

Official Publication of AWE

AWE NEWS

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中国家电及消费电子博览会
Appliance&electronics World Expo



Interview with Xu Dongsheng

AWE has never stopped evolving and has always stayed close to the current situation of China and changes of the industry.



Smartization, a rising opportunity

AWE, as usual, provides a platform for enterprises to showcase their newly launched smart appliances of white goods, consumer electronics and more segments.



Layout of AWE2017



Scan the QR codes to know more about AWE2017.

AWE2017, one of the world's three major home appliance and consumer electronics shows, will take place at Shanghai New International Expo Center from March 9 to March 11, attracting global attention with a record-breaking 700 exhibitors, cross-industry innovation and colorful activities.

AWE2017 will surprise the visitors once again with a great leap in scale. It's reported that the event will launch a newest array of traditional appliances, consumer electronics, kitchenware, bathroom products and small appliances in eight pavilions totaling 110,000 m² in order to highlight trends

in smart, environmental and hazard-free appliances. It's worthy of mention that AWE2017 will launch its first Technology Park to introduce new concepts of smart travel, artificial intelligence, smart entertainment, smart life and sport & fitness. The visitors can experience what future smart life is by watching robot battles and playing AR/VR games.

Contributing to the cross-industry integration of home appliances, consumer electronics and smart industries, AWE enlivens the whole value chain through an exhibition with unprecedented scale, the most advanced products and the highest

technologies. President of China Household Electrical Appliances Association Jiang Feng said: "Over the past years AWE has quickly emerged as an increasingly important event in regard of level, scale and industrial and social influence. It's now symbolic of the latest global trend in home appliances, consumer electronics, smart products, Internet products and innovative products. We expect AWE to become a platform to showcase domestic appliance revolution, supply-side reform and the achievements of the initiative of "increase product category, improve quality and create brands".





Xu Dongsheng

Vice President
China Household Electrical Appliances Association

Serve the Industry; Stay Close to Changes AWE2017 Explores Consumption An Exhibition of Great Value

After years of rapid development, AWE has fulfilled its proclamation of yesteryear to go neck and neck with CES of the United States and IFA of Germany. As such, a new pattern in global household appliance and consumer electronics exhibition is formed with CES representing North America, IFA representing Europe and AWE representing Asia. What's worth mentioning is the "China speed" of China Household Electrical Appliances Association, using only ten or so years to accomplish what took CES and IFA decades to achieve.

Appliance & Electronics World Expo (AWE), the previous Appliance World Expo, has never stopped evolving, and has always stayed close to the current situation of China and

changes of the industry. It has expanded its portfolio beyond appliances to include electronics and intelligent products. Xu Dongsheng, Vice President of China Household Electrical Appliances Association (CHEAA), indicated that, AWE stays close to the industry and serves the industry through market-driven operation, and attaches great importance on the value of exhibition.

Grow with the Industry

While growth in general home appliance market slowed down in the past two years, the industry improved its profitability and secured a rather strong track record by capitalizing on the trend of consumption upgrading. "Chinese home appliance industry players accelerate their

transformation and upgrading, and enhance their capacity in innovation and quality control, driven by the government's call for supply side reform and the initiative of 'increase product category, improve quality, and create brands'. We're looking forward to the future of China's home appliance market." Xu Dongsheng said.

The stable development of the industry lays a solid ground for the rapid rise of AWE in recent years. AWE has evolved to be a global exhibition covering an exhibition area of more than 110,000 square meters in only a few years. This is achieved due to a combination of factors. "The overall situation of China's home appliance industry plays a positive role in the establishment and expansion of AWE. Amid the initiative of industry transformation and consumption upgrading, AWE offers a platform for enterprises to showcase their products and compete. And in this process, demonstrations of industry leaders set a role model for the industry to elevate products and innovation capacity."

AWE's international clout has been rising dramatically. In 2016, international acquisitions undertaken by Haier and Midea shocked the industry worldwide. China is a major producer and consumer of home appliances and consumer electronics, while Asia is currently the world's most active region in terms of innovation and consumption. With attention and active involvement from global industry insiders, AWE has done tremendous work in advancing global and regional industry development, trades and technical exchanges. "AWE is expanding its presence and recognition regionally." Xu Dongsheng said.

AWE believes in steady development and result-oriented principle. In 2017, AWE is set to raise the bar with an unprecedented scale and better services. AWE2017 covers 8 exhibition halls of more than 110,000 square meters at Shanghai New International Exhibition Center, hosts more than 700 enterprises, and is expected to welcome more than 200,000 visitors. It brings

er Demands through e

together Chinese appliance makers including Haier, Midea, Hisense, Skyworth, TCL and Gree to showcase their strength, as well as international industry players including Samsung, LG, Panasonic, Sharp, BSH and Whirlpool to launch their blockbusters. What's more, more high-end brands such as Vitamix, Tiger, Omega, My Juicer, Laurastar, Westinghouse and Vidal Sassoon will also be present with their coolest innovative products. What's worth mentioning is Haier's exhibition. As the world's largest exhibition by area, it is set to make a mark on the industry history.

While AWE's exhibition area and social recognition continue to grow year by year, Xu Dongsheng remains calm as before. He told *China Appliance* reporters: "Exhibition scale is not our number one priority. We are more concerned with the actual experience of and feedbacks from exhibitors, the audiences and the media. AWE's primary purpose of serving the industry has never changed. What's more, exhibition scale needs to stay

in line with the progress of the industry."

