Press release
Stockholm, August 27, 2014

Electrolux joins AllSeen Alliance to enable seamlessly connected appliances

Electrolux, a global leader in appliances for home and professional use, today announced it has joined the AllSeen Alliance, the broadest Internet of Everything open-source project, as a Premier Member. Membership in this collaborative initiative is a key enabler for Electrolux to help realize the promise of this technology and use connectivity to enhance the experience and end result of everyday tasks.

With the addition of Electrolux the AllSeen Alliance has grown to 63 total members since its creation in December 2013. The Alliance represents the largest and most diverse open source effort to advance the Internet of Everything, including top consumer electronics manufacturers, appliance makers, service providers, retailers, automotive and enterprise technology companies, innovative startups, developers and chipset manufacturers. Electrolux joins Haier, LG, Microsoft, Panasonic, Qualcomm Connected Experiences, Inc., Sharp, Silicon Image, Technicolor and TP-Link as Premier Members of the Alliance.

"Electrolux strongly believes that this technology, where appliances communicate with each other, with consumers and with other devices, offers a great potential to develop products and services that improve how we cook our food and clean our homes. For instance, we are working on solutions for smarter cooking, which will leverage our professional capabilities to help people achieve great tasting food with minimum effort," said Jan Brockmann, Chief Technology Officer, Electrolux. "We also recognize that making this reality requires that major players from across industries come together and make sure devices and systems can work together seamlessly regardless of brand. The AllSeen Alliance is working to overcome this challenge, and we're proud to, as a premier member, be the first appliances-only company to choose this collaborative approach."

Members are working to advance the Internet of Everything's promise to seamlessly connect devices in businesses and homes by collaboratively building out an open source software framework, called AllJoyn™. Through open source code that is available today and updated through contributions by members and the open source community, AllJoyn acts as a universal translator for objects and devices to interact regardless of brand and other infrastructure considerations commercially deployed today.

AllSeen Alliance members believe widespread adoption of the Internet of Everything is dependent on allowing disparate devices to autonomously discover and interact with nearby products regardless of their underlying proprietary technology or communications protocols.

"We've said from the beginning that only a pan-industry effort using open source and collaboration can advance the technology required to build a truly connected world," said Liat Ben-Zur, chairman of the AllSeen Alliance. "The decision by Electrolux to join with the other signature companies is an important step forward for the AllSeen Alliance, and we look forward to Electrolux AllJoyn-enabled products being commercially available."

For further information, please contact: Electrolux Press Hotline, +46 8 657 65 07.

Note to editors:
Jan Brockmann will participate in a press conference at IFA in Berlin, the global trade show for consumer electronics and home appliances, on September 4 from 1300-1400. The event will feature innovations for great tasting food, as well as a demonstration of connectivity in cooking appliances. For registration and interview requests, please contact elisabeth.lokai-fels@electrolux.de.

Trademarks: AllJoyn is a trademark of Qualcomm Innovation Center, Inc., registered in the United States and other countries.

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The AllSeen Alliance is a nonprofit open source consortium dedicated to driving the widespread adoption of products, systems and services that support the Internet of Everything with an open, universal development framework that is supported by a vibrant ecosystem and thriving technical community. The Alliance hosts and advances an industry-supported open software connectivity and services framework based on AllJoyn technology accepting contributions from premier members, community members and the open source community. This secure and programmable software connectivity and services framework enables companies and individuals to create interoperable products that can discover, connect and interact directly with other nearby devices, systems and services regardless of transport layer, device type, platform, operating system or brand. For more information, please visit: http://www.allseenalliance.org. The AllSeen Alliance is a Collaborative Project at The Linux Foundation. Linux Foundation Collaborative Projects are independently funded software projects that harness the power of collaborative development to fuel innovation across industries and ecosystems. www.linuxfoundation.org.

Electrolux is a global leader in home appliances, based on deep consumer insight and developed in close collaboration with professional users. We offer thoughtfully designed, innovative solutions for households and businesses, with products such as refrigerators, dishwashers, washing machines, cookers, vacuum cleaners, air conditioners and small domestic appliances. Under esteemed brands including Electrolux, AEG, Zanussi, Frigidaire and Electrolux Grand Cuisine, the Group sells more than 50 million products to customers in more than 150 markets every year. In 2013 Electrolux had sales of SEK 109 billion and 61,000 employees. For more information go to http://group.electrolux.com.