**FUORISALONE 2021:**

**THE HAIER PREMIUM SMART HOME BECOMES AN IMMERSIVE AND TAILOR MADE EXPERIENCE THANKS TO ARTIFICIAL INTELLIGENCE**

*The No. 1 brand of major home appliances in the world presents its idea of Smart Home through an immersive and premiumness driven experience based on Artificial Intelligence at Superstudio Più*

A highly immersive and emotional experience, in which visitors themselves become active protagonists of the story, tailored to their choices and preferences.

**Haier**, **the world’s no. 1** in major home appliances\*, chooses the **Fuorisalone** to present and translate its idea of Smart Home into reality, as a result of the brand’s continuous attention to technological innovation, refined design and to the creation of premium and tailor-made solutions.

Articulated in a space of **400 square metres** within Superstudio Più, the **“Haier Home of the Future”** will be open to the public **from 4th to 10th September** with a visit journey articulated in small groups, which **for about 15 minutes** will have the opportunity to experience a simulation of a fully interconnected **home** with a complete ecosystem of household appliances and connected solutions to deal with problems and situations typical of everyday life.

Within the simulation, designed by **Bonsai Ninja**, visitors will have to grapple with the need to prepare entirely “remotely” a dinner for friends due to an unforeseen event. This is where **artificial intelligence and the unique features** of Haier’s ecosystem solutionscome in, starting from the new kitchen built-in range, passing through the connected refrigerators and wine cellars with exclusive preservation functions, up to the innovative solutions for air conditioning and for perfect washing results.

Guided by **hOn**, the App created and developed by Haier to manage and control — but above all to enhance — the functions of all the group’s **appliances**, visitors will be taken on **a real interactive journey** through the Haier ecosystem and, with it, **the amazing and experiential world of the Smart home**.

Following the unmistakable **“tailor made”** approach that characterises every Haier product and solution, the experience presented at the Fuorisalone embodies the brand’s desire **to zero distance with the consumer** through unique and **premium** products in terms of technology, design and the possibilities of interaction and personalisation offered by **Artificial Intelligence and connectivity.**

*“It’s an amazing journey to discover how the artificial intelligence of our appliances makes people overcome limits that seemed insurmountable,”* **Michele Bertacco, EMEAR Senior Brand Manager at Haier**, said. *“Haier’s premium approach is focused on offering customers results that exceed expectations, making the fridge capable of preserving food even longer, the washing up to professional results, and the kitchen generating wonderful experiences.”*

**HAIER**

*Haier is the home appliance brand dedicated to those who aspire to premium experiences. Advanced technology, superior design and tailor-made experiences are the three souls of Haier, which offers a wide range of products and solutions in the washing, cooling, cooking and air conditioning segments. The Haier brand is part of the Haier Smart Home Group, which ranks first in the world in large household appliances (source: Euromonitor, 2020).*

[www.haier-europe.com](http://www.haier-europe.com)