

**BOSCH**

Invented for life

Press Release

Perfecting Hot and Cold

Bosch's new generation of home appliances allows you to create culinary wonders in a seamlessly connected space.

Singapore, 20 May 2009: Anyone who has ever spent time in the kitchen knows that it is the connection you feel with the space that is important. You have to relate to the area that you are working in and feel an ease and comfort that is unique to that room in order to create something great. Space, placement, efficient movement – all these factors play a part in making the kitchen unique to its owner and a place where amazing things can happen.

Bosch understands this and has always strived to improve the kitchen experience with amazingly innovative yet incredibly easy to use solutions. The latest offering from the German quality appliance manufacturer is no different, melding stylish design with precision engineering to create masterful appliances that make spending time in the kitchen a joy.

Fresh From the Oven

The creation of great culinary dishes has always been reliant upon the connection between cook and kitchen. Knowing how everything works and having an intuitive connection with the tools can make the difference between good and great cooking. With the new Built-In Appliance range, Bosch has made it easier to make that connection, and they have done it in style.

Not only does the new range exude an expressive, dynamic design, with glass and metal touch controls, it also possesses a new operating logic that intuitively brings out the best in any chef. Culinary novices will appreciate the new automatic programmes in the range of ovens and cookers that allow you to look like a seasoned pro. All you need to do is slide in the food, select the programme and the appliance does the rest. You don't even need to worry about food not being evenly cooked as the newly developed settings for 3-D hot air plus ensure even heat distribution. Furthermore, it is impossible to over-bake a cake because the hydro-baking function retains the moisture that is extracted during baking.

If you are an 'old hand' in the kitchen who enjoys creating culinary wonders for large dinner parties, you'll appreciate the ability to have food cooking on up to three levels at the same time, with each level maintaining the perfect temperature.



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Looking for healthy solutions? The new steam ovens will cook, steam, bake and roast while preserving the aroma of and vitamins in the food, ensuring that you get the full benefit of your meal.

Intelligent CookTops

Ever had the problem of overheating the pan even before you've put your food in? The new Built-In Appliance range of cooktops comes with Frying Sensor, a sensor that ensures optimal results and removes the worry of overheating. The sensors capture the heat of pots and pans and automatically regulate the temperature eliminating the need to constantly re-adjust the temperature.

Bosch's new Built-In Appliance range also ensures that you get to pick and choose your cooktop and construct it in any configuration you prefer without visible connecting strips. Whether with gas, griller or electric cookers, you can create the kind of food you want, the way you want to.

Complementing the cooktops is the powerfully quiet ventilation of the Built-In Appliance's range of cooker hoods. Able to take on the strongest fumes, courtesy of the high suction power of up to 900m³/hour, the maintenance friendly metal and active charcoal filters absorb odours and grease, whether in exhaust or recirculation mode. With a variety of designs to suit any kitchen style, the new range offers sophisticated performance, maximum operating convenience and minimum noise impact.

Keeping it Cool

Not too long ago, one of the main concerns with refrigerators was the ratio of size to efficiency – the bigger they were, the less efficiently they ran. Today, that ratio seems to have reversed, with bigger, better fridges racing to use less energy and be more efficient. This is a race in which Bosch is firmly in the lead. Setting the bar particularly high, Bosch has developed a new range of generously proportioned eye-catching side-by-side refrigerators that bring the concept of user-friendliness to whole new levels.

Easy-lift glass shelves remove the hassle of not having enough space between shelves, while sophisticated storage compartments make full use of the spacious 512 litre capacity. The elegant control panel offers users complete control over the in-door electronics and the sensor controlled LED lighting ensures excellent visibility at all hours.

Precision Performance

Not everything, however, revolves around convenience. A functional refrigerator has to be able to perform, and the CoolSpace range of fridges is the kitchen equivalent of a finely tuned race car. The



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FreshProtectBox keeps meat, fish and vegetables fresh at a customised temperature which can be adjusted between 0° and 4°C, while the pull-out drawers mounted on telescopic rails make it simple and convenient to store, see and search for items, especially since the entire fridge has the benefit of particularly bright interior lighting.

While the CoolSpace side-by-side is a single unit, the two components are definitely independent of each other. Two separate refrigeration circuits mean that odours and humidity are not transferred between the fridge and freezer units, a feature that is augmented by the air-fresh filters. In addition, the anti-bacterial coating in the interior makes a valuable contribution to food hygiene.

Despite the extensive features offered by the CoolSpace range, there is astonishingly little energy used. This is because when it comes to efficiency and saving energy, it is the little things that count. The frost-free aspect prevents layers of ice from building up inside the appliance. Those layers of ice waste energy and prevention of them eradicates the need for manual defrosting. All that saves about as much electricity as the 'holiday' and economy settings.

The variable speed-controlled inverter compressor has the capacity to respond to different cooling requirements economically. Through the use of various sensors, data is assessed by the advanced control unit and the compressor is run at the optimum speed in order to attain maximum efficiency.

Made to be showpieces in every aspect, the side-by-side range is stylishly designed with two exclusive high-gloss ColorGlass models in black and white as well as a full stainless steel model. Fitting seamlessly into any kitchen design, the new Bosch CoolSpace side-by-side range combine glamour with forward-looking efficiency and effortless grace.

In the Zone

The way in which we understand how the kitchen 'works' has evolved intensely over time and we know that it is a combination of several factors – placement, space, efficiency and an 'emotional connection'. Bosch has managed to create a range of appliances that not only meet these needs but surpasses them by leaps and bounds. At last, you can stand in a kitchen where everything from the oven to the coffeemaker fits together perfectly.

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Robert Bosch Hausgeräte GmbH is a company with a rich tradition spanning seventy years in kitchen and household appliances. The Bosch Group is now a European market leader and an innovator with a tradition and a passion. The company produced its first electric refrigerator in 1933. To this day, refrigerators – along with washing machines, dishwashers, ranges and small household appliances – are a core area of Bosch's development expertise. The continuous expansion of its range of products throughout the decades is characterized by numerous innovations, including many world firsts. Every new product development or improvement is aligned with Robert Bosch's aspiration to give as many people as possible more freedom by providing relief from their everyday work. Consumer confidence in the core values of quality, technical expertise, quality of life and responsibility for society and the environment have made the Bosch brand what it is: the brand leader of household appliances in Europe.