



## FOR IMMEDIATE RELEASE

Contact: Monica Teague  
269.923.7405  
[media@Whirlpool.com](mailto:media@Whirlpool.com)

Rachel Carlisle  
312-228-6819  
[Rachel.Carlisle@ketchum.com](mailto:Rachel.Carlisle@ketchum.com)

### AMANA BRAND REIMAGINES HOW CONSUMERS SHOP, UNVEILS CONCEPTUAL DISPLAY AT CONSUMER ELECTRONICS SHOW

*Appliance Shopping is Made Easy with Kinect for Windows and Windows Embedded*

**LAS VEGAS, NV. – JAN. 6, 2014-** Home appliance manufacturer, Amana®, is bringing a new interactive in-store experience to the Consumer Electronics Show for a first look at how Amana® plans to help consumers make smart buying decisions in the retail space.

The brand turned to Kinect for Windows for a new interactive in-store experience that provides the user with information on the specific appliance they are interacting with within the Amana kitchen suite vignette, as well as allows them to browse the full product catalog. Deciding which appliance fits your preference is as easy as a wave of the hand through motion sensing technology.

Amana's 8-foot kitchen suite display encompasses an Amana refrigerator, dishwasher, oven and microwave mounted in a cabinet that has Kinect for Windows sensors which connect to a display monitor positioned to capture customers' interaction with the products.

The Amana display has a Kinect-enabled software application built on the Windows Embedded platform that is able to see what people are doing and helps customers digest features and benefits of home appliances like energy efficiency and time saving functionality by showing the appliance features live on screen. It's like taking a test drive without ever having to plug it in—giving the customer useful, real-time information and helping them determine which appliance is the right fit without having to ask a salesperson for help.

“By simply touching the appliances or gesturing, the consumer can gain valuable, decision-making information about the functionality of select products as well as browse through a virtual on-screen catalog right there in the store,” said, Aaron Lynch, brand manager, Amana brand.

The Amana experience was developed for the company in collaboration with Kaleidoscope and Float Hybrid, with support from Microsoft.

For Amana brand updates and tips, follow [@AmanaBrand](https://twitter.com/AmanaBrand) on Twitter at [www.twitter.com/AmanaBrand](http://www.twitter.com/AmanaBrand) or become a fan of Amana brand on Facebook at [www.facebook.com/AmanaBrand](http://www.facebook.com/AmanaBrand).

**About Amana®**



Established in 1934, Amana has a history of designing innovative cooking, dish, laundry and refrigeration household appliances. With its introduction of the original countertop microwave in 1967, Amana was put on the map as a brand dedicated to bringing convenience to consumers' lives. Amana brand is part of Whirlpool Corporation the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$18 billion in 2012, 68,000 employees, and 65 manufacturing and technology research centers around the world. For more information on Amana brand appliances, visit <http://www.amana.com>.

###