China Appliance reporter noticed that whenever Xu Dongsheng speaks of AWE, he naturally connects it with the status quo of the whole industry. From his point of view, what underlie AWE's achievements are three things: staying close to the industry, focusing on technical innovation, and leading consumption trends. "First of all, AWE expands its portfolio beyond the whole industry chain to cross-industry fields. Secondly, AWE has long been committed to showcasing enterprises, brands, products and services that embody technological innovation and craftsmanship. Last but not least, we work to connect enterprises and consumers through our annual AWE, which is not only an exhibition but also a city festival. We hope consumers will enjoy the convenience and charisma of science and technology.

Staying close to the current situation

AWE witnesses the industry's upgrading achievements and

shows future trends every year. With the emergence of innovative technologies like voice control, image recognition and artificial intelligence, intelligence trend has swept many industries and brings clear changes. AWE is no exception. With the theme of "Home for Next", AWE turns bullish on the intelligence trend, and believes in China's capability to lead a revolutionary smartization down the road.

Home appliance makers step up their efforts in smartization as technologies such as cloud computing, big data and Internet-of-things expand their application. With consumers' upgraded demands in mind, enterprises improve their product quality, subdivide their product segments, and diversify the availability of products, in a bid to creating new driving forces and service chains with genuine value. "AWE 2017 is set to bring to the world a brand new eco system of smart appliances, and what we have achieved in this regard, such as issues concerning smart home, connectivity and more." Xu Dongsheng revealed.

According to Xu Dongsheng, jointly established by AWE and Jiguo, the world's first Technology Park covers an area of up to 6,000 square meters and will be home to an interesting and immersive science and technology experience carnival for all, spanning smart travel, smart entertainment, smart home living, smart health, smart architecture and global debuts. The science and technology park will offer the world's largest live robot show, electrifying VR games, unbelievable

simulation of future intelligent scenarios, global debuts of black technologies and dazzling artificial intelligence, as well as trendy outdoor equipment, automated driving, and flight-capable backpacks.

AWE has gradually formed an open, cross-industry and inclusive eco-system, and enjoys recognition domestically and internationally as one of the foremost arenas displaying fierce global market competition and innovation performance. AWE is ushering into a strategic era of opportunities, and is determined to stay in line with changes that come along. "To reflect the expanded portfolio of AWE, we establish a customer-centered smart home eco system based on the idea of smartization. And to accommodate to the trends of the Internet era, we integrate resources throughout the industry chain and more to achieve cross-industry development."

Alongside more than a hundred fabulous on-site activities including celebrity activities, strategic debuts, fine dining, and prize-drawing, AWE offers a series of high-level professional forums regarding industry trends, innovative science and technology, distribution channels, marketing and sales. With top-notch dialogue established among industry leaders, the 7th China Household Electrical Appliance Development Summit has garnered widespread interest; moreover, AWE Appliance Award Ceremony is set to present the year's top honors to new products distinguished in creativity and performance; Global Technology Innovation

Conference is expected to bring together worldwide innovators to discuss the progress of intelligent industries. In addition, more conferences including 2017 China Environment & Health Household Electrical Appliance Summit, 2017 China Electrical Appliance Supply Chain Summit, 2017 China TV Industry Leaders Summit and 2017 China Real Estate Fine Decoration Forum will be held during AWE.


Stay close to demands

As the organizer, China Household Electrical Appliances Association repositioned AWE in year 2015 as “a consumption-leading exhibition for both the industry and consumers”, from the previous “an exhibition designed to serve the industry and for industry insiders.” Xu

Dongsheng said: “Different from specialized exhibitions designed to serve only manufacturers and insiders along the industry chain, AWE goes beyond that to look for engagement of consumers—the target users of home appliances.” And according to him, AWE 2017 will prioritize consumer engagement with its strong publicity and specially designed activities. “Campaigns of AWE 2017 are placed across Shanghai: the airport, train stations, subways, bus stops and even streets. And through social media such as Wechat, Weibo and major portal sites, we work to establish and expand AWE’s presence among consumers.” Xu Dongsheng said.

AWE 2017 offers a wide array of well-targeted activities for consumers, such as Lucky Draw, Shopping Festival, etc. For

consumers, all they need to do is visiting AWE and following its WeChat account to get a chance of winning a high-end household appliance. Xu Dongsheng told *China Appliance* reporters that the rapid updating of science and technologies contribute to the diversity of home appliance categories, and thanks to this, AWE has a lot to offer. “Consumers can experience first-hand new products they never purchased before or not very familiar with at AWE. No store can compare to an exhibition that totals over 110,000 square meters, not to mention all these newest products enterprises offer”. To thank and attract consumers, manufacturers host entertainment activities spanning celebrity-involved activities, live cooking done by Michelin chefs and more. All will add more fun

and energy to the scene. Looking back, we could easily notice AWE’s far-reaching impact on the industry. It plays its due role in good times as well as bad times, earning recognition from domestic and overseas industry insiders, media, and social communities and setting a role model. “We hope that, AWE acts not only as a witness of the progress of China home appliances and electronics, but more importantly, as a driver of cross-industry integration to achieve mutual benefits, through its evolving eco system of ‘AWE+’. In collaboration with global partners, AWE is set to cultivate new drivers for industry transformation and upgrading, in a bid to advancing inter-region development and embracing a future full of vitality.” Xu Dongsheng said. (*Shang Hailong*) 





