



beyond™

ICEBOX  
Adding Value for Living

Beyond™ is the "Digital Lifestyle" product line and associated business initiative by Salton, Inc.

Beyond™ is an important part of Salton's strategy for defining it's future business. The addition of digital features to add value is seen by Salton as a clear trend and requirement for future appliances.

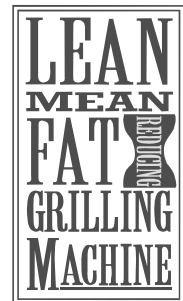
The Beyond™ line of digital lifestyle appliances target a broad spectrum of consumers, leveraging home networking for high consumer value...



*innovation for a healthier today and tomorrow*

**Russell Hobbs**

**PIFCO**

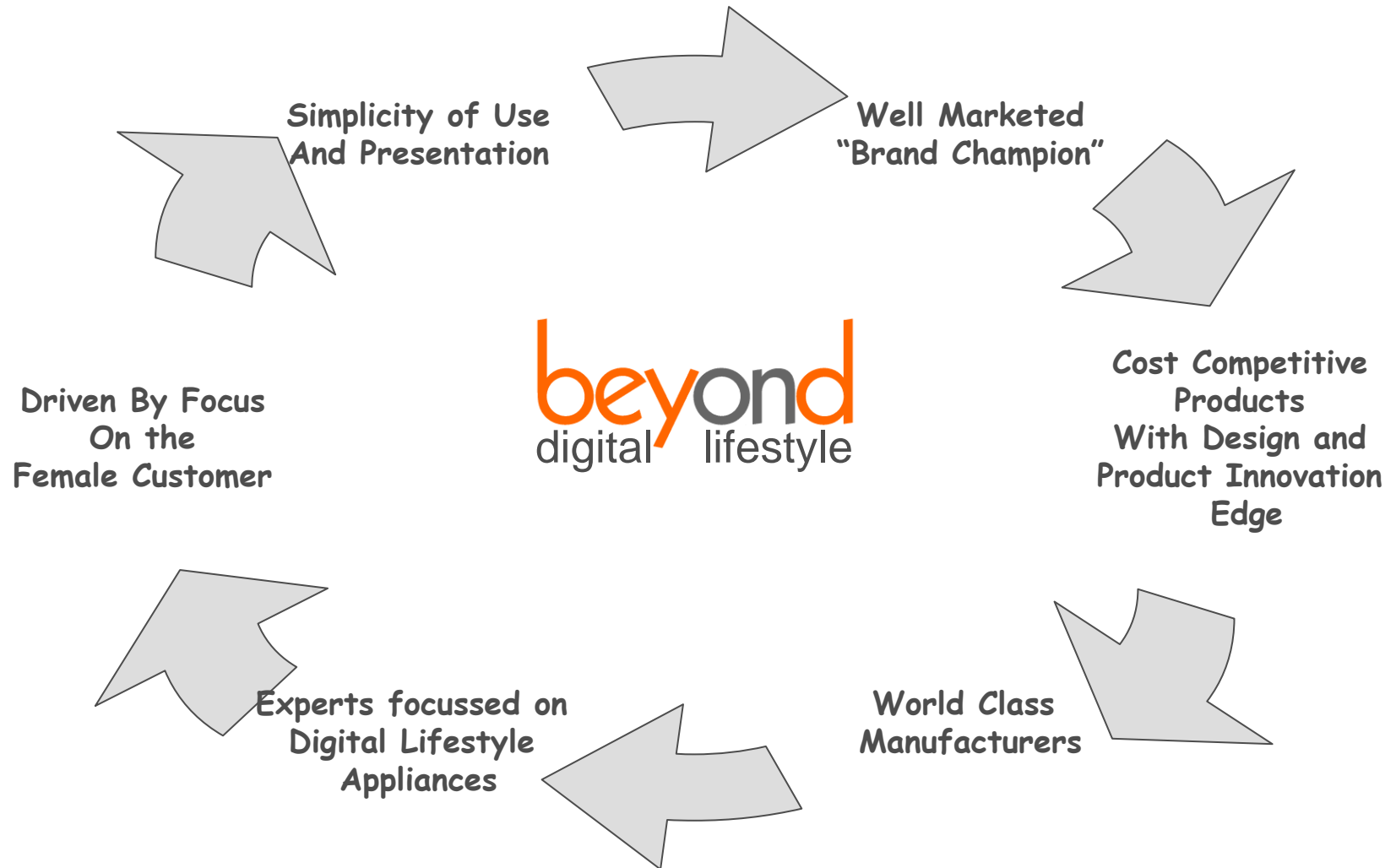


**Westinghouse**

**HADEN**

**beyond**

# Beyond Added Value; Virtuous Circle



## Information



## Communication



## Entertainment

# Issues that are driving the market for the Connected Kitchen

Deployment of Fixed Broadband Technologies.

