



# Electrolux

## The next level in smart housing

Electrolux is a market leader in domestic appliances, with over 25% of market share globally, from kitchen appliances to cleaning.

We had the pleasure to meet with David Cronström, Electrolux' Head of Ecosystem and Strategy, who show us their pillars to be « one step ahead » in the next years in smart home strategy.

Many are the initiatives of great interest that Electolux is developing for the next periods about IoT. They are launching connected ovens, that can be scheduled via app, where users can also consult enjoyable receipts directly from there. Also they are installing video cameras into the oven, to check the food while being in the living room with friends. Another interesting initiative is a connected air conditioning, installed in the kitchen, to grant a constant and ideal temperature while cooking.

Other projects are also related with smart washing machine, which is able to start working when energy price is low, to allow cost reduction on the energy bill. Moreover digital training and suggestions on washing modes will be available via App, based on the content. Finally, Electrolux is working in collaboration with Google and Amazon to connect all its smart appliances to their vocal assistants. The key idea is to enter and be a key element in customers 's experiences in the whole house appliances. Connected device is not about «have a wi-fi connection on the device» but it's about providing services and experiences. As Davd said «50 years ago we were happy if we were hearing of you once each 10 years, today we get worried if we are not with you daily, this is connectivity!»

### **Group 4**

*MiM programme - IoT specialization*