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中国家电发展高峰论坛

China Household Electrical Appliance Development Summit

智慧生活：从地平线到云端

Smart Life: A Path to the World of Tomorrow

- 14:30-14:35 主持人马洪涛介绍嘉宾
Introduction of honorable guests by Mr. MA Hongtao
- 14:35-15:05 主题演讲一：诚信生态 共享平台
Keynote Speech 1: A platform for sharing, an ecosystem of trust
——海尔集团董事局副主席、执行总裁梁海山
Mr. LIANG Haishan, Vice Chairman of the Board of Directors and Executive President of Haier Group
- 15:05-15:45. 主题演讲二：家居互联-开启智能家电新时代
Keynote Speech 2: Home Connect- Bringing You Into the New Era of Smart Home Appliances
——博西家用电器集团董事会主席兼首席执行官 欧腾博博士
Dr. Karsten Ottenberg, Chairman of the Board of Management and Chief Executive Officer of BSH Home Appliances Group
- 15:45-16:00 首个智能家电互联互通团体标准正式发布：
Release of CHEAA standard on interconnection of smart home appliances
中国家用电器协会 理事长姜风致辞
Ms. JIANG Feng, President of CHEAA
海尔家电产业集团 CTO、副总裁赵峰致辞
Dr. ZHAO Feng, Chief Technology Officer, Vice President, Haier Home Appliance Industry Group
美的智慧家居科技有限公司总经理 李强致辞
Mr. Johnson Li, General Manager, Midea Smart Technology Co., Ltd.
博西家用电器投资（中国）有限公司副总裁兼首席数字战略官 徐成茂博士致辞
Dr. XU Chengmao, Vice-President and Chief Digital Officer of BSH Home Appliances Holding (China) Co., Ltd.
首个智能家电互联互通团体标准发布仪式（协会、海尔、美的、博西、TCL、长虹、海信、创维8家单位）
Release Ceremony of CHEAA standard on interconnection of smart home appliances
(CHEAA, Haier, Midea, BSH, TCL, Changhong, Hisense, Skyworth)
- 16:00-16:20. 主题演讲三：零售没有“新”和“旧”
Keynote Speech 3: Retail strategies cannot be defined as old or new
——京东集团副总裁、家电事业部总裁 闫小兵
Mr. YAN Xiaobing, President of the home appliances business unit of JD.COM
- 16:20-16:40. 主题演讲四：智能家电与国家品牌
Keynote Speech 3: Smart appliances and national brand
——中央电视台广告经营管理中心主任 任学安
Mr. REN Xuean, Head of CCTV Advertising Center
- 16:40-17:00. 主题演讲五：让智能生长 让美好发生
Keynote Speech 4: Make intelligence growth, make happiness happen
——方太集团总裁 茅忠群
Mr. MAO Zhongqun, Chairman and President of Ningbo Fotile Group Co., Ltd.
- 17:00-17:20. 主题演讲六：智能家居，一个新时代的降临
Keynote Speech 5: Smart home, a new era
——华为终端首席战略官 邵洋
Mr. SHAO Yang, President of Consumer BG Strategy Marketing Dept.
- 17:20-18:00. 对话论坛：Dialogue
主持人：马洪涛 Moderator: Mr. MA Hongtao
对话嘉宾：Speakers:
博西家用电器（中国）有限公司副总裁 王伟庆 Mr. WANG Weiqing, Vice President-chief sales officer of BSH
杭州老板电器股份有限公司副总裁 何亚东 Mr. HE Yadong, Vice President of Hangzhou Robam Appliances Co., Ltd.
三星电子大中华区生活家电副总裁 谢辉 Mr. XIE Hui, Samsung CE Division Vice President
莱克电气股份有限公司副总裁 陈冉升 Mr. CHEN Ransheng, Vice President of Kingclean Electric Co.,Ltd.
极果创始人兼CEO 刘鹏 Mr. LIU Peng, Founder and CEO of jigu.com

Powered by the rapid expansion of the Internet, IoT and 4G wireless networks, the era of smartness comes as an irreversible trend, along with the emergence of intelligent wearable devices, the active engagement of home appliance makers and an increased recognition from users.

Smartization, A New Opportunity for Home Appliance Industry

With a slowing economic growth, China's home appliance industry came under pressure from both the domestic and overseas markets in the past 2016. In this case, structural growth points matter even more. But what is the strongest growth point in domestic home appliance market at this stage? The answer, with no doubt, is smartness. Powered by the rapid expansion of the Internet, IoT and 4G wireless networks,




Smartization

has become an irreversible trend in China's home appliance market.

the era of smartness comes as an irreversible trend, along with the emergence of intelligent wearable devices, the active engagement of home appliance makers and an increased recognition from users. According to statistics from big-

data company All-View Cloud (AVC), the penetration of smart televisions in China in 2016 has already reached a whopping 83% with a sales volume of about 42.01million units. The flourish of smart white goods in recent years plays a part in the penetration of household smart appliances. AWE, as usual, provides a platform for enterprises to showcase their newly launched smart appliances of white goods, consumer electronics, and more segments.

Smartization has become an irreversible trend in Chinese home appliance market. With smart products rolled out from all categories and smart home systems established by a number of enterprises, smart appliances have come a long way but still have much more to do due to the inadequate coverage of its network. Two issues must be solved for smartization to go forward: Firstly, product homogenization. Instead of designed to meet users' demands, smart products nowadays are designed simply as a mix of current functionalities, or are only passively smartized to face the rising trend. Second issue

is a lack of unified standards, which hinders the connectivity among products from different companies and of different categories. Separate smartization deployments from enterprises result in isolated systems and disconnectivity. Smooth connectivity is a prerequisite to build a network of smart appliances that offers long-distance control for users and connectivity among brands. Without it, smart household appliances and home furnishing will have lost the meaning for their existence. (Zhao Meimei) 