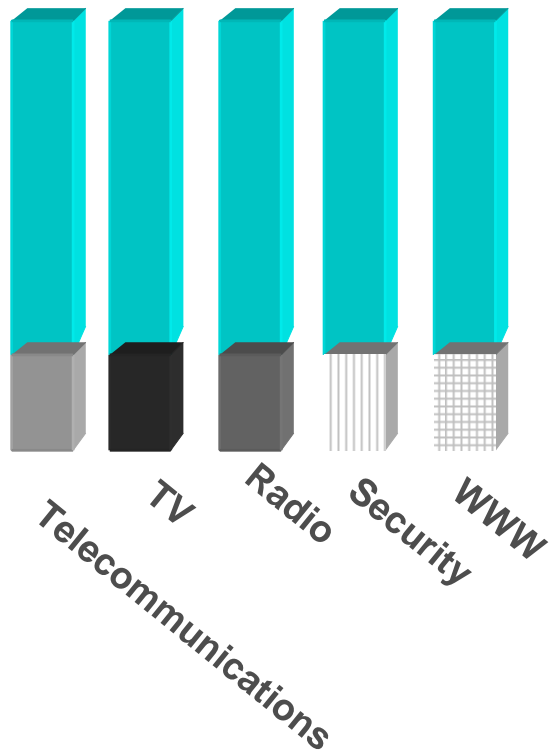
This creates a need to:

- fill those broadband pipes with services and content
- capitalize on the existing customer base.

# Issues that are driving the market for the Connected kitchen

- A clearly defined consumer need for relevant services that save time and money
- A clearly defined consumer need for a media that addresses the kitchen situation.
- A widely adopted strategy from many Service and Content Providers to close the distance between them and the end-user.
- Current trend towards upgrading kitchens

# The Trend of Technologies



TV  
Radio  
Security  
WWW  
Kitchen Services

Telecommunications

# Broadband terminals for the home



BUILDING SECTION

SCALE: 1/4" = 1'-0"



## Kitchen – Communication centre of the home?



# The Swedish kitchen

## Socializing

Deciding

Planning

Informing

Communicating



## Organizing

**The kitchen is the natural place for the family to conduct it's business in Scandinavia – it is the control and communication center of the home.**

*40% of awake time in the house, and 70% of all decisions, are spent and made in the kitchen - Scandinavia (Published by Electrolux 2000)*



# "ICEBOX"

The media-centre optimized for the kitchen

# ICEBOX

- **I**nformation,
- **C**ommunication,
- **E**ntertainment
  
- **M**ulti-Function,
- **K**itchen Ready,
- **F**amily Appliance





# ICEBOX

## Information, Communication, Entertainment

- **Multi-Function**

- Television,
- FM radio,
- DVD/CD player,
- Internet access,
- Home video monitoring,
- Appliance networking

- **Kitchen Ready**

- Washable keyboard and remote
- Touch-screen LCD monitor

- **Family**

- Used by all family members
- Encourages socializing

- **Appliance**

- Easy and consistent to use
- Always on
- Upgradeable embedded system for long life



# Positioning of the ICEBOX

- Broadband terminal for the home – in the kitchen
- Info/Communication/ Entertainment centre for the kitchen
- Services Channel for the home
- Platform for the Connected and Networked home

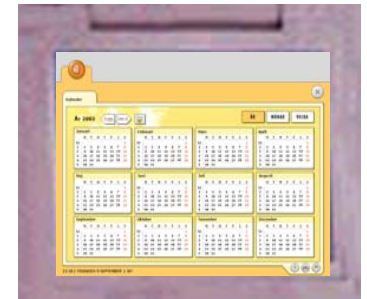


# ICEBOX - the "Infotainment Center" for the kitchen





# ICEBOX, broadband terminal in the kitchen - "The Home Services Channel"



"- a tool to manage the everyday life at home...."



