

GE Profile™ brings Smarter Living to the Home with New Connected Upgrades

Leading innovation through software upgrades, GE Profile appliances continue to get better over time with GE Profile Connect +

LOUISVILLE, Ky., Feb. 8, 2022 — The hustle and bustle of everyday life is becoming increasingly busy. From commuting to carpool and running errands, getting a meal on the table is often an unwelcome chore. Enter [GE Profile Connect +](#) software that allows you to have the most updated appliances in your home. By managing updates through the SmartHQ app, you can unlock the latest technology in cooking, cleaning and food storage. And the best part? The appliances get smarter and more personalized over time making you a better cook without cracking open a cookbook.

“As the first appliance company to offer upgrades that create new modes of use through software enhancements, GE Profile is working to expand and extend the capabilities of smart appliances with Profile Connect +,” said Todd Getz, executive brand director for GE Profile and GE Brand. “With a regular cadence of new convenience modes, owners have the ability to unlock newly created features that enhance performance, improve cooking skills and create efficiencies.”

Recently released updates to cooking products include:

- **[Turkey Mode:](#)** Those cooking for a crowd this past holiday season were able to breathe a sigh of relief when GE Profile unveiled their latest innovation, Turkey Mode, just before Thanksgiving. This new feature takes the guesswork out of cooking a turkey for more than 500,000 eligible owners and allows hosts to sit back and enjoy their family and friends instead of hovering over the oven. Simply put the turkey in the pan, pop it in the oven, insert the temperature probe, and follow the step-by-step instructions on the LCD screen or open the SmartHQ app and push the Turkey Mode button and let the technology play sous-chef. When you hear the oven timer say “Gobble, Gobble” – it is time to carve the bird!
- **[No-Preheat Air Fry:](#)** Air Fryers contributed to a crispy craze with health benefits and novelty of a new way to cook (hello crispy brussels sprouts without all the extra fat and calories!). But the small appliances can lead to kitchen clutter. Until now. GE Appliances pushed the No-Preheat Air Fry technology update out to 60 GE Profile smart home appliance models allowing owners to start air frying with a simple update. Onion Rings, Chicken Wings, French Fries – OH MY!

To book a media tour and learn more at KBIS 2022 from February 8-10, 2022, email kbis.rsvp@geappliances.com. For more information about GE Profile, Connect + and its range of products, visit <https://www.geappliances.com/ge/profile> or follow [@geprofileinnovationstudio](#) on Instagram, Pinterest or YouTube.

About GE Appliances

GE Appliances strives to make the world a better place, and its team is committed to leading in the communities where employees live and work. A purpose-rooted and passion-driven organization, GE Appliances believes there is always a better way. It sells products under the Monogram®, Café™, GE Profile™, GE® Appliances, Haier, and Hotpoint brands. Products include refrigerators, freezers, cooking products, dishwashers, washers, dryers, air conditioners, water filtration systems, water heaters and small appliances. For more information, visit www.geappliancesco.com.