

PRESS RELEASE

A kitchen revolution

In September 2013, Miele will be launching its next generation of high-end appliances – the Generation 6000. This gorgeous new range introduces greater elegance, versatility and convenience to the world of kitchen appliances.

28 May 2013, Johannesburg: In September 2013, Miele will be unveiling a completely new generation of built-in appliances – from wall ovens, steam cookers, coffee machines and microwave ovens to cooker hoods. Miele's Generation 6000 range is finally here! Says Mercia de Jager from Miele: "Innovative user interfaces make the use of these machines simpler than ever before, and thanks to a whole host of unique functions, Miele's kitchen appliances are now more convenient, faster and much more efficient than ever before."

The centrepiece of this world premiere is an elegant design line – PureLine, which has been cultivated to harmonise with all kitchen styles. PureLine harmonises with architectural styles ranging from purist to contemporary by unpretentiously integrating into kitchen cabinetry. In a scenario like this, the kitchen itself is the hero in an artistic presentation in which individual elements bow to the bigger picture by avoiding lavish detail. The extensive use of glass in the frontage of all the appliances constitutes one of the key features of the PureLine range. On the other hand, the solid appearance of the appliance handle represents a striking feature that appears to float above the glass front.

The Generation 6000 PureLine range offers a range of appliances that span product categories, uniting them through their use of the same design features. These include the pushbutton array with key integrated functions, such as On/Off and Back, as well as the centred display. In their entirety, these design traits produce a fleet design across the entire range. "Model combinations, whether panoramic or vertical, appear to come from the same mould. Even models with rotary controls combine effortlessly with touch-control units," explains Mercia.

New colours for Spring 2013

The PureLine range includes new front colours. Alongside familiar Miele colours and surfaces, which include CleanSteel stainless steel and Brilliant White, there are two newcomers as well – Obsidian Black and Havana Brown, both of which offer increased choice. "No other manufacturer of built-in appliances covers such a broad spectrum of colours and materials, enabling such a range of options to ensure harmoniously matching colour schemes," notes Mercia.

- **Obsidian Black** is characterised by great depth of colour and brilliance. To complement the contemporary black sheen, all appliance handles are made from aluminium.
- **Havana Brown** represents an ideal match for cabinetry fronts in natural, warm tones, which are currently en vogue. Havana Brown is a contemporary colour, which allows coherent combinations in both new-build kitchens and as slot-in replacements. Havana Brown units are fitted with a handle in stainless steel.
- **Brilliant White** relies on the same white as used previously – but this time with even greater brilliance. Compared with predecessors, the proportion of white on the frontage has been increased. Models in Brilliant White feature a chrome-plated handle.
- **CleanSteel stainless steel** is an exceptionally cleaning-friendly stainless-steel finish that has enjoyed a considerable following for years. The use of stainless steel on PureLine products is discreet and timelessly elegant.

Innovative interfaces

With its Generation 6000, Miele is introducing new user interfaces and displays across all built-in appliances. Whether touch controls, conventional rotary selectors or a combination of the two – product handling on the new appliances is simpler and more intuitive than ever before. The absolute highlight is the M Touch interface, boasting a colour TFT touch display.

Says Mercia: “A common trait on all appliances is the centred positioning of the display on the glass fascia and the array of sensor controls below. This gives the user direct access to key functions such as On/Off or the 'Back' key. These joint design features accentuate the horizontal, linear design of the frontage across all products.”

She explains that the new interfaces comprise the following state-of-the-art technology:

M Touch: Two cappuccinos at the touch of a single button, finding the desired automatic programme on a steam cooker in an instant, or selecting the operating mode and temperature in just a few simple steps before baking – all is now done extremely elegantly and more simply than ever before with the new M Touch controls from Miele. Reminiscent of smart phones and tablets, M Touch stands for a high-resolution TFT display (thin-film transistor) that has been included on flagship models. The menu is browsed by swiping or scrolling with the tip of a finger. Functions and menu options appear in brilliantly clear white letters on a black background. Colour elements are favoured for the display in the interests of improved clarity and a low-key approach – “OK” to confirm a function is highlighted in green and the “Stop” button, logically, is red.

Alongside the intuitive user interface, M Touch offers further special features:

As high-end models are most likely to feature a large number of automatic programmes, Miele has now incorporated a search function to simplify matters. Using a virtual keyboard, the user simply types in the first letter of a word, for instance B for Beef, and is given a list of all entries containing the term from which to select the appropriate programme. And, finally, just one more fine detail: When switched off, the M Touch display shows the time of day either using an analogue clock face or in digital form. Alternatively, the clock can be deactivated.

SensorTronic: Comprising touch controls with a high-quality TFT display. Individual menu options are selectable using the sensor buttons next to the display; and a number pad is available on the right for inputting times and temperatures.

DirectControl: Featuring metal rotary knobs, in conjunction with a high-quality TFT display – offering easy selection, an intuitive interface and a highly legible display.

DirectSensor: Within the same price point as DirectControl, and just as easy to operate, DirectSensor relies on touch pushbuttons for selection instead of rotary knobs. It also features a high-end TFT display.

EasyControl: Representing the Generation 6000 entry-line offerings, EasyControl comprises a rotary selector on the left hand side, a liquid-crystal display in the centre, and a knob on the right hand side.

Features exclusive to Miele

With the Generation 6000, Miele has refined numerous technical details and refined its offerings as a whole – outstanding examples of this are MultiSteam technology on steam cookers, and the CupSensor on built-in coffee machines:

- **MultiSteam** is the highlight on the new Miele steam cookers. This technology is predestined for use on models with a large-volume cabinet – water from the tank is pumped into a powerful steam generator located behind the inner cabinet. The steam is admitted through inlet ports. The benefit: Heat-up times are short and the fast, uniform distribution of steam paves the way for perfect results. MultiSteam technology is a Miele USP and, as such, immediately recognisable.
- **CupSensor** is the highlight of the new flagship built-in coffee machines. This feature automatically adjusts the height of the spout to the size of cup or glass. No matter whether tall latte macchiato glass or delicate espresso cup – with the CupSensor rim detection, delivery is always from the ideal position. The crema is always perfect and coffee does not cool down as fast. The CupSensor even reacts precisely to

beverages made with milk froth by raising the spout by 1cm after delivering milk froth, to ensure that the spout itself stays clean.

Mercia concludes: “The Generation 6000 range of appliances from Miele is at the leading-edge of appliance design – allowing Miele customers to select which colour palette and which set of controls best suits their individual needs.”

The Miele Generation 6000 range of appliances will be available in South Africa from the September 2013. Visit www.miele.co.za to find a retailer closest to you.

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Released on behalf of Miele (www.miele.co.za), by The Line Communications (www.theline.co.za, ant@theline.co.za).