# ICEBOX- as platform for the Connected and Networked Home



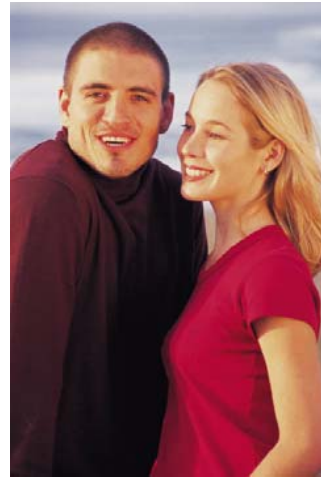
# ICEBOX- Multimedia terminal in the kitchen - addressing the needs of "new" user groups

**Families with children**



**at home**

**Busy couples in**



**urban areas**

**"Fyrptotalister" with**



**purchasing power**

# Internet Home Alliance US “Mealtime” Research

### IHA Members.

- Cisco
- HP
- Invensys
- Panasonic Tech
- Whirlpool
- General Motors
- IBM
- Microsoft
- Protor & Gamble
- Sears
- Icebox
- Miele

## IHA "Meal-time" Trial Set-up

### Test set-up

- 20 families for 6 months; 10 families with each access device for 3 months then all families got both for another 3 months.
- Independent research company
- Kitchen Access device
  - Icebox Flipscreen; an entertainment-centric device
  - Whirlpool Fridge with removable Web-pad; a computer-centric device
- Home network package
  - Whirlpool Polara Oven controlled via access device
  - HP kitchen printer
- Remote Access Package
  - WAP phone; internet enabled access to home to control Polara oven.
- Mealtime, integrated application package
  - Recipes
  - Shopping List
  - Family Calendar
- Services
  - Home shopping via Peapod
  - Training
  - Customer support

# iCEBOX

## Propensity to purchase

Trialists were asked their likelihood of purchasing during the trial

Propensity to purchase.....	.... Pre trial	....Mid Trial	....Post Trial
<b>Tablet PC</b>	<b>80%</b> (8/10)	<b>50%</b> (5/10)	<b>35%</b> (7/20)
<b>Icebox</b>	<b>80%</b> (8/10)	<b>90%</b> (9/10)	<b>95%</b> (19/20)

- Researchers report that in previous tests good appliances start at 80% and decline to 60-70%
- **It is unheard of for an appliance to increase propensity for purchase during such a test as the iCEBOX did.**

# iCEBOX

## Impact of components on purchase decision

Trialists asked what role each component plays in their purchase decision. Percent is those saying "**must have**".

Feature	Pre-trial	Post-trial
Icebox	70%	95%
Polara Oven	80%	60%
Printer	20%	40%
Tablet PC	35%	35%
Meal planning applications	N/a	28%
WAP Phone	70%	0%

- The Icebox was considered the **most essential component** in deciding to purchase "mealtime package".
- The only other component which increased in importance over the trial was the printer.

# iCEBOX

## Frequency of use

Frequency of use of the Icebox features per week

Activity	Mid-trial	Post-trial
Send/receive e-mail	1.8	4.2
Use the Internet	8.4	13.0
Play a CD	4.9	8.4
Play a DVD	2.2	3.4
Listen to the Radio	6.0	9.4
Watch TV	11.9	17.3

- In comparison the Tablet PC declined over time to a usage of just 1.5 for e-mails and 7.6 for Internet (other functions not available on Tablet PC)



# iCEBOX

## Internet Access

By end of trial what % of internet time was accounted for by access devices and home PC

Device	Percent of time
Home PC	63%
Icebox	26%
Tablet PC	12%

Trialists also asked impact of new access devices in total internet usage

Internet usage impact	
Same	20%
Somewhat more	50%
Much more	30%

- A kitchen access device accounted for ca. **38% of all internet** usage
- A kitchen access device **increases internet usage** (and hence value) in 80% of households with 30% reporting major increase

# iCEBOX

## Impact on family life in the kitchen

New Technology can be seen a threat as it divides families into different rooms.

There was considerable evidence that Icebox countered above because;

- Being in kitchen was more enjoyable; mostly because of media feature of Icebox
- The kitchen became the "Hub of the home"
- Centralized Internet access brought family members together
- Other family members more likely to join "meal preparer" in the kitchen
- Increased quality of family time and more often got help from family members

*"The icebox was a great inducement to getting the kids into the kitchen. Now that my 4 year-old son has seen what goes on in there, he always wants to help in the kitchen"*

