

Mealtime Pilot: Fact Sheet

Overview

Mealtime is a real-world test of a connected kitchen solution that enables consumers to use network-enabled appliances to simplify kitchen and meal preparation tasks. Mealtime is the latest pilot in Internet Home Alliance's pilot program, which brings companies from various industries together to test how their products and services will work collectively in a connected home solution.

Mealtime Functionality

Consumers will manage kitchen and meal preparation tasks from an oven, Web-enabled refrigerator tablet, Web-enabled entertainment/command center and WAP (wireless application protocol) cell phone, enabling them to:

- Put a dish in the oven before going to bed and program the oven to refrigerate, cook and cool the dish for a set mealtime the next day.
- Adjust (if the soccer game goes into overtime) or cancel (if the family decides to head out to dinner) the oven from their cell phone, mobile tablet or Web-enabled entertainment/command center.
- Receive text messages on their cell phone from the oven confirming that evening's cooking instructions ("Do you still want me to have this dish ready at 7?")
- Call their oven from their cell phone to see if they forgot to turn off the oven and turn it off from their cell phone.
- Surf the Internet for recipes and coupons, create shopping lists and print those items or email them to an online grocer for home delivery of groceries.

Companies Involved in the Pilot

Following are the contributions each participating Alliance member is making to the pilot:

- Whirlpool Corporation, the world's leading marketer and manufacturer of major home appliances, is providing its new Internet-enabled Whirlpool® Polara™ range, Whirlpool® Conquest™ side-by-side refrigerator and Web tablet.
- Sears, Roebuck & Co., the multi-line retailer providing a wide array of merchandise and services in the US, Puerto Rico and Canada, is supplying installation and customer interaction services.
- Icebox, which designs and develops next generation kitchen products and e-commerce solutions, is supplying its Web-enabled entertainment/command centers.
- HP, the leading global provider of products, technologies, solutions and services to consumers and businesses, is providing printers.
- IBM, the world's largest technology company and the global leader in e-Business, was the chief technical architect for the pilot. IBM led the team in integrating appliances, software as well as hardware from the various participating companies to build the solution, which is based on IBM WebSphere Internet Infrastructure software.

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Pilot Research Objectives

Mealtime was created to gain insight into the following questions:

- What customer pain points exist in the kitchen?
- To what extent can the Internet enable a compelling solution that responds to relevant customer pain points?
- How must companies collaborate in delivering this solution?
- What must the economics of the solution be so that the participating companies can achieve a sustainable return on their investment?

Pilot Research Program

Internet Home Alliance has developed a research program around Mealtime that will determine the following:

- The appeal of the solution and its various features
- The value of the solution and its various features
- Level of satisfaction with the solution and its various features
- Benefits and barriers to adoption and usage
- Perceptions of quality, reliability and ease of use
- Usage patterns and frequency
- Expectations regarding price
- Purchase interest (if price were no issue and at expected price)
- Installation – satisfaction, ease, scheduling, length of time, orientation, etc.
- Customer support – satisfaction, representative knowledge, manual quality, etc.

Pilot Timetable

April 2003 – Pilot is launched

May 2003 – Installations begin

August 2003 – Phase two (with online grocer element) begins

October 2003 – Pilot concludes

December 2003 – Research report released to Alliance members

March 2004 – Research findings released to public

Location of Pilot

Boston metropolitan area

About Internet Home Alliance

Internet Home Alliance is a cross-industry network of leading companies advancing the home technology market. A non-profit organization, the Alliance provides companies with the collaboration, research and real-world testing opportunities they need to launch their home technology products more quickly, successfully and cost-effectively. Members of the Alliance come from a variety of industries and include such leading companies as Best Buy Co. Inc, Cisco Systems, Inc., General Motors, Hewlett-Packard Company, IBM, Invensys, Panasonic (Matsushita Electric Corporation of America), Sears, Roebuck and Co., Sun Microsystems and Whirlpool Corporation. For more information, visit www.internethomealliance.com.

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