

HOME FURNISHINGS

Jenn-Air aims for frictionless cooking with Google Home control

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Jenn-Air Connected Wall Ovens now include Google Assistant integration. Image courtesy of Jenn-Air

By STAFF REPORTS

Appliance maker Jenn-Air is looking to make cooking more intuitive by expanding its voice-activated connectivity.

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Following the launch of the brand's Alexa-enabled devices, Jenn-Air's Connected Wall Ovens can now be operated by the assistant on Google Home. As consumers adapt to interacting with voice-activated assistants, brands are adjusting with them through connectivity features.

Google as sous-chef

By talking to the Google Assistant, Jenn-Air owners will now be able to control their ovens with the sound of their voice. For instance, the user can preheat the oven, set a timer and changing the mode of the appliance, such as setting it to a vacation option.

If the user is also away from their oven, they can also ask the assistant to see if their device is on or how much time is left on a timer.

This builds on the controls available to owners of Jenn-Air's Connected Wall Ovens, which already included Apple and Android devices as well as Amazon's Echo ([see story](#)).



Jenn-Air's Connected Wall Ovens already spoke to Amazon's Alexa assistant. Image credit: Jenn-Air

These ovens also integrate with Nest thermostats, helping the heating and cooling system adjust to changing temperatures due to oven use. Nest can also sense whether anyone is home, turning off the oven if it was left on by accident.

To ensure that the technology within the ovens is not rendered obsolete, the appliances can be upgraded to evolve with tech updates.

"These luxury wall ovens offer a unique combination of easily upgradeable connected features," said Brian Maynard, marketing director at Jenn-Air, in a statement. "With voice activation via the Google Assistant and Alexa, together with Nest automated safety and convenience features and the oven's algorithm-enabled Culinary Center, we're getting closer to achieving frictionless, barrier free cooking and entertaining."

With the growth of digital assistants such as Amazon's Alexa and Google Home expecting to reach more than 1.8 billion consumers by 2021, the luxury landscape is open for a multitude of capabilities by integrating with this technology, illustrated in a new report from iProspect and Bing.

High-end automakers as well as numerous other luxury brands have been continuing to integrate with digital assistants as the experience exudes opulence, catering to affluent consumers.

According to [Digital Assistants: Reordering Consumer Lives & Redefining Digital Marketing](#), currently more than 500 million individuals use some version of a digital assistant, which makes it imperative for luxury brands to stay ahead of the curve now that it has become universal for consumers across the board, and not just the affluent ([see story](#)).