# iCEBOX

## Conclusion from Mealtime Trial

- Much of the perceived value in “mealtime” derived from the Icebox alone.
  - Businesses wanting to supply home networking should seriously consider using the Icebox as the lead device for the kitchen.
- The Icebox beat the Tablet PC in every aspect.
  - A “computer-like” device is not the right solution for the kitchen
- The Icebox is an easy to use product which has a range of features which people actually want
- The Icebox is used by all the family and has a positive impact on family dynamics in the kitchen. Hence it is very appealing to women.
- The usage of the Icebox increases over time as users come to appreciate what it offers
- Hence the value offered by the Icebox increases with time.
- The Icebox has a significant impact on internet usage in the home and so is a very important product for service providers.
  - The Icebox is complementary to the household PC being used for additional to access additional services
  - Hence Icebox adds value to internet provision to the home

# iCEBOX as a Broadband Terminal

## Trial Feedback

### Always On

- “Always on for broadband Internet real benefit”

### Ease of Use

- “5 years was a watch and no the re himself out an instruction.”

### Touch Screen

- “Easy to use

## Broadband Internet Mode

- “Location caused me to

### Touch Screen

- “Easy to use [Broadband Internet] while holding a baby”

load and go on our home PC just for email”

DVD/CD

sound...better depth  
sonance than  
ed. 3D sound is a  
much with DVD.”

watching TV while  
and cleaning up”

having one  
ce that can quickly  
the camera view”

### Broadband Internet Mode

on caused me to  
Internet when  
ise wouldn't have”  
s-On is a real  
t/real plus - it  
us two minutes to  
nd go on our home  
just for email”

