



MIELE LAUNCHES THE PURELINE RANGE OF KITCHEN APPLIANCES

Featuring Ground Breaking Design Technology and Intuitive M-Touch Interface



(HONG KONG, 22 October) – Embracing Miele’s ‘Immer Besser’ (Forever Better) philosophy, the premier appliance manufacturer has once again confirmed its position as the industry leader with the release of its innovative PureLine range. Defying expectations and redefining the cooking experience, the new range combines cutting-edge design with pioneering technology.

Embodying a sleek sophistication, appliances in the PureLine range are distinguished by an extensive use of **glass**. Designed to complement contemporary kitchen designs and allow **harmonious integration**, the glass-fronted appliances link seamlessly from one machine to the next, effortlessly integrating into the kitchen cabinetry.

This new generation of built-in kitchen appliances – from wall ovens and steam ovens to coffee machines, microwave ovens and warming drawers – introduces a totally new user interface and display with its new M-Touch screen technology, making it more intuitive, dynamic and integrated than anything currently on the market.

“From the ‘Forever Better’ credo coined by the founding fathers, Miele derives a focus on quality which is unparalleled throughout the industry,” explains Miele head designer Andreas Enslin. “We make every effort to design our products in such a way as to ensure that they do not age prematurely, neither aesthetically nor technically speaking. To do that, we need to have a profound knowledge of customers’ current and future needs – and to take these seriously.”

Horizontal lines are a recurring feature of the range so when the appliances are installed alongside each other, they form a clean, continuous line. To reinforce the linear design, the stainless steel handle – a common feature across the range – appears to float above the all-glass façade.

The PureLine range is available in CleanSteel, featuring jet-black glass and stainless steel finishes, or Brilliant White, defined by augmented white glass and elements of chrome, conveying a streamlined simplicity. Clean and contemporary, PureLine reflects excellence in every detail.



Adding a Special Touch: In a world first, Miele launches fully integrated TFT displays across the entire range

Reflecting the 'Design for Life' motto that inspired this range, Miele's innovative **M-Touch interface** is fast, easy to use and exceptionally elegant. M-Touch stands for a high-resolution TFT display (thin-film transistor) on flagship models. These controls are highly intuitive and, like the technology used in smartphones and tablets, the menu is browsed by swiping or scrolling with the tip of a finger.

M-Touch allows users to instantly find an automatic programme, quickly identify an operating mode or adjust the temperature in a few simple steps. Functions and menu options appear in brilliantly clear white text or symbols set against a black background to ensure readability.

"Touch controls have made extremely rapid inroads," notes Andreas Enslin. "Their popularity lies in the fact that they are modern and embrace future needs and cater for calls for simple, intuitive interfaces which boil things down to the essentials."

Steaming Made Simple

Miele's steam oven has always been a popular appliance with Hong Kong consumers and is now one of the most widely sought-after products in the Miele range. Further improving its function, the new PureLine steamer is equipped with Miele's patented MultiSteam technology. Steam is distributed via eight inlets, each one ideally positioned to provide even heat distribution, precise temperature controls and shorter heat-up times.

Miele's new Combi-Steamer (DGC XXL) is set to take the market by storm, combining the dual benefits of the Miele oven and steamer. With an enormous 68 litre capacity, this is the largest domestic steam oven on the market today. This three-in-one appliance boasts a fully-fledged steamer, a fully-fledged conventional oven and the dual benefit of a fully-fledged steam-combi-oven for the widest range of cooking options, delivering professional cooking technology to domestic kitchens.

PureLine's True Brew

Rediscover coffee with a machine that defines your perfect cup. Beautifully designed, this new integrated PureLine coffeemaker introduces a variety of superior features, ensuring a simple and smooth coffee experience. One key attribute is the new Cup sensor feature that automatically adjusts the height of the spout to the size of the cup or glass, regardless of whether it's a tall latte macchiato glass or delicate espresso cup. The Cup sensor even reacts precisely to beverages made with milk froth by raising the spout 1cm after delivering milk froth, keeping the spout clean throughout the process.

The PureLine range will be available in Hong Kong stores within Q1 2014.



To access high-resolution images of the PureLine range of appliances, please log onto:

www.catchonco.com/shared/Miele_PureLine_Images.zip

For more information on PureLine please visit <http://designforlife.miele.hk>

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About Miele

A global leader in high-quality domestic appliances, Miele was founded over 114 years ago in Gütersloh, Germany. Today, Miele remains a family-owned company with over 16,000 employees worldwide and sales subsidiaries in 47 countries. Miele in Hong Kong was established in 1998 to serve the city's growing demand for high-end household appliances. Miele's unwavering passion for exceptional quality and ongoing innovation, as well as the company's commitment to customer service, has made it one of the most recognizable and highly-regarded premium appliance brands in the world.