A.O. Smith Water Heater

Magnesium anode rod replacement

Hidden full touchscreen control

Human-machine interaction made s



LG Intelligent Clothing Care System

- Fabric plasticity care
- Pants crease care
- Eliminates bacteria with steam



Hitachi Front-loader Washer Dryer Combo BD-FS9600C

- Multi-angle cloth texture and quantity sensor
- Intelligent rotational speed control



Midea Intelligent Oven

- Hi-definition heat-proof camera
- Simple and practical user interface design
- Massive menu database

Midea Refrigerator BCD-646WGPZVA

- Intelligent freshness preservation
- Food shortage reminder
- Online shopping
- Automated maintenance and repair alert



Ecovacs Winbot Robotic Window Cleaner

- Quadruple cleaning system
- Intelligent buffering and anti-collision technology
- Automatic obstacle sensor



Macro Mate3 Intelligent Cooking System

- Remote control designed for cooking scenarios
- Wireless control at pot handle
- Mobile phone controls entire system



er EWH-H10

-free technology

simpler

Capitalizing on the Initiative of Upgrading, Chinese TV Market is Rising

With a market size of more than 50 million units in 2016, and an estimated 53 million units in 2017

It took half a century for TV industry to come from the first TV to the application of CRT technology, but only 20 years from CRT to LCD. In the upcoming days, ULED, HDR, quantum dots, 8k, OLED, laser and more technologies are set to embrace a period of rapid expansion.

China's TV industry is evolving from a follower to a pace setter in terms of products and technologies. And this can be shown in the following five aspects:

Boom of new display technologies

Thanks to joint efforts of Internet TV brands and traditional TV makers, a wide array of new display technologies flourished, and was shown at AWE 2016, setting a trend of industry development. Overall, the OLED TV screen industry is expected to see a rise in supply and affordable prices of OLED televisions, accelerating the

popularization of OLED display technologies.

Laser TV was another eye-catching display technology in 2016. Comparing to the low production capacity and high costs of ultra-large LCD display manufacturing, laser TV has clear advantages in meeting household needs for ultra-large displays.

Main testing grounds for industrial design

TV is an integral part of a Chinese home. In a sitting room, it plays an increasing role in home furnishing. In the future, the exterior design of televisions will be more revolutionary and diverse, to reflect changes in home furnishing.

Popularity of high-definition TVs

As a driver of industry development, high image quality plays a big part in product upgrading, and it drives industry players to pursue ever

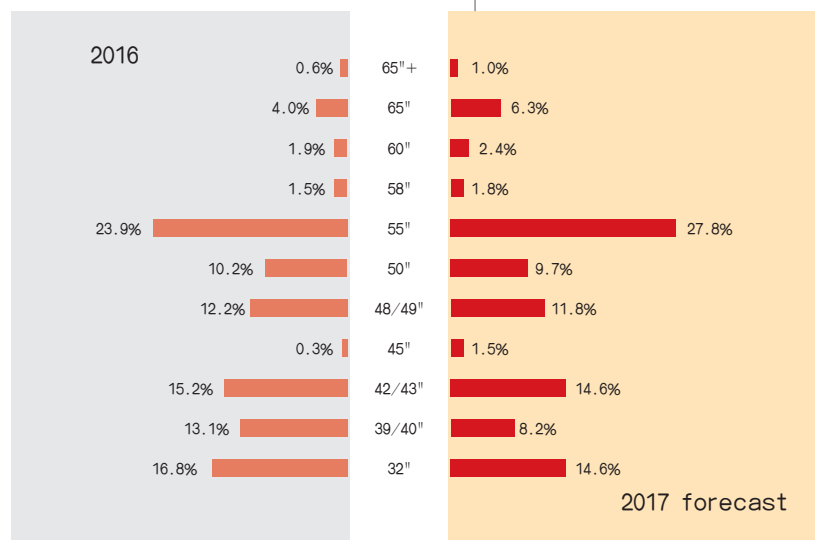
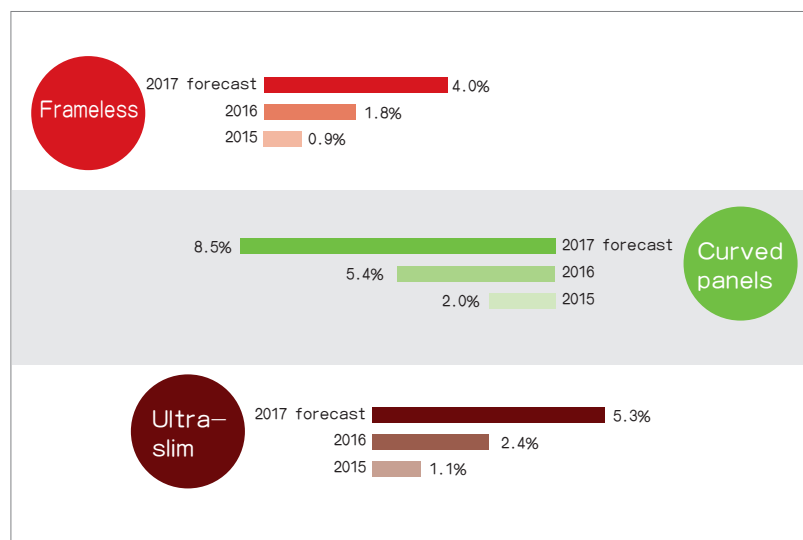
realistic visual performance with upgraded technologies. After receiving long market education, consumers have acquired some knowledge regarding picture quality such as high definition and color gamut.

