

Press Information

BSH Hausgeräte GmbH celebrates 100 years of IFA: Focus on energy efficiency and artificial intelligence

- / BSH is present with its brands Bosch and Siemens, with Bosch showcasing innovations for all areas at home in addition to home appliances**
- / BSH presents the world's first Matter-enabled home appliance, marking a milestone for the connected home**
- / Home Connect celebrates its 10th anniversary**

Munich, September 5, 2024 (BSH) – On September 6, 2024, IFA 2024 opens its doors at Messe Berlin. BSH Hausgeräte GmbH, Europe's number 1 home appliance manufacturer, will once again be represented with its brands Bosch and Siemens in the entire Hall 1.1. To mark the 100th anniversary of IFA, BSH is showcasing its latest product highlights with focus on digitalization and sustainability. In celebration of the 10th anniversary of the digital ecosystem Home Connect, BSH is also offering a glimpse into the future of the connected kitchen, including the world's first Matter-enabled home appliance, which facilitates easy connectivity and simplifies everyday life.

From September 6 to 10, 2024, BSH presents its long-standing innovative power and successful combination of tradition and technology. For the third year in a row, BSH's appliances and solutions will fill the entire Hall 1.1 covering an area of 6,000 square meters. BSH is also co-initiator of possibly the biggest IFA innovation: the exhibition of "white goods" since 2008. "I am delighted that as Europe's leading home appliance manufacturer, we have always been able to excite people at IFA with our latest products," says Enrico Hoffmann, Head of Sales Central Europe. "This year's 100th anniversary of IFA provides a unique environment to present new technologies from our brands Bosch and Siemens that meet our consumers' needs while addressing important trends like artificial intelligence and energy efficiency."

BSH Hausgeräte GmbH – A company of the Bosch Gruppe.

HOME APPLIANCES UNDER THE BRANDS



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Innovation for the home: Bosch presents sustainable product highlights

Under the motto „There is no place #LikeABosch. Welcome home.“, Bosch demonstrates how advanced technologies can make everyday life more comfortable and sustainable. A special highlight of this year’s exhibition is the Bosch House, where for the first time, Bosch is showcasing not only home appliances but also appliances and technologies that help achieve perfect results throughout the entire home. This year’s home appliance highlights include the new French Door fridge-freezer combinations equipped with the most powerful ice and water dispenser on the European market, which can produce up to 5 kg of ice per day. In the kitchen, the new Series 4 and 6 ovens impress with AirFry and steam function. The AirFry heating mode makes it easy to prepare healthier fried foods. And the steam function ensures perfect results when baking bread, roasting and more.

The new 6 and 8 Series washing machines save energy, water, electricity, and detergent with every wash cycle. The Series 8 washing machine WGB244AW0 is Bosch’s energy-saving champion and 50 percent more efficient than energy efficiency category A.¹ The new Bosch microplastic filter also ensures nearly microplastic-free wastewater. For those who like it cleaner than clean: the Unlimited 10 cordless vacuum cleaner with patented MicroClean technology removes even the finest particles. The TFT display gives you full control over cleaning modes and battery status and allows you to watch tutorials.

Siemens’ product highlights: Smart technology for more simplicity in everyday life

Under the motto “Say hi to intelligence”, Siemens is focusing on the desire for simplicity in everyday life. The new hobs with diamondProtect are equipped with a scratch-resistant CERAN® surface, guaranteeing easy maintenance and durability. Siemens is now also introducing the new material for the first time in the iQ500 inductionAir Plus hob, which integrates an extractor hood with combined induction and temperature control. Consumers are supported by the hob assistant, that can be consulted at any time via the Home Connect app.

Another highlight of the intelligent kitchen is the iQ700 oven with food recognition, which has doubled its application range. Thanks to artificial intelligence and a built-in camera, it can now automatically recognize 80 dishes and use cases and set the optimal cooking method. Other areas of application for AI include the browning sensor and the intelligentProgram of the Siemens dishwasher, which learns and adapts to the expectations of its owners.