More information about Miele is available at www.miele.hk or visit the customer lifestyle website at <http://membership.miele.hk>



Miele 推出 PureLine 廚房電器系列

高級家電品牌以業界前瞻設計革新廚房電器產品科技



(香港，10月22日) 秉承「精益求精」的品牌宗旨，領先全球的德國高級家電品牌 Miele 即將推出其全新廚房電器系列—PureLine。系列融合了先進的科技與前瞻的設計，以消費者的期望為先，挑戰巔峰，重新演繹現代烹調之道，再一次彰顯出其業界卓越的領導地位。

PureLine 廚房電器系列產品的獨特之處，乃其廣泛採用玻璃材料打造而成，締造出簡約而高雅的個性。其前置全玻璃設計外形，可與同系列的產品並列式嵌入家中櫥櫃，整合度高，完全迎合現代廚房著重美觀的要求，營造和諧又時尚的空間感。

嵌入式廚房電器產品系列包括：嵌入式焗爐、蒸爐、咖啡機、微波爐及保溫櫃，以 M-Touch 操作面板為用戶引入全新的操作介面，比市場同類廚具產品具備更高感應度與整合功能，令用戶操作更靈活。

Miele 全球首席設計師 Andreas Enslin 表示：「貫徹創始人奠定的「精益求精」的宗旨，Miele 對於追求卓越品質的熱誠在行業中無可比擬。無論是產品外觀或科技創新，我們都竭力避免產品過早老化。因此，我們必須深入瞭解用家現時及未來的需要，並十分重視這些需求。」

水平線條式設計元素反復應用於 PureLine 廚房電器系列產品，只要將同系列產品並列式裝置，清脆俐落的水平線顯然而見，即時打造出整潔明快的視覺效果。不銹鋼手柄是此系列的另一共同元素，猶如懸浮於玻璃介面上，正突顯出設計師運用直線形設計的巧妙構思。

PureLine 廚房電器系列的令一鮮明特色，乃產品的操控頁面均位於玻璃介面的中央位置，緊接下方設有一系列觸控感應按鈕，方便用家快捷操作基本的產品功能如：開/關，或「返回」主目錄。

PureLine 廚房電器系列採用潔淨鋼，並有兩款不同顏色供用家選擇：黑玉色玻璃加不鏽鋼外層，或由強化白色玻璃和鉻合金元素組成的閃亮白色，表現出簡約流暢的風格。PureLine 廚房電器系列外形簡潔現代，細節處處體現出眾。



全新觸感系列：Miele 推出世界首創全面整合的 TFT 液晶顯示屏

是次全新系列產品設計，受到品牌哲學 Design for Life 的靈感啟發，Miele 創新的 M-Touch 面板令操作既快速、便捷又倍顯優雅。M-Touch 面板代表著 Miele 在旗艦款廚房電器上運用的高清 TFT（即薄膜電晶體）顯示屏。M-Touch 面板設計簡約優雅，與智能手提電話及平板電腦所應用的技術異曲同工，用手指輕輕滑動螢幕即可瀏覽目錄。

M-Touch 面板讓用家迅速搜索到滿足個人烹調需要的程式設定，識別操作模式或於烹調過程中輕鬆調校溫度。功能表及目錄以白色字體或符號清晰顯示，襯托以黑色背景確保文字清晰可見。

Andreas Enslin 表示：「觸控面板迅速打入了廚具市場，大受歡迎的原因乃其現代化的設計呼應了市場對簡約、智慧型介面的需求。」

蒸煮讓烹調更簡單

Miele 蒸爐一直深受香港消費者喜愛，亦是 Miele 系列中最暢銷的產品之一。全新的 PureLine 蒸爐功能進一步提升，引進 Miele 專利的 MultiSteam 科技。蒸氣由八個蒸氣孔注入，令熱量分佈均勻，溫度控制更加精準，並縮短加熱時間。

多功能 Combi-Steamer 蒸焗爐（DGC XXL），將 Miele 蒸爐和焗爐的強大優勢完美結合，定會為您帶來更多驚喜。其容量多達 68 公升，乃現時市場上最大容量的家用蒸焗爐。該廚具配備蒸、焗及蒸焗結合功能，一機多用。將專業烹飪科技引進家用廚房，令烹調出來的食物垂涎欲滴。

PureLine 之真煮藝

PureLine 系列咖啡機必讓您重新發掘咖啡的醇香滋味。擁有時尚型格的外觀設計，PureLine 嵌入式咖啡機引入多個獨特產品功能，讓用家安坐家中便能輕易享受一杯香氣濃郁的咖啡。獨特的感應功能 Cup sensor 可根據咖啡杯大小，自動調整機口高度，無論是 Latte Macchiato 咖啡杯或精緻的濃縮咖啡杯，Cup sensor 均可確保咖啡滴入理想位置，解決了咖啡或牛奶溢出、濺射的問題。Cup sensor 亦可感應各類含有牛奶泡沫的飲品，並於泡沫流出後，自動將機口升高一厘米，令機口在整個沖泡過程中保持清潔。

PureLine 廚房電器系列將於 2014 年第一季在香港正式面世。

請點擊此鏈接下載高解像度相片：

www.catchonco.com/shared/Miele_PureLine_Images.zip

欲瞭解更多 Miele PureLine 廚房電器系列產品詳情，請瀏覽 Miele 品牌網站

<http://designforlife.miele.hk>



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Miele 品牌簡介

Miele 為領先全球的德國高級家電品牌，作為一間擁有 114 年歷史的家族企業，Miele 附屬公司遍佈全球 47 個國家，現有 16,000 員工。

Miele 於 1998 年在香港開設業務，滿足高端家電產品市場日益上升的客戶需求。Miele 時刻以客戶利益為先，專注於產品創新設計，確保為客戶提供高質素的產品及服務，成為全球最受推崇的高級家電品牌之一。

如欲瞭解更多詳情，歡迎瀏覽 www.miele.hk 或客戶服務網 <http://membership.miele.hk>