



**GE APPLIANCES**  
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## **GE Appliances Transforms Daily Life with AI-Powered Kitchen, Laundry, and Shopping Innovations**

*From coffee to cooking and cleaning: new SmarthQ™ puts an intelligent home assistant in the palm of your hand*

**LOUISVILLE, KY – February 25, 2025** – Ever wish your appliances could tell you exactly what to make for dinner or how to get that tough stain out? GE Appliances is working to make that a reality with new AI-powered features in its SmarthQ™ consumer app. Snap a photo of your refrigerator contents and instantly get personalized recipe suggestions. Ask about that red wine spill, and your washer can automatically adjust its settings for the best results. Powered by Google Cloud's generative AI, these smart updates transform everyday challenges into simple, guided solutions.

"At GE Appliances, we're focused on creating intuitive experiences that adapt to how people live," said Shawn Stover, executive director of SmartHome and Energy Solutions at GE Appliances. "By integrating AI into our SmarthQ platform, we're streamlining daily tasks in ways that feel natural and effortless – like having a helpful friend in your home with time-tested advice but this time, it comes with inputs from the appliance experts who engineered the performance.

**Your Most Capable New Assistants** The expanded SmarthQ platform introduces two new specialized AI assistants, each designed to tackle specific household challenges. The SmarthQ AI Coffee Assistant transforms your morning coffee routine with personalized brewing profiles and real-time customization suggestions. For laundry care, the SmarthQ Laundry Assistant acts as your personal fabric care expert, offering voice or text guidance on everything from stubborn stains to delicate materials. On select models, including the GE Profile 955 Series, the assistant automatically optimizes wash settings based on your specific needs.

The general SmarthQ Assistant continues to evolve with new features. Now, you have a digital sous chef at the ready to help with measurement conversions, ingredient substitutions and ready to recommend the perfect cooking temperature for your roast. Beyond the kitchen, this versatile assistant remains your go-to resource for appliance care, maintenance tips, and product guides, all through a convenient chat interface.

**Is it Done Yet?** Take the guesswork out of cooking with GE Profile™'s new wireless Smart Probe. Whether you're grilling a ribeye, smoking a holiday turkey, or preparing a tender roast in the oven, this versatile Bluetooth probe ensures perfect results every time. With up to a 260-foot unobstructed range and dishwasher-safe design, it's ready for any culinary adventure – from kitchen to patio.

The Smart Probe pairs with your SmarthQ app to offer expert guidance for a wide variety of foods. Choose from an extensive menu of options including beef, lamb, pork, poultry, seafood, and even casseroles, with specific settings for everything from salmon to sweet potatoes. For meats like steak or duck breast, select your preferred doneness level from rare to well done. Set your target temperature manually or let the app's recommended settings do it for you for foolproof results.



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Stay informed throughout the cooking process with helpful time estimates and notifications as your food nears completion. The probe works seamlessly across cooking methods – in the oven, on the cooktop, in a smoker, or on your outdoor grill – giving you the confidence to explore new recipes and perfect family favorites.

**Smoke Like a Pro** The enhanced SmarthQ™ app now features a dynamic temperature monitoring system for GE Profile Smart Indoor Smoker owners. A real-time temperature graph provides precise control over your smoke cycle, while the new history feature lets you track and replicate your most successful cooking sessions. Never again wonder about the perfect timing for that award-winning brisket – your previous settings are always at your fingertips.

**"What's for Dinner?"** GE Appliances is taking its popular [Flavorly™ AI](#) recipe generator to the next level with integrated grocery shopping capabilities. Explore recipes based on what's in your kitchen, save your favorites, and easily manage your shopping list in SmarthQ. Add your meal plan directly to your shopping list along with items you regularly buy. Check them off as you shop or add them to Instacart for hassle-free delivery – and take back your time doing what you love.

SmarthQ users now have access to one of the largest retail networks in the country, with over a billion unique products from 85,000 stores across more than 1,500 retail banners.

**A Picture is Worth a Thousand Words** The new visual recognition features in SmarthQ means culinary inspiration is everywhere. From capturing your favorite restaurant dish to photographing a beautiful Easter display, Flavorly™ AI turns your photos into personalized recipes based on your preferred cuisine, meal and dietary preferences. Need dinner ideas? Snap a quick photo of your refrigerator contents for instant creative suggestions. Preserve cherished family recipes by photographing handwritten cards – the app digitizes them for safekeeping while maintaining the ability to quickly add ingredients to your shopping list. Let every photo spark your culinary creativity, whether it's a holiday decoration or the contents of your fridge.

### **About GE Appliances, a Haier company**

At GE Appliances, a Haier company, we come together to make good things, for life. Headquartered in Louisville, Kentucky, we are a leading U.S. manufacturer of home appliances with 15,500 team members nationwide. GE Appliances, found in half of all U.S. homes, is proud to be rated America's #1 Appliance Company<sup>1</sup>, trusted by millions of families nationwide. We manufacture and sell products under the Monogram™, Café™, GE Profile™, GE®, Haier™, and Hotpoint™ brands. Our operations support nearly 90,000 additional American jobs and represent an investment of more than \$2 billion since 2016. We are deeply committed to the communities where we live and work, passionate about getting closer to our product users to understand their needs and driven by the belief that there's always a better way.

To learn more about our company, brands, career opportunities, and impact, visit [geappliancesco.com](https://geappliancesco.com) or connect with us on [LinkedIn](#).

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<sup>1</sup> OpenBrand Consumer Tracking Survey, Q1 – Q4 2024, Based on Volume of Total Majors/MO/RAC – Retail Units