



Electrolux North America Connected Experiences

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The views expressed are mine alone, and do not reflect the opinions of Electrolux.



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



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

“connected” companies are in this together





questions?

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