service and knowledge epicenter is yet another way the brand is living through its *Bound By Nothing* campaign, moving beyond category conventions to deliver what luxury consumers crave. The digital platform boasts a powerful backbone to control appliances remotely¹, engage the JennAir call center, beckon specialists with the touch of a finger, enhance food journeys, and access personalized insights — all in the pursuit of experiential luxury.

“Today’s luxury consumers live on their own terms; connectivity is not craved, it’s expected, especially in their homes,” said Alessandro Perucchetti, general manager, JennAir brand. “The technology integrated into the JennAir platform cuts across every product to personalize the ownership experience. Inherently intuitive, the technology is personal, removing complexities, rather than creating them. In collaborating with some of the best companies in the world, we are working to deliver a platform that works seamlessly within the connected ecosystem our consumer operates in daily.”

JennAir owners can control — and bask — in their kitchens with the swipe of a finger to discover:

Remote Access & Real-Time Notifications

Analogue kitchen control is no more. Within the JennAir digital platform, owners can control their suite of appliances, near or far via a fluid, frictionless experience, enabling enhanced kitchen experiences like:

- Optimizing refrigerator temperatures for a perfect, ready-to-serve wine and cheese pairing
- Ensuring clean dishes upon arrival at home through remote start dishwasher cycles
- Keeping tabs on their suite of appliances with real-time notifications

Whether via home WiFi, iOS or Android devices, or voice commands with Amazon Alexa or Google Home, the JennAir brand boasts frictionless capabilities and has increased options for the individualized ownership experience.

- **Google Home:** Amplifying a purposeful smart home ecosystem, owners can call on the Google Assistant across Google Home devices to remotely enable appliances, through voice commands
- **Amazon:** With voice command capabilities across JennAir kitchen appliances, owners can control cooking, dishwasher and refrigerator settings, just "Ask Alexa." Beyond voice commands, Amazon enables “smart” shopping experiences, like supply auto-replenish through Amazon Dash Replenishment
- **Apple Watch:** Integrating appliance connectivity into the Apple Watch platform opens doors for owners to receive real-time, actionable notifications, even while on the go

¹ Appliance must be set to remote enable. WiFi & App Required. Features subject to change. For details and privacy statement, visit JennAir.com/connect

- **Nest:** A Nest integration anticipates needs across the kitchen, including sensing via the Nest Learning Thermostat™ when the house is unoccupied², providing alerts when the dishwasher has completed its cycle, or adjusting temperature to balance increased heat produced by the oven

Embark on Food Journey

JennAir seeks to empower and embolden owners on their individual food adventures at home with recipe-discovery app, [Yummly™](#). Synced to the suite of JennAir appliances within the digital platform, Yummly will improve life in the kitchen every step of the way.

From advanced image recognition technology, to recommended recipes based on the ingredients users have on hand, to streamlining grocery shopping and meal prep scheduling features, step-by-step recipes, including video tutorials, timers, and more, result in beautifully crafted, perfectly tailored food experiences.

One-Touch Access to Specialized Call Center

With connectivity spanning throughout the kitchen and JennAir appliances, the future of appliance reliability is undeniably digital. Via the JennAir digital platform, owners can directly access the brand's customer center— with a single touch.

Personalized Data Management & Reporting

As industry leaders, JennAir appliances work hard for consumers. Each month, owners will receive comprehensive insights into their appliance status and behavior, including tips to get the most out of their JennAir appliances. Beyond product data, monthly updates are infused with inspiration specially curated to complement how consumers live, and will continually personalize outputs to make owners that much more savvy in the kitchen.

Consumers can expect continued optimization and tech integration across the brand's portfolio. Free to download and available for Android in the [Google Play store](#) and in [iTunes for Apple](#), find more information on integrating the platform with Google Home, Amazon Alexa and Nest at <https://jennair.com/connect>. JennAir will release an Apple Watch app to further ease consumer use in the coming months.

To learn more, visit [JennAir.com](#), [@JennAir](#) on Instagram and Twitter, [Facebook.com/JennAir](#), and [YouTube.com/JennAir](#).

About JennAir

Defying physics with the invention of downdraft ventilation, Lou Jenn forged the path to an open concept and changed the kitchen forever. Founded in that progress, JennAir fearlessly carries his torch — hell-bent on burning down the tired conventions of luxury. JennAir crafts distinctive luxury kitchen appliances that push form and function to transform spaces. With exceptional performance, masterful execution and provocative design, JennAir offerings are powerful, yet bespoke to individual tastes, shattering norms to deliver the progress that today's luxury consumer deserves. To speak with a concierge at the JennAir Epicenter or learn more about the new offerings from JennAir, please visit [JennAir.com](#) or join us on [instagram.com/JennAir](#), [facebook.com/JennAir](#), [twitter.com/JennAir](#) and [youtube.com/JennAir](#).

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² Away signals may take up to two hours