



# Electrolux re-shaping home living

The company is keen and committed to offer innovative solutions for your house.

It is not a matter only of innovation, it is more a new idea of designing home appliances. The big idea is to have a more efficient house management.

David Cronström, VP of strategy and innovation at Electrolux, held a conference uncovering the situation that consumers and companies are in today. He also commented on the potentiality of IoT and which added value it may bring.

What sparked me the most is the application of IoT to kitchens, how cooking lead times might be reduced and how cooking experience can be enhanced.

Can you imagine to have access to an app that suggests you what to cook and how to cook it? On top of that, can you imagine that the cooking process might be done via a virtual assistant? Well, in a few years time thanks to IoT that might become reality.

Connectivity can really drive the change and take us to new horizons. Kitchens, floor cleaning, traffic improvement, industrial plant lines functioning might be redesigned thanks to connectivity.

*Edoardo Villa*

*MiM programme - IoT specialization*

