**Press Release August 30, 2018**

**Vestel made Turkey proud at Berlin for the 28th time**

**At the IFA exhibition held in Berlin where it has participated for the 28th time, Vestel presented its domestic production and the capacity of Turkey to the world. Exhibiting 730 products at the booth of 3 thousand 800 square meters, Vestel made a difference with its technology, design, and environment friendly products. Vestel Group CEO Turan Erdoğan said, “We are always endeavoring for introducing the latest technologies to the consumers. We are competing the world giants with our technology and designs. In addition to the state-of-the-art white goods and TVs, Z30 - the latest model of Venus - you will see today is a product that will challenge the competitors in the world in terms of both design and performance.”**

Vestel has exhibited the power of domestic production at the IFA, Europe’s biggest consumer electronics exhibition held at Berlin on August 31 - September 5. Drawing attention with its technologies, designs and record breaking products at the booth of 3 thousand 800 square meters at the IFA where it has participated for the 28th time, Vestel showed its difference with 730 products it exhibited.

**“Vestel is a technology company”**

A team of 1.600 employees at 8 R&D centers of Vestel strive for creating products that will move Vestel forward. **Vestel Group CEO Turan Erdoğan** said, “Game changer technologies such as ultra slim frameless television models, voice controlled white goods, washing machine automatically ordering its detergent have emerged with the creativity, knowledge and curiosity of this team. Our R&D and production engineers continue with their studies on several new things such as artificial intelligence software for smart city and smart home platforms, as well as electric car charging stations. We are reserving approximately 2 percent of our revenues to R&D every year. Beyond producing a product, we are producing technologies.”

**Record number of patent applications**

As the only Turkish company among top 100 companies with highest number of patent applications to the European Patent Office, Vestel will be recognized by 38 member countries, including Turkey, as well as 6 additional countries with its applications. **Turan Erdoğan** said, “Innovation is the basis of competing in the international arena. We have outdistanced the world giants by filing 408 patent applications in 2017. Ranking in top 50 of the list has proven our innovativeness once again.”

**Future technology**

**Erdoğan** said, “We see ourselves as the biggest supporter of Industry 4.0,” and stated that they will maximize the efficiency and quality by fully integrating Industry 4.0 to the Vestel City. **Turan Erdoğan** continued, “The efforts continue for making Vestel City the first factory in Turkey with Industry 4.0 transformation. This transformation will reduce the costs, bring production speed and flexibility, ensure high quality and low waste rate, and bring know-how and highly qualified human resource.”

**Erdoğan** highlighted that Vestel’s name will be mentioned frequently in Smart Homes, Smart Cities and Internet of Things, and said, “While 6,5 billion devices worldwide were connected to each other in 2016, this figure has increased by 31 percent to 8,4 billion in 2017. By 2021, this figure is expected to reach 22,5 billion. In addition to this, it is estimated that 492 million devices with gesture, mimic and motion sensor will enter into our lives until 2020. It is not likely for us, Vestel, to stop while new technologies radically changing the lifestyles and habits enter into our lives. As a brand thinking how to make people's lives easier, we thought we should pave the way for smart home. We made all our products from refrigerators to washing machines, air conditioners to weighing scales, from mirrors to walking sticks designed for disabled people, and from phones to ovens smart. When the smart products become an indispensable part of our lives, Vestel will be ready for this process with its entire product range and lead the sector.”

**Awarded designs**

Drawing attention not only with its technology, but also with its designs, Vestel receives awards for its products from the prestigious design competitions worldwide. Ultra slim frameless TV and remote control presented at the IFA last year received two awards from the Red Dot Product Design Award, recognized as the Oscar award for design in the world. Vestel received 18 awards for its 6 products at the Plus X Award, the most prestigious technology and design competition of the world, and elected as the “Most Innovative Brand” in consumer electronics category.

**Environment friendly and record breaking products**

Stating that they attach a particular importance to environment friendly products and energy efficiency, **Turan Erdoğan** said, “We are a big industrial organization. We produce by respecting the environment. With the energy efficiency of the products we produce, we are aiming to preserve both our consumers and the resources of our country. We attach a particular importance to respect to environment in the production processes of the water saving products, energy saving products, and quietest products. We are so assertive in this matter that we will be representing Turkey at the European Business Awards for the Environment.”