10 years of Home Connect: A glimpse into the future

From the present into the future: For a decade, Home Connect has been a leader in IoT solutions for kitchens and homes. At IFA, BSH celebrates this anniversary with new features that promote

¹ 50% more efficient (25 kWh/100 wash cycles) than the limit value (50 kWh/100 wash cycles) of energy efficiency category A in accordance with Regulation (EU) No. 2019/2014.

sustainability and operating comfort. One of these functions is Smart Start, which automates the operation of home appliances based on the highest share of renewable energy in the power grid or electricity prices. For consumers who do not use dynamic electricity rates yet, BSH has partnered with the green energy provider Tibber to offer discounted rates and thus encouraging the use of renewable energy.

Additionally, consumption statistics provide consumers with an overview of their water and electricity consumption. The Consumption Forecast shows the expected energy and water consumption based on the selected program enabling consumers to make informed decisions about their energy consumption. The Care Dashboard helps monitor the condition of appliances, detects maintenance needs early, and addresses them directly to ensure optimal performance and longevity.

BSH's rental initiative, BlueMovement, also announces the expansion of its rental model to B2B customers and the extension of the product range to include other Bosch business areas such as Power Tools and Smart Home.

BSH sets new standards: World first Matter-enabled home appliance for the connected home of the future

BSH sees itself as a pioneer and market shaper and it is once again at the forefront this year. As the world's first manufacturer, BSH will launch a Matter-enabled home appliance in 2025 that will be displayed at IFA: an XXL built-in fridge-freezer combination for both the Bosch and Siemens brands. The new Matter connectivity standard will enable fast and easy cross-brand connectivity in the future, offering even more benefits for everyday use. Matter-compatible appliances can be controlled via various apps and technologies, either actively or automated and self-controlled in the background. BSH is thus actively preparing itself for the smart home of the future.

Past, present, and future united and within reach

In addition to the numerous innovations, BSH is also looking back at the past: to celebrate IFA's 100th anniversary, Bosch's first mass-produced electric fridge for private households in Europe will be displayed at the Palais am Funkturm as well as the first Bosch kitchen machine (1925) and the first washer-dryer by Siemens (1976).

Furthermore, both Siemens and Bosch will present comprehensive show programs. At the Siemens booth, the #friendsofsiemens will provide entertainment with a diverse show program. Next to the Viennese star chef Alexander Kumptner – known from the TV show “The Taste” – Jo Semola, one of Germany's best-known “bread flouencers”, will be in action. Food blogger Torsten Kluske, together with product expert Michael Hegendörfer, will demonstrate how Siemens' Intelligent Kitchen works in harmony. TV chef Kevin von Holt will also showcase how the new products and features contribute to greater simplicity in cooking during his cooking shows.

Bosch will host daily cooking shows and demonstrations with special guest appearances at the IFA. The “FoodFittery” events will show how to cook healthier while also improving sustainability in the kitchen. On September 7 and 8, the Bosch show kitchen will host the grand finale of the German-wide cooking competition “DEUTSCHLAND KOCHT”, where two amateur chefs will go head-to-head and face a distinguished jury. This jury includes the food bloggers Sally and Ayse, as well as the chefs and food experts Carsten Dorhs, Frank Buchholz, Mario Kotaska, and Peter Bruns.

Additionally, Stefanie Lipps, Managing Director of Home Connect, will discuss the new Matter connectivity standard with leading smart home companies during the “Industry Collaboration for a Sustainable Smart Home with Matter” session.

Images



Enrico Hoffmann, Head of Sales Central Europe



Bosch washing machine
Serie 8 WGB256041








Siemens iQ700 Oven HN978GQB1

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About BSH

BSH Hausgeräte GmbH, with a total turnover of some EUR 14.8 billion and 60,000 employees in 2023, is a global leader in the home appliance industry. The company's brand portfolio includes twelve well-known appliance brands like Bosch, Siemens, Gaggenau and Neff as well as the ecosystem brand Home Connect and various service brands. BSH produces at 38 factories and is represented in some 50 countries.

BSH is a Bosch Group company.