

PHILIPS Domestic Appliances AIRFRYER Challenge

Pre-Development & Patents Department
Kitchen Appliances, Klagenfurt
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Domestic Appliances

PHILIPS Domestic Appliances -- a company of HILLHOUSE Capital

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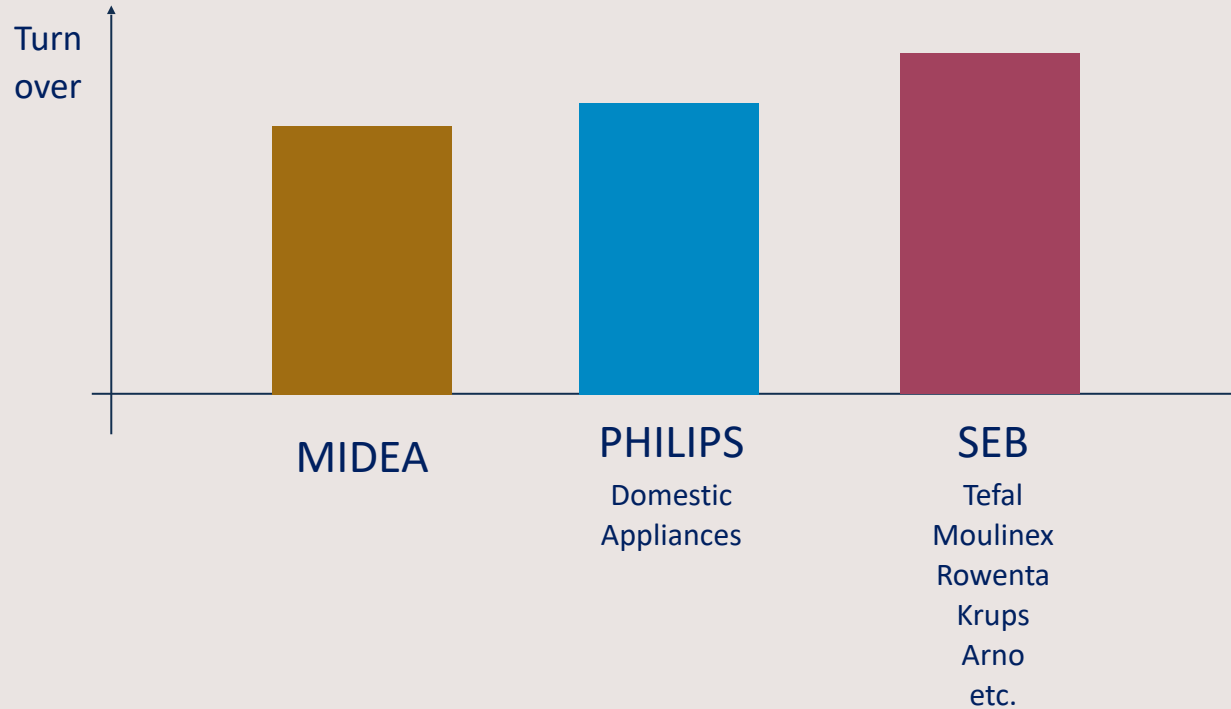
Domestic Appliances



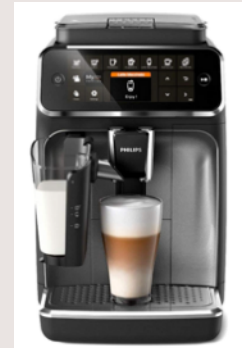
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PHILIPS Domestic Appliances -- one of the Top 3 Household Brands



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PHILIPS Kitchen Appliances

- > Balanced Nutrition
- > Vegan Meals &
- > Zero Waste



The Power of Home-made Food



AIRFRYER –
new Product
new Function
from PHILIPS
since 2011





AIRFRYER – Rapid Airflow



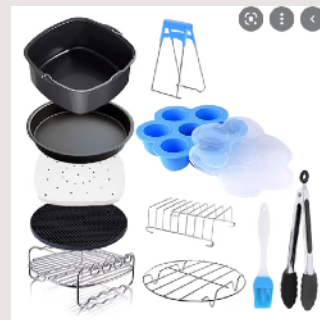
Challenge 1: PRIMARY FUNCTION OF AIRFRYER EXTENSION

PHILIPS Domestic Appliances company is leading developer and seller for so called AIR FRYERS.

