



GE Profile Brings First-of-Its-Kind Technology to the Connected Home

Highlights Disruptive Products with Leading Solutions To Reimagine Daily Life

LOUISVILLE, Ky., February 27, 2024 – [GE Profile™](#) continues to disrupt what we expect from our home appliances with its suite of revolutionary products that deliver smarter cooking, cleaning and living solutions. GE Profile's latest advancements bring emerging technology to the forefront of its innovations to help maximize the convenience and efficiency of everyday tasks throughout the home.

"GE Profile is committed to bringing forth innovations that provide personalized experiences to our consumers and fit seamlessly within the connected home," said Todd Getz, executive brand director for GE Profile. "We are so proud of the line-up of consumer-centric solutions that we are bringing to the Kitchen and Bath Industry Show this year and are excited to enable more personalized experiences at home."

New and improved products include:

Smarter Cooking

- [GE Profile™ 28 Cu. Ft. Quad-Door Refrigerator with Dual-Dispense AutoFill Pitcher and Convertible Zone](#): GE Profile continues to introduce superior features and smarter innovation to its lineup of sleek refrigerators. This refrigerator offers the convenience of two water dispensing options without sacrificing shelf space and can hold up to 12.5 pounds of filtered ice – the most in the industry among leading competitors¹.
- [New In-Oven Camera Capabilities on Select GE Profile™ Wall Ovens](#): GE Profile upgrades select products with this over-the-air software update that takes the guesswork out of cooking and baking. Cookcam™ AI is an innovative AI feature uses in-oven cameras to expertly identify food and recommend the best Precision Cooking Mode for the best results in the kitchen every time.
- GE Profile is also revolutionizing small appliances its [GE Profile™ Smart Indoor Smoker with Active Smoke Filtration](#) that provides a new way to smoke food without the hobbyist hassle and [GE Profile™ Smart Mixer with Auto Sense](#), which continues to get better over time with new recipes and features pushed as over-the-air software updates.

Smarter Cleaning

- [Pet Hair Mode for GE Profile™ UltraFast Combo](#): Since debuting at the KBIS last year, the UltraFast Combo is the #1 best-selling full-size combination washer and dryer, touting more than 2,000 five-star user reviews after more than 3.5 million cycles of proven performance in the U.S. **As a Best of KBIS finalist**, the UltraFast Combo will receive a new over-the-air software update that will enable a mode specifically designed for the optimal removal of pet hair from clothes later this year.
- [GE Profile™ ENERGY STAR Smart UltraFresh System Dishwasher with Microban™ Antimicrobial Protection](#): Boasts a new appearance and is packed with smart features like Smart Assist, which use intelligence machine learning and diagnostics to enhance wash and dry performance and improve cycles over time.

Smarter Living

- GE Profile believes that Smarter Living includes smarter thinking about our environments inside and outside of the home and how technology can create better linkage to smart control, energy and efficiency for our lives. [Debuting its new EcoBalance Smart Home Energy Management System that includes energy efficient products](#), partnerships, such as [one recently announced with Savant](#), and [energy management technology](#). Products include:
- [GE Profile™ Pyramid Wall Mount Hood with Clean Air Sensing](#): **A Best of KBIS finalist**, these GE Profile hoods use integrated indoor air quality (IAQ) sensors as well as industry-first

¹ Among leading refrigerator competitors, based on testing.



NOx (Nitrogen Oxide) sensors to help maintain high quality air throughout the home for the whole family. For homeowners looking to achieve a net-zero status, the ability to manage indoor air quality is especially important for a tightly sealed home.

- **[GE Profile™ GeoSpring Hybrid Heat Pump Water Heater](#)**: GE Profile is launching the fourth generation of its heat pump water heater that combines top-notch energy efficiency with maximum performance, making it nearly four times more efficient than standard models² and helping reduce energy usage and utility bills.

To see all the GE Profile innovations in person, stop by the GE Appliances Booth #W2317 or in the NetZero section of the GE Appliances booth #W2830.

About GE Appliances, a Haier company

At GE Appliances, a Haier company, we come together to make "good things, for life." We're creators, thinkers and makers who believe that anything is possible and that there's always a better way. We're a company powered by our people, made stronger through our diversity — allowing us to grow closer than ever before to our owners, anticipate their needs and enhance their lives. Today, our appliances are in 50 percent of all U.S. homes, and our business is committed to serving every family in the country. We manufacture and sell products under the Monogram®, Café™, GE Profile™, GE®, Haier™ and Hotpoint™ brands. Our products include refrigerators, freezers, cooking products, dishwashers, washers, dryers, wine & beverage centers, air conditioners, small appliances, water filtration systems and water heaters. For more information on our company, brands, and corporate citizenship, visit www.geappliancesco.com.

About GE Profile™

As a leader in connected appliances, GE Profile offers kitchen and laundry solutions with sleek aesthetics and leading-edge features that simplify daily life. At the intersection of meaningful technology and sophisticated design, GE Profile brings smarter innovation to life through its line of major and small appliances. For the latest products, visit www.geprofile.com or [@geprofile](#) on Instagram, TikTok, Pinterest or YouTube.

² Based on UEF vs. traditional standard electric tank water heaters.