## Apartment Services

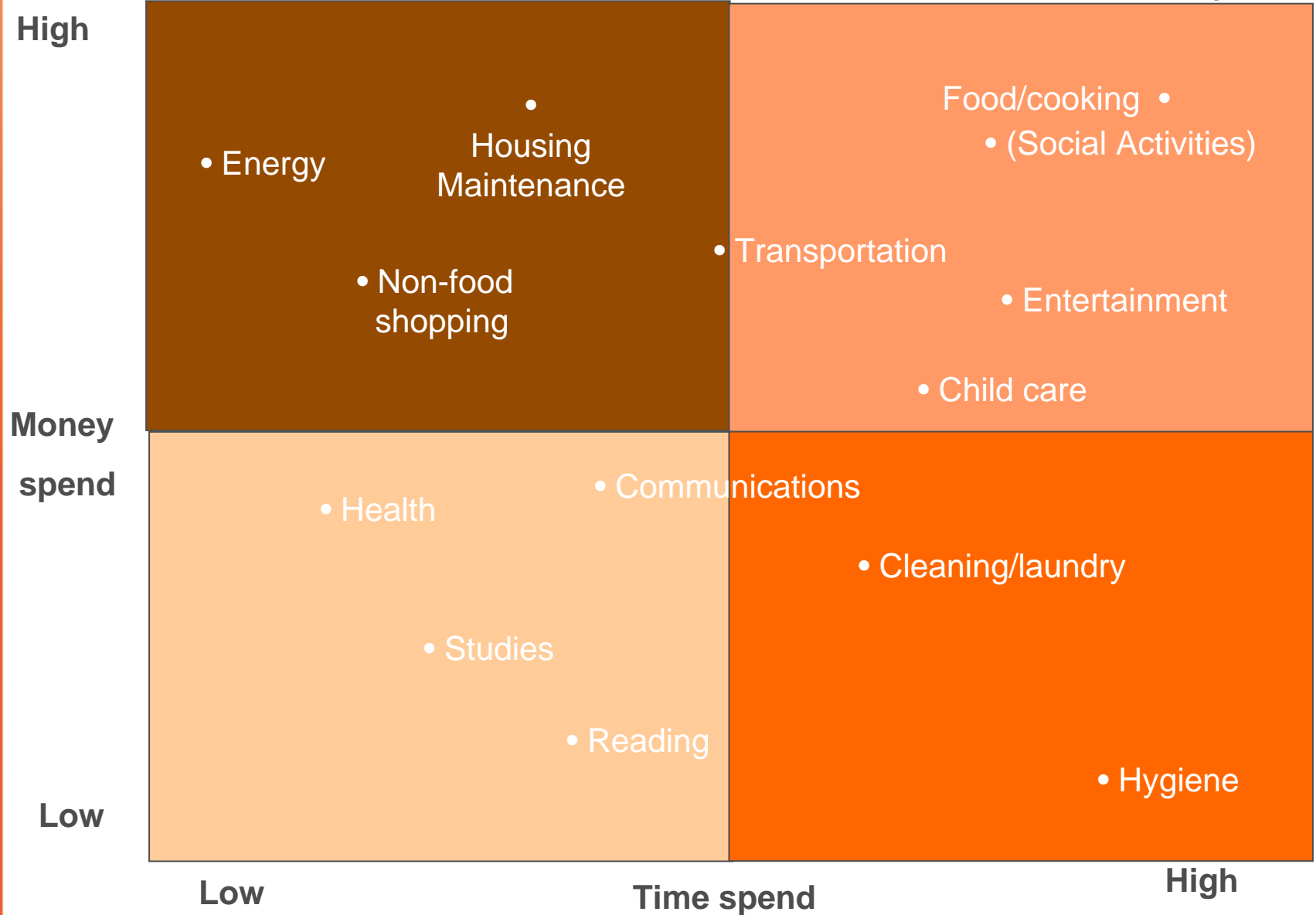


# What are apartment services?

A set of relevant home services that:

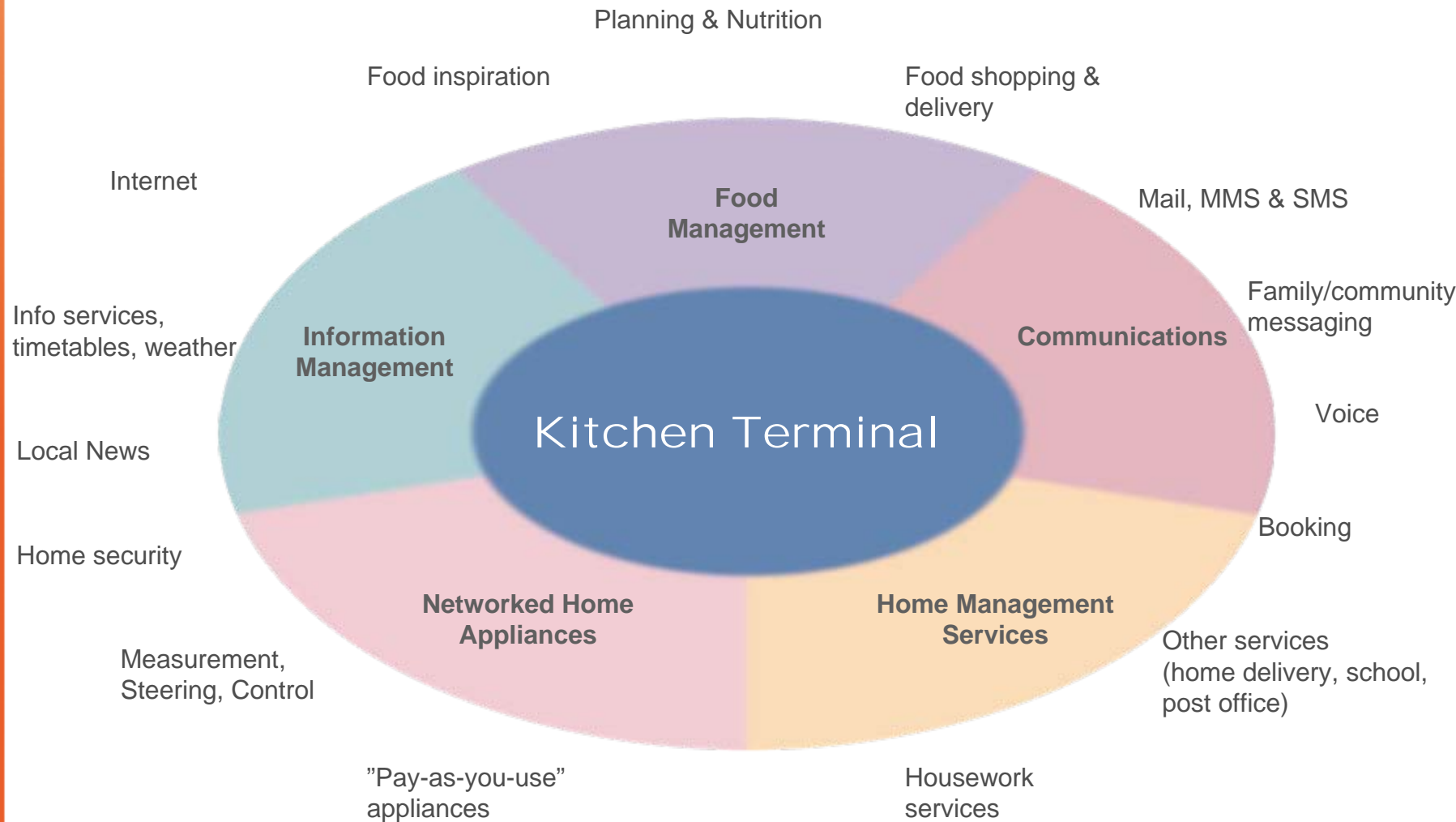
- assists the user in improving the quality of their life by easing the burden of routine everyday tasks in the home.
- addresses specific end user needs
- add tangible value to the user in the form of saved money and time.
- are delivered into the home, via a new media, by the latest computer and communication technology

# Behavior towards Time and Money





# The Apartment Services potential







Beyond

sbc

Salton, Inc.