This products were originally designed to be able to cook perfect french fries without using lots of oil.

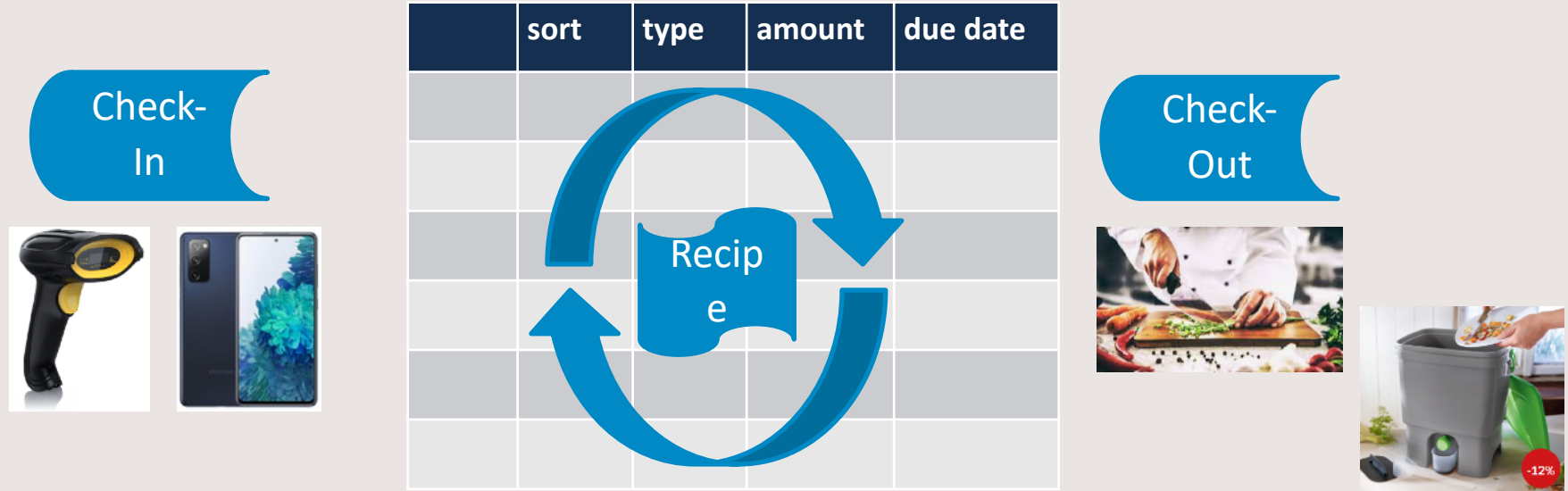
During further development, this device proofed, to also be a perfect hot air oven for a lot of other roasted, baked or fried foods like chicken, fish, veggies, meat balls and so on.

The challenge here is to propose new and further applications of this devices, by widening the range of cooking processes, by adding accessories or special cooking work by guiding means (like app).



Challenge 2: FOOD MANAGEMENT SYSTEM FOR HOUSEHOLD

The expectation of this end to end solution for the normal consumer is, to be able to easily check-in new foods, that are entering the home, which are then hosted and managed in a virtual database (cloud), and enables consumer to look into their stock from abroad (outside home) and manage their personal shopping needs, or external shopping orders (food delivery) from anywhere, anytime just by comparing food ingredients need for a certain planned recipe, and current foods on stock. During use up or thrashing, the food stuff should also be easily checked out from stock list again.





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