**Vestel Technologies Exhibited and Featured at the IFA**

**Venus Z30**

Vestel Z30 brings together glass and metal for an elegant combination that shines literally. Curved 2.5D glass on the touchscreen display and the curved 3D glass on the back surrounding the metal body on both sides make gripping convenient. Crystal clear Notch type 6,18” Full HD+ Incell IPS display ensures that the users can see everything that matters at a single glance. Z30 features a high capacity memory (64 GB) allowing the users to take all the videos and songs with them. This capacity can also be increased with a microSD card. Featuring a 2,5 GHz octa core Mediatek processor and 4 GB RAM memory, Z30’s dual camera on the rear has Phase Detect Auto Focus function. 16 MP front camera make selfies appear great all the time. Z30 also feature Face ID function to activate the phone.

**Smart Home/City Ecosystems**

Vestel offers to the consumers the products compliant with the entire ecosystems created by the global smart home platforms. Televisions, washing machines, dishwashers, cookers and air conditions developed by Vestel are now running as integrated with all the ecosystems. These ecosystems developed with voice command will open the doors for Internet of Things and artificial intelligence to enter into the houses of the consumers in the coming years.

**GRAVITA - OLED Smart TV**

Vestel developed a new smart stand system for 65” OLED TVs. With its distinctively designed stand, the TV featuring a strong sound system also offers an easier usage experience with the mobile devices. Gravita, drawing attention with its cosmetic design, is compliant with the latest home decoration trends.

**8K TV**

Vestel 8K TVs with **7680 x 4320** resolution will feature 4x more details compared to 4K TVs and 16x more details compared to FHD TVs.

**VacuumBag – 7x more shelf life**

Shelf life is important for the consumers. In addition to this, millions of food products are wasted due to oxidation. As food products such as sausage, cheese and beef are not generally consumed at once, their physical life starts decreasing when their pack is opened, and the bacteria and harmful microorganisms reproduce quickly. VacuumBag technology allows vacuuming the food products and storing them for 7x longer period, as well as to prevent odors from mixing each other and to store more products in the cooler/freezer sections. All you need to do is to place the bag to the vacuum section located on the door of the refrigerators featuring the vacuum technology, and to press the vacuum button.

**FermentStore**

Vestel FermentStore technology will provide a great convenience to those who want to produce fermented food product, but does not have the ideal conditions and area. FermentStore technology offers the ideal conditions for fermentation and storage to the users. It ensures that 7 different food products such as yogurt, kefir, bread dough, vinegar and pickle are refrigerated and stored at ideal conditions after the fermentation process. FermentStore section also offers cooling and freezing functions.

**No-Frost Combi Refrigerator with the highest energy efficiency**

With ProDrive (Variable Capacity and High Efficiency Compressor) and the special inverter technology developed by Vestel, the refrigerator consumes 35 percent less energy compared to standard A+++. ProDrive technology is certified by TÜVRheinland.

**The quietest No-Frost Combi Refrigerator**

With ProDrive (Variable Capacity and High Efficiency Compressor) and the special inverter technology developed by Vestel, the refrigerator is quieter than a library. In UltraSilence products, all the parameters with too much impact on the noise level are sensitively controlled with the help of this technology, and Vestel offers the quietest refrigerator with a sound level of 33dBA certified by TÜVRheinland.

**Hydro-Charge Technology**

Vestel launches a revolutionary technology in the dishwasher segment. Vestel dishwasher carries out the washing process without using any detergent. This new and innovative dishwasher features electrolysis technology and is a candidate for becoming a new washing standard in its segment. Hydro-Charge technology offers a more environment friendly and more economical dish washing opportunity.

**Artificial Intelligence Dishwasher**

Vestel BrilliART dishwasher has the highest technology in its segment. Maximizing the detection capacity with 13 sensors, the machine is capable of adjusting the washing cycle according to the level of dirtiness, protecting itself against voltage fluctuations, and compensating the water pipe fluctuations. Single button operation through the front display is another feature of the machine. The acrylic door design without any handle also makes BrilliART attractive both with its design and technology.

**UVON Tech**

In addition to preventing the odor with negative ions, Vestel dishwashers are also equipped with UV technology to improve the hygiene conditions inside. With these technologies, the users do not worry about odor and hygiene in the dishwasher anymore.

**User