

## Whirlpool Brand and Yummly Earn Three CES® 2018 Innovation Awards

**LAS VEGAS, Jan. 8, 2018** – Whirlpool brand earned three Innovation Awards for new and innovative kitchen products, including Whirlpool® Smart Appliances in Fingerprint Resistant Stainless Steel, Whirlpool® Smart Over the Range Microwave with Scan-to-Cook Technology and Yummly 2.0 ingredient recognition and connected recipes. The Innovation Awards honor outstanding design and engineering in cutting-edge consumer electronics across 28 product categories, and entries are judged by a distinguished panel of independent industrial designers, engineers and members of the trade media.

“Whirlpool brand is focused on bringing care to families and doing so with the latest in smart and connected technology,” said Rob Sundry, senior director, Whirlpool brand & marketing services. “The award-winning appliances and technology we are showcasing at CES highlight how Whirlpool is bringing purposeful innovation to the kitchen.”

### Innovations Award Honorees (Smart Home Category)

- **Whirlpool® Smart Appliances in Fingerprint Resistant Stainless Steel provide homeowners with the functionality and design desired for kitchens.** The Smart Front Control Range allows consumers to use a smartphone or tablet to get the right settings every time for frozen foods with Scan-to-Cook technology[1] or make multi-step meals more simple with technology that sends multiple instructions to the oven all at once. The Smart Door-within-Door Refrigerator will give flexibility and functionality for homeowners, offering more space and instant access to the settings they use most with a touchscreen that learns, adapts and suggests customized presets based on the family's routines. The Whirlpool® Smart ENERGY STAR® Certified Dishwasher with Third Level Rack has customized cycles using the Download & Go™ option right from phones to wash the way consumers want[2] and count on the flexibility of the Sensor cycle to detect soils in their load to select the right wash and dry settings.
- **Whirlpool® Smart Over the Range Microwave with Scan-to-Cook Technology lets families cut out routine steps to get dinner on the table quickly.** Scan-to-Cook technology [1] allows families to eliminate the guesswork by sending frozen food cooking instructions from their smartphones or tablets straight to their microwave. To get ideal results that don't require a constant eye on the appliance, families can also send various cooking instructions from smartphones or tablets to their microwave all at once with Multi-Step Cooking.[3] Coming Spring 2018, with the help of Yummly, families can control Whirlpool® appliances through a recipe app and make cooking simpler than ever before.[3]

### Innovations Award Honoree (Software and Mobile Apps Category)

- **Yummly 2.0 answers the age old question "What's for dinner?"** From recipe recommendations to handy tools and helpful videos, Yummly 2.0 will improve life in the kitchen every step of the way. Yummly whisks away the obstacles to cooking at home by offering curated meals that can be filtered by dietary restrictions, cook time, available ingredients and general tastes. In Yummly 2.0 users will be able to use image recognition technology to identify ingredients at the grocery store or at home in the refrigerator or pantry to have recipes generated in line with tastes and preferences. Yummly's innovation leverages image recognition technology to recognize multiple food items simultaneously to curate meal recommendations based on identified food ingredients and users tastes and preferences. Machine learning will be used to train and evolve Yummly's image recognition model, which will learn from an extensive database of food images. For additional help to perfect the online recipe, Yummly 2.0 will work with Whirlpool® appliances to provide a fully integrated cooking experience. The collaboration will

take the recipe from the app and send the cooking instructions straight to the Whirlpool® range or microwave.[3]

“We are thrilled to be honored by the Consumer Technology Association for the fourth straight year,” said Ryan Morand, senior brand manager, Whirlpool brand. “As a brand, we believe the most powerful innovations are those that can fill real human needs to eliminate steps, adapt and get a job done better, faster and smarter. These Innovation Awards are a tribute to that mission.”

From January 9-12, CES® attendees can get up close to all Whirlpool brand innovations at booth #41725 in the Smart Home section, located at the Sands Expo Center.

For more information on the company’s care-centric product innovations and to join the conversation, visit [ces.whirlpool.com](http://ces.whirlpool.com) and follow #CareSmarter.

*[1] Not all frozen foods included; WiFi & App required. Features subject to change. For details and privacy statement, visit [whirlpool.com/connect](http://whirlpool.com/connect).*

*[2] WiFi & App Required. Features subject to change. For details and privacy statement, visit [whirlpool.com/connect](http://whirlpool.com/connect).*

*[3] Appliance must be set to remote enable. WiFi & App required. Features subject to change. For details and privacy statement, visit [whirlpool.com/connect](http://whirlpool.com/connect).*

### **About Whirlpool Brand**

For more than one hundred years, Whirlpool brand has been inspired by how people care for their families. Whirlpool brand is designing home appliances that are focused on improving how families give and get the care they need with the latest technologies and innovations – whether that means most flexible refrigerator storage for all types of family needs, induction technology for efficient cooking and easier cleaning, or laundry pairs that sense and adapt to clothes with the latest in connected technologies. Whirlpool brand is part of Whirlpool Corporation, the world's leading manufacturer and marketer of major home appliances. Whirlpool Corporation is also one of Habitat for Humanity's largest corporate partners for over 15 dedicated years, donating a refrigerator and range to every new Habitat for Humanity home built in North America. For more information on Whirlpool, please visit [whirlpool.com/everydaycare](http://whirlpool.com/everydaycare) or find us on Facebook at [facebook.com/whirlpoolusa](https://facebook.com/whirlpoolusa) or Twitter at [@WhirlpoolUSA](https://twitter.com/WhirlpoolUSA). Additional information about the company can be found at [whirlpoolcorp.com](http://whirlpoolcorp.com).

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