

GE Profile™ Leads the Way in AI Technology and Precision Cooking Modes with Cookcam™ AI

Smarter Cooking Takes the Guesswork Out of Cooking and Baking

LOUISVILLE, Ky., February 27, 2024 – GE Profile™ is introducing a new over-the-air software upgrade to owners of select wall ovens with in-oven cameras with Cookcam™ AI. The new innovative AI feature recognizes what is being cooked and automates the rest. Harnessing the images of the in-oven cameras, it expertly identifies your food and recommends the best Precision Cooking Mode, ensuring great results every time.

Once the food is placed in the oven and the door is shut, the camera takes images¹ of the oven cavity and uses AI and machine learning to detect and identify the food. Within a few seconds, the oven will chime and recommend a specific Precision Cooking Mode on the oven's LCD touchscreen and cooking is underway with just a few taps on the screen.

Cookcam™ AI will first roll out for some of the most popular items cooked in the oven, including Turkey, Cookies, Pizza, Cakes and Brownies. Home cooks and bakers can now start cooking faster without the hassle of researching cook times, knowing whether to bake or roast, or setting a timer. Precision Cooking Modes use a smart system that automatically tracks progress, modifies temperatures and adjusts cook times. These are tested thousands of times by GE Appliances food scientists, so users can be confident in the results and avoid hovering over the oven to check if it's done.

"GE Profile continues to look at how cooking technology can make our lives easier in the kitchen," said Rachael Schwartz, executive director of built-in cooking, director of at GE Appliances. "By combining artificial intelligence and Precision Cooking Modes, we're streamlining our user experience and taking the guesswork out, so you get consistent and reliable results for every occasion from a Thanksgiving holiday to a birthday cake to a weeknight pizza. We are just getting started and look forward to continuing to introduce new more food types in the future."

Led by GE Profile™, Cookcam™ AI will also be available on select CAFÉ™ wall ovens at the end of Q1, with additional food types to follow. For those select dual wall ovens, this functionality is available for the top oven.

To see how the process works in-person, stop by the GE Appliances Booth #W2317 at KBIS 2024 or schedule a booth tour by emailing geappliances@allisonworldwide.com.

About GE Appliances, a Haier company

At GE Appliances, a Haier company, we come together to make "good things, for life." We're creators, thinkers and makers who believe that anything is possible and that there's always a better way. We're a company powered by our people, made stronger through our diversity — allowing us to grow closer than ever before to our owners, anticipate their needs and enhance their lives. Today, our appliances are in 50 percent of all U.S. homes, and our business is committed to serving every family in the country. We manufacture and sell products under the Monogram®, Café™, GE Profile™, GE®, Haier™ and Hotpoint™ brands. Our products include refrigerators, freezers, cooking products, dishwashers, washers, dryers, wine & beverage centers, air conditioners, small appliances, water filtration systems and water heaters. For more information on our company, brands, and corporate citizenship, visit www.geappliancesco.com.

¹ These images stay on the device, not in the cloud.



GE APPLIANCES
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Profile™

C A F É
DISTINCT BY DESIGN™

About GE Profile™

As a leader in connected appliances, GE Profile offers kitchen and laundry solutions with sleek aesthetics and leading-edge features that simplify daily life. At the intersection of meaningful technology and sophisticated design, GE Profile brings smarter innovation to life through its line of major and small appliances. For the latest products, visit www.geappliances.com/ge/profile.htm or [@geprofile](#) on Instagram, TikTok, Pinterest or YouTube.

About CAFÉ™

As a leader in design choice and performance, CAFÉ™ offers a full suite of distinct kitchen appliances with elements inspired by the latest fashion trends. Offering customizable appliances at a mass premium price point, CAFÉ fuels self-expression by empowering its owners to reflect their own style and personality through its line of major and small kitchen appliances. For the latest products, visit www.cafeappliances.com or follow [@cafeappliances](#) on Instagram, TikTok, Pinterest, or YouTube.