

Press Release

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Electrolux connected steam oven with built-in camera makes its market debut

Stockholm, Sweden, March 5, 2018

Electrolux is launching a connected steam oven with an integrated camera, lifting the cooking experience to a new level. Sweden and Norway are the first markets where the product is made available to consumers.

The new steam oven, CombiSteam Pro Smart, is equipped with an integrated camera that provides a live feed directly from the oven to a mobile device (iOS or Android). Through the mobile application and WiFi access, the camera gives consumers an overview of the food in the oven, even when not in the kitchen. With the Electrolux app that provides hundreds of professional recipes, consumers can send the recipe directly from their mobile device to the oven. They can remotely control the cooking process by changing the time duration or temperature. The steam oven also leverages Electrolux professional expertise, including a function for cooking sous vide.

Electrolux is launching the new steam oven in March 2018 in Sweden and Norway under the Electrolux brand. It's the latest example of how Electrolux is investing in connected appliances that enhance the experience for consumers and create new business opportunities.

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Vat No: SE6630000098901 Reg No: 556009–4178 Electrolux shapes living for the better by reinventing taste, care and wellbeing experiences, making life more enjoyable and sustainable for millions of people. As a leading global appliance company, we place the consumer at the heart of everything we do. Through our brands, including Electrolux, AEG, Anova, Frigidaire, Westinghouse and Zanussi, we sell more than 60 million household and professional products in more than 150 markets every year. In 2017 Electrolux had sales of SEK 122 billion and employed 56,000 people around the world. For more information go to www.electroluxgroup.com.