World-leading large screens

Bigger TV has become a trend. From the perspective of screen area, the total sales area of color TVs reached 31.53 million square meters in 2016, a year-on-year hike of 17.5%. In terms of screen size, 55 inch made the most popular dimension in 2016 with a year-on-year growth of 8.4 percentage points, making up 23.9% of market share. Televisions of this size saw the most significant increase in market share in 2016. And 55 inch also marks the boundary of large-screen TVs. It is predicted that the 55 inch television will continue this upward trend in 2017 and take up 27.8% of market share.

Establishment of home Internet

Rapid expansion of 4G network and smart phones accelerates the transition from PC to mobile Internet. In 2016, the market penetration of smart TVs reached a world-leading figure of 83%. By offering rich contents, smart TVs pull viewers back to the sitting room. Data from All View Cloud (AVC) shows that as of December 2016, daily average operating hours of smart TVs register 6.01 hours, almost two hours longer than that of traditional TVs. Furthermore, as smart TVs continue to upgrade, the value of a television is shifting from its hardware to the contents it offer, and diverse application scenarios have enlarged the developmental space for an economy based in the sitting room. (Bian Zheng)



Left: Market share of televisions of different designs in 2015–2017
Right: Market share of televisions of different sizes in 2016–2017

▶ Samsung QLED Quantum Dot TV Q8C



- Size: 65"
- Resolution: 3840 x 2160
- Peak luminance: 1500nit
- Audio output: 60W

The Samsung QLED TV Q8C, equipped with brand new cadmium-free Quantum Dots technology, is not only able to accurately display DCI-P3 color space, it is also the world's first television to reproduce 100% color volume, with peak luminance as high as 1500nit.

▶ LG OLED 4K TV W7



- Size: 77"
- Resolution: 3840 x 2160
- Operating system: webOS3.5
- Weight: 30.6 lbs
- Audio output: 60W

The LG W7 is a revolutionary television that will steer the future.

The Hisense LT100K7900UA Laser TV uses laser imaging principle to create soft light and genuine reproduction of natural colors and details, which yields a much better sense of immersion for the viewer.

▶ Hisense LT100K7900UA Laser TV



- Size: 100"
- Resolution: 3840 x 2160
- Control system: VIDAA3.5
- Screen brightness: 3000 lm
- Color gamut coverage: 116%

▶ Skyworth OLED Organic TV

- Size: 55"
- Resolution: 3840 x 2160
- Operating system: Cool open system 5.5
- Weight: 16 kg
- Viewing angle: 178°

The Skyworth OLED Organic TV S9D boasts not only the fantastic picture quality inherent in its OLED+ 4 color HDR, it is also the world's first AR television that brings users a brand new interactive experience.





Sun Jingyan
Vice President of Haier Group

Haier is Determined to be "A Leader in the Era of IoT"


This time, Haier will center on the theme of "a leader in the era of Internet-of-Things". An exhibition space of 8,000 square meters and two product launch sessions will showcase Haier's explorations and achievements in a number of areas such as smart home, smart manufacturing and globalized brand.

Haier's theme of "a leader in the era of Internet-of-Things" is developed based on the common demands inside and outside Haier Group.

innovations achieved through synergies of Haier's six brands: FPA, GE, Casarte, Haier and Leader. Third is to install an on-site simulation of Haier's interconnected factory to display smart manufacturing, using a demo production line to showcase the mass customized achievements.

Original innovation products include the Internet-capable Haier Xinchu refrigerator, Haier noiseless air conditioner, Haier "almost water-free" washing machine and Casarte compressor-free wine cooler. In addition, Tian Zun air conditioner, Casarte C8 washing machine, Casarte adjustable freshness refrigerator and other original products will also be on display.

Q: In recent years, intelligence has always been a hot topic at AWE. At this year's AWE 2017, will Haier focus on "intelligence?"

A: The answer is yes, for sure. Haier is one of the first companies to make moves in the intelligence sector. At AWE 2017 Haier will also release numerous achievements in intelligence including the core accomplishments of the U+ platform (Haier U+ smart life platform 3.0), full-suite of smart home appliances for smart household (Haier smart home 1.0), and key achievements made in Haier's interconnected factory and more. (Li Zengting) 

AWE 2017 is set to officially open on March 9. Covering an exhibition area of 8,000 square meters, Haier, with the theme of "a leader in the era of Internet-of-Things", is positioned to bring its newest deployments in the Internet-of-Things to live audiences by exhibiting what it has achieved in smart home, smart manufacturing and globalized brand. Sun Jingyan, Vice President of Haier, indicated that, "Haier has prepared itself to take the lead in the era of Internet-of-Things, through a shift from making appliances to making Internet-enable appliances and an establishment of smart home user groups".

Q: At AWE 2017, what are the core themes to be showcased by Haier?

A: This time, Haier will center on the theme of "a leader in the era of Internet-of-Things". An exhibition space of 8,000 square meters and two product launch sessions will showcase Haier's explorations and achievements in a number of areas such as smart home, smart

manufacturing and globalized brand.

Haier's theme of "a leader in the era of Internet-of-Things" is developed based on the common demands inside and outside Haier Group.

From the perspective of external environment, a widely held belief is that the Internet-of-Things will embrace an explosion in 2019. This means that there are only about two years left for Haier and other enterprises. For home appliance industry, Internet-of-Things is embodied in intelligent home, and Haier is one of the earliest companies to deploy in this segment. At AWE 2017, Haier will present a full suite of marketable smart household appliances.

