

## Press release

### **Mykie: A personal assistant for the kitchen**

#### **BSH demonstrates with its concept of a personal assistant how communication and networking may shape the kitchen experience in the future**

**Munich, September 2, 2016 (bsh) – If the innovation managers at BSH Hausgeräte GmbH have their way, Mykie will in future be the smart and interactive partner in the kitchen. In today's opening keynote address at IFA 2016 in Berlin, CEO Dr. Karsten Ottenberg presented the concept of a personal assistant: Connected and voice-controlled, it provides a fascinating kitchen experience. That's because Mykie not only communicates with his user through facial expressions, movement and speech, but also provides whole new possibilities for bringing people together to share joint experiences in the kitchen.**

Mykie is a concept from Home Connect, with which BSH Hausgeräte GmbH is embarking into the world of personal assistants. He responds to the user's voice by means of voice recognition. Mykie listens to the user, answers their questions and offers support for a host of everyday topics – he knows immediately, for example, what's in the fridge, how much longer the cake still has to bake in the oven, and whether the sun will still be shining in the afternoon. The user can use the connected Mykie to conveniently control the entire range of home appliance functions. In addition, Mykie will provide attractive and varied services to make organizing everyday life easier.

And he also brings his users together virtually, if they so desire with cooking together or sharing recipe ideas becoming child's play.

"Mykie stands for 'my kitchen elf' – a personal assistant that provides lively support for everyday needs as a kitchen specialist," is how Dr. Kai Grassie, Head of Corporate Innovation at BSH Hausgeräte GmbH, describes the concept:

"But we still have a good deal of work ahead of us before Mykie can become a truly interactive partner in the kitchen."