

# **Electrolux North America Connected Experiences**

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## opportunity to offer new experiences









don't just connect the product.

take advantage of connectivity to provide new experiences: new features such as learning, colors, voice, convenience



### benefits for the manufacturer

#### understand consumers



sell additional products / consumables

improved support and diagnostics

improve next generation products

new revenue streams





## our journey

focus on one (1) product first - benefit needed to be clear





nail down critical features - latency & security

expand capabilities and link to ecosystems



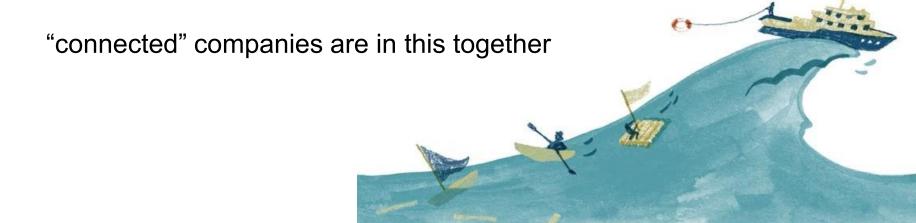




# final thoughts



industry needs to drive best practices





# questions?

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