Info

Mat & dryck

Kommunikation

Hem

Bokning

Säkerhet

## Building Entry Security Camera



Simply tap the Unlock Door button to let someone in the front door. Configure the system by tapping the Settings button.



Building Entry

Settings

Unlock  
Door

## Building Entry Security Camera



1

Simply tap the Unlock Door button to let someone in the front door. Configure the system by tapping the Settings button.



Building Entry

Settings

Unlock Door



## Laundry Room Machine Booking



**i** Just find the day you want and tap a Free button to reserve that time and machine. Don't forget the soap.

**Daily Schedule**

Weekly Schedule

Monthly Schedule

	13:52	◀ 19	Wednesday February 20		21 ▶
Machine		1	2	3	4
09:00		Free	Free	Free	Free
11:00		Booked	Booked	Free	Free
13:00		Free	Free	Me	Free
15:00		Me	Free	Free	Free
17:00		Booked	Free	Booked	Booked



## Botjänster



Här kan du titta på er förbrukning i realtid. Denna tjänst kan vara bra när du skall stämma av din räkning eller när du vill titta på förbrukning.

Tryck på vatten när du....  
Tryck på hushållsel när du...  
Tryck på gas när du. ...

## förbrukning

Hushållsel

Vatten

Gas

Summerad förbrukning

### Summerad förbrukning

Ange startdatum

2000 - 01 - 01

Ange slutdatum

2000 - 06 - 01

Förbrukare	Antal	Enhet	C:a kostnad i SEK
Värme	1000	kWh	2000
Hushållsel	1000	kWh	2000
Kallvatten	1000	Liter	500
Varmvatten	1000	Liter	500
Gas	1000	Liter	1000
<b>Summa</b>			<b>6000</b>

Ange pris/enhet

## Kommunikation



**i**

Här kan du:

- Ringa
- Skicka SMS
- E-posta

Tryck på grön lur när du...

Tryck på röd lur när du...

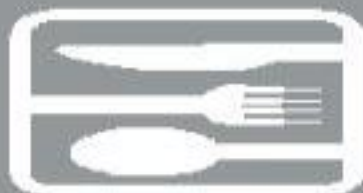
Tänk på att ringa  
mobilsamtal...

Ringer upp..

*0708-7775551 Pappa*



## Mat & Dryck



Här hittar ni allt som har med mat & dryck att göra. Från inspiration, recept till en e-shopping tjänst inklusive hem leverans med ICA handlaren i Fältöversten



Anytime

Bostream

### >T MAT MED TINA NORDSTRÖM

STÄNG

Med charm och förledande enkelhet lagar Tina Nordström mat som får svenskarna att resa sig upp ur TV-sofforna, släppa taget om fjärrkontrollen och greppa kastrullerna. Här är nära tre timmar med de bästa recepten, tipsen och reportagen ur SVT:s succésérie.



Svenskt matlagningsprogram från 2002 med Tina Nordström och Tomas Tengby. Producerad av SVT. Längd: 2.49.



Se filmen

9 SEK



Info

Mat & dryck

Kommunikation

Hem

Bokning

Säkerhet

## Brf Svea Artilleri



Här hittar du information  
och meddelande från  
bostadsrättsföreningen och  
de boende

För att lämna ett ett  
meddelande tryck på...

### Styrelsemöte

Datum: 2005-09-16

Tid: 19.30

Plats: Festlokalen

Protokoll: ☐

### Elavbrott

Datum: 2005-09-21

Tid: 9.30-15.00

Orsak: Byte av  
huvudsäkring

### Har ni sett min katt?

Försvann: 2005-08-11

Svart vit grönt halsband.

Mvh. Olsson på 3:an.



The background features a solid orange vertical bar on the left side. To its right is a grid of light gray dots that tapers off towards the right edge of the slide. The text is centered in the white area.

Thank You!

[www.beyondnordic.com](http://www.beyondnordic.com)