From the perspective of internal environment, after more than a decade of sustained explorations and deployments, Haier has realized three major reforms at the corporate level, brand level and employee level: Firstly, transform from a traditional manufacturer into an Internet company. Secondly, transform from a home

appliance brand to an incubator for innovative makers. Thirdly, transform from an employer into a partner for start-up entrepreneurs, ultimately and genuinely realizing the corporate concept of "mutual creation and mutual benefits". Through the transformation of appliances into Internet capable appliances, and through a focus on building a user base surrounding smart lifestyle, Haier household appliances will continue to lead the pack as the leader in the age of the Internet-of-things.

Q: What kind of innovative products and technologies will Haier bring at AWE 2017?

A: In terms of innovation, Haier believes in "original innovation". At AWE 2017, Haier will present innovative products and technologies in three aspects: first is the display of eco-systems like that of smart dining and smart air through live scenarios, along with original and innovative hot items in segments like refrigerator, washing machine and air conditioner. Second are

Midea Fully-Equipped for AWE2017

More intelligently provide convenient services for the masses

On March 9, Midea Group comes fully-equipped to AWE 2017. Its ultra large exhibition space, totaling over 3,000 square meters in area, will comprehensively showcase the achievements of Midea's transformation.

At AWE2017, Midea ushers in a more beautiful and more intelligent future for the visitors. According to Midea Group Vice President Jinliang Wang, at AWE2017 Midea will focus on three main themes. First is to enable visitors to get an up-close-and-personal experience in the integration of home appliances and the intelligent household system. Second is to leverage on the powerful health cloud platform and provide to Midea users a one-stop solution that ranges from dining to physical examination. Third is a lifestyle that incorporates artificial intelligence and big data, with the display of Midea's cross-sector achievements in robots, so as to present to consumers new values and new services created through the Internet-of-Things.

Revolving around the aforementioned three core themes, Midea will bring to the audience a full series of smart products that will allow visitors to immerse into an intelligent lifestyle.

Midea's smart air conditioners will offer users a much better method of interaction——voice recognition, which will empower users more freedom in remote

control. Midea also equipped its air conditioning with projection touch control technology, whereby users can easily control the product from a distance via a projected screen display. In addition, Midea's smart air conditioning has been installed with ultra hi-definition imaging technology and imagery recognition function, which can pause air output when there are people in proximity, thereby delivering an even more comfortable user experience.

There are plenty of highlights in the kitchen appliance segment as well. Variable Frequency heating technology with multi-point penetration, high temperature steaming, 360-degree complete coverage convection oven technology, intelligent empty container heating prevention technology, and the world's first total-dry system dishwashing technology will all gather at AWE2017, demonstrating Midea's accomplishments in these fields. At the same time, at the Midea booth visitors can get a true taste of Midea's futuristic kitchen including smart measuring instrument that can link to the Internet and estimate food nutrient levels, intelligent condiment distributor that can precisely and automatically apportion different ingredients, and all-in-one rice-cooker that can automatically inject water and begin cooking at the press of a button.

Furthermore, Midea has

prepared the latest in refrigeration and laundry technologies and solutions fit for intelligent living. For example, the i+ 3.0 experience zone in the refrigerator section will feature products that can measure user's height and weight, and accordingly recommend suitable menu and diet. Voice-control is also available and users can easily interact with products through speech. Fridges can now connect to online stores and purchases can be made with just one click. Even entertainment functionality has been incorporated. At the washing machine sector, there are microscopic comparisons to show and validate sanitation and anti-bacterial functions, while underwater radar detection system will allow users to experience clean laundry like never before.

"We hope Midea's home appliance products can more intelligently provide convenient services. With the constant pursuit of technical breakthroughs, using intelligent products, smart interactive devices and cloud platform, Midea will bring to everyone a healthier life and more comfortable living environment," Jinliang Wang told reporters. (Yu Xuan) 



Jinliang Wang
Vice President of Midea Group



We hope

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Gang Mu

Vice President of LG Electronics (China) Co., Ltd.



Progression

in science and technology has gradually realized the possibility of a life with smart household appliances. Meanwhile, an increasing quantity of "black technology" accentuates a vibrant new lifestyle.

Moving Forward with AWE

LG's Innovative Products Improve Life Quality of Consumers

"At AWE2017, LG Electronics will unveil the newest offerings to consumers at large, with the intention of using the innovation in the products to drive improvements in life quality of consumers," Gang Mu, Vice President of LG Electronics (China) Co., Ltd., explained.

Q: At AWE2017, what will be the central themes for LG?

A: At AWE2017, LG will comprehensively showcase to industry associates, the media and consumers the strongest brand power in technology sector in the home appliance across the globe. As the beacon of "black technology" in household appliances, LG has always been keen on thinking outside the box and utilizing innovation to drive improvements in life quality of consumers and bringing about a more comfortable user experience.

Amid the "healthy and intelligent" trend, LG establishes a "LG Healthy Home" Zone at AWE 2017, with a conglomeration of LG's OLED televisions, door-in-door refrigerator, TWINWash washing machines, as well as products like air purifiers and cleaning robots. LG will use cutting-edge intelligent technology to create a healthy and convenient experience for Chinese consumers in a pragmatic manner, so as to engender a more relaxed and colorful family life.

Q: At AWE2017, what innovative products and technologies will LG bring to consumers?

A: This time at AWE2017, an all-star line-up of LG products will

be on display. These represent the most state-of-the-art science and technology LG has to offer in the innovative product arena and will set the directions for future industry development.

The LG TWINWash is winner of the 2016-2017 Red-Top Award. The ultra high-end LG Signature series of household appliances is the manifestation of LG's most forward-thinking technologies and design concepts to date and includes television, refrigerator, washing machine and air purifier. This quartet of products embodies intricate designs and leading-edge technology.

The OLED W7 television, the "wallpaper television" incredibly thin at merely 2.57 mm, is definitely one of the highlights of AWE2017. LG's W7 OLED television is only 2.57 mm thick, which equates to the thickness of a stack of four credit cards. In addition, LG's nano-screen television utilizes the most advanced NanoCell Display technology that enables an uncanny level of restoration of colors and a wider viewing angle. Armed with active HDR from Dolby Vision, image quality in LCD has been elevated to a whole new pinnacle.

The LG TWINWash redefines the way laundry is done. The

revolutionary and innovative design allows for multiple types of clothing and items to be washed in sync. The LG Signature series refrigerator with InstaView Door-in-Door design permits instantaneous view of the things inside the fridge without opening the door by tapping on the tinted glass door panel twice to illuminate the space behind. Automatic door-opening function works by placing a foot in front of the sensor underneath the fridge. The LG PuriCare air purifier employs a 360° ventilation design with both top and bottom air outlet that is one-of-a-kind in the industry. Low spaces inside the house can now be purified, immaculately resolving children's respiration-related health issues.

With regards to IT products, LG will unveil novel devices such as the world's first large-screen 21:9 curved screen ultra-wide display. LG has always been devoted to and the world's best at using innovative new products to replace old products, which is beneficial in bringing higher quality of life for consumers. (Shang Hailong)



Full Range of Samsung's New Products to be shown at AWE2017

Reaching higher, it provides consumers high quality experience

As Samsung's theme of "Reaching Higher" at AWE2017 implies, "High-end product, high quality life, and highly intelligent life" are what Samsung pursues. At AWE2017, Samsung is set to display a number of innovative products, through which it offers a high quality life experience for consumers. Our reporter interviewed Liu Junguang, Samsung China HQ Vice President in and Xie Hui, Samsung China HQ Vice President.

Q: What new TVs will Samsung offer for Chinese consumers at AWE 2017?

A: New product of Samsung TV in 2017 will be introduced to consumers in Chinese market for the first time at AWE2017. We hope the brand new QLED TV, representing the highest quantum dot technology level of the industry, will bring an ultimate visual feast to Chinese consumers. Samsung's brand new QLED TV - Q8C, Q9F and Q7 will all be shown.

Q: What does Samsung QLED TV series offer in terms of innovation?

A: Samsung QLED TV series new products adopt the brand new Cadmium free quantum dot technology. Samsung's QLED TV also embodies innovation in design and usability. Via an almost hidden cable, peripherals are orderly integrated into One Connect hub connecting to TV, making the TV look neat from all angles, even the back. In addition, metals are used in front, rear and base stands of the product, which, together with the frameless design, displays an ultimate audio-visual immersion. Meanwhile, Samsung TV also provides brand new stands such as Studio Stand and Gravity Stand etc., making TV set become a stunning home decoration.



Liu Junguang

Samsung China HQ Vice President

Q: What intelligence related breakthroughs have been achieved in new products of Samsung TV?

A: Samsung TV has long been committed to further elevating highly acclaimed intelligent functions of Smart TV, in a bid to providing a unified and convenient user experience. Samsung One Remote, a highly efficient solution, allows users to control both TV and its multiple connected devices, while the newly added voice search function enables users to locate the content they want quickly. Content wise, Samsung TV integrates high quality contents from platforms such as Mgtv.com and iQIYI.com, meeting various requirements of audiences.



Xie Hui

Samsung China HQ Vice President

Q: Can you introduce to us Samsung's new innovative household appliances to be exhibited at AWE2017?


A: Samsung will demonstrate multiple new household appliances, including Family Hub refrigerator, Family Hub new refrigerator, Flex-wash washing machine and new dryer etc. These excelsior works of Samsung leverage cutting edge innovative technologies and elevate product performance, offering consumers high quality experience and convenience by meeting their demands.

Q: Samsung Family Hub refrigerator has been dazzling at AWE, could you please introduce breakthroughs of its new version?

A: Family Hub refrigerator

elevates its freshness performance and design, while offers thoughtful intelligent experiences. Adopting metal cooling and QR cooling systems, the new refrigerator to keep constant temperature inside the refrigerator by reducing temperature fluctuation. Meanwhile, its frost-free triple cooling system creates separate cycle systems for its freezer and its flexzone, allowing faster cooling performance and no odor leakage. Through Samsung's Smart Home APP, users could check what they have anytime, and create a shopping list to make procurement easier.

Q: What impacts do you think intelligence will bring to household appliance industry and consumers?

A: Intelligence, together with technology innovation and ingenious design are viewed as the three core values of Samsung household appliances. Smart home must really focus on consumer's needs and can be integrated into people's life. Connected to and collaborating with each other, intelligent devices provide people a better life. Instead of making consumers to change to adapt to Samsung, Samsung offers new functionalities that make their life easier. 



Wei Ding

SVP-A.O.Smith Corporation &
President-A.O.Smith China



One is the AWE, the other is A.O. Smith, and the collision and integration of the "Double A" will offer consumers a healthy and comfortable home appliances display and the unprecedented level of convenience and coziness that intelligent technologies can bring to the modern household.

A.O.Smith to be at AWE2017 with its Full Series of Products

On March 9, AWE 2017 takes place as scheduled. A.O.Smith will bring along a full series of products for the exhibition, and it will be a truly memorable showcase of the A.O.Smith brand.

On March 9, AWE 2017 takes place as scheduled. As one of the industry leaders, A.O.Smith has been part of AWE for many years. At A.O.Smith's 20th anniversary in Chinese market, the company brings along a full series of products this year, including its two strong segments of water heater and water purifier, as well as other fast growing ones such as air purifier, wall-mounted heater and face washing softener. With an immersive experience offered, it will be a truly memorable showcase of the A.O.Smith brand.

Stay Close to Needs of Chinese Consumers

At AWE 2017, A.O.Smith will demonstrate what it has achieved in 20 years in China. Wei Ding, Senior Vice President of A.O.Smith Corporation and President of A.O.Smith China, revealed the key for manufacturing enterprises: only through good products can a brand rise. From water heaters and water purifiers to air purifiers, wall-mounted heater and face washing softener, the product mix is constantly enlarging. A.O.Smith has always stressed on the principle of staying close to the needs of Chinese consumers and forging a quality and healthy lifestyle for

Chinese families.

The anode rod replacement-free water heater will be showcased by A.O.Smith this year. The double inner tank layout allows for voluminous capacity in a small body with a thickness of merely 28cm, while the VIP vacuum heat insulation layer is light and thin with remarkable heat preservation performance. And the anode rod replacement-free design solves a pain point of consumers.

Speaking about company products, Wei Ding has a lot to share. For example, the patented A.O.Smith Max 3.0 Plus permeation-proof water purifier with prolonged effectiveness and instant filtration employs the innovatively researched and developed Max Plus patented anti-permeation technology, which boasts a prolonged lifespan of three years and a purified water output rate as high as 75%.

Capitalize on consumption upgrading trend with continued innovation

A.O.Smith entered Chinese market as a high-end brand in 1988. This position acts as a driver for the company's rise in the current era of consumption upgrading.

"We hold nothing back when it comes to R&D". Wei Ding revealed the secret behind A.O.Smith's sustained development for two decades. All investments into R&D based on consumer needs are worth every penny.

As a multinational corporation, A.O.Smith operates Chinese market with dedication as much as it does to a local market, and has always been stepping up the company's R&D and manufacturing capabilities in China. As early as 2005, a global R&D center was set up in Nanjing as one of its three main global R&D centers, providing technical resources to assist product R&D, technical applications and engineering technical services for Chinese and worldwide consumers and coordinating with American R&D personnel in product tests and analysis 24 hours a day. This has become a strong competitive advantage of A.O.Smith: effective response to customers. In 2013, A.O.Smith global super production/research base was built in Nanjing, and in 2016, A.O.Smith established an environmental electrical appliances production/research base. At present, A.O.Smith has already invested a total of over 300 million US dollars in China.

Since the Chinese debut of "Home Connect" two years ago, AWE has become the best stage in China for BSH to display achievements in smart home furnishing.

Full Line-Up of "Home Connect" Showcased, Creating a Healthy Lifestyle BSH Partners with AWE to Present an Intelligent Lifestyle

Since the Chinese debut of "Home Connect" two years ago, AWE has become the best stage in China for BSH to display achievements in smart home furnishing. On March 9, BSH arrived at AWE 2017 with a full line-up of household appliances from the "Home Connect" platform and other new products, which will provide users with more practical and healthier consumption experience through inter-connectivity.

BSH, a company dedicated to intelligent home furnishing solutions, focuses on inter-connectivity and healthy lifestyle as central themes for their display at AWE 2017, bringing to users an age of healthy living. When speaking about the reasons behind the selection of the themes, Dr. Xu Chengmao, Vice-President and Chief Digital Officer of BSH Home Appliances Holding (China) Co., Ltd. explained: "On one hand, the rapid development of the Internet and the Internet-of-Things have raised family demands for intelligent home furnishing solutions. We hope to use open, interconnected and safe intelligent home furnishing platform as the starting point to continue promoting the development of the intelligent family eco-system. On the other hand, BSH is dedicated to using high quality products

and reliable services to continue improving life quality for the masses. Thus, we are going to energetically advocate the healthy lifestyle concept".

Actually, BSH has been dedicated to smart home furnishing solutions for quite a number of years, having started the research and development process for the "Home Connect" platform back in 2007. BSH is considered one of the world's first enterprises to conduct research and development on intelligent home furnishing, and is currently a leader in the industry in this regard. According to introduction, the "Home Connect" platform of BSH adopts an open platform model, and users can activate and control various functions in "Home Connect"-able household appliances anytime anywhere via extremely simplified interface on smart phones or tablet computers.

In order to bring to Chinese families more applicable smart services, in 2016 BSH established a home furnishing inter-connectivity technology research center locally here in China. Upon the foundation of analyzing and understanding consumer needs and habits, smart household appliances that more adequately cater to the demands of Chinese consumers have been researched and developed. Other than the

research and development of interconnected home furnishing products, BSH will also continue deepening the eco-system of interconnected home furnishing. Dr. Xu Chengmao explained: "On the basis of realizing openness and inter-connectivity, data security still remains paramount to BSH. The safety of consumer data is always a top priority, and this is a promise of interconnected home furnishing made to all users".

Worth noting is that, at AWE 2017, BSH will join hands with six other home appliance enterprises in China Household Electrical Appliances Association's "Smart Home Appliances Interconnection Program" to showcase achievements on-scene. Through the inter-connectivity, management and control from different cloud platforms of different manufacturers, interconnection between smart home appliances from different brands can be realized, which will engender better user experience for consumers.

Dr. Xu Chengmao indicated that on AWE 2017, BSH will put on display all categories of home appliances from the "Home Connect" platform including refrigerator, washing machine, dryer, dishwasher, toaster oven, exhaust hood, stove, coffee machine and many more. (Li Zhengting) 



Dr. Xu Chengmao,

Vice-President and Chief Digital Officer of BSH Home Appliances Holding (China) Co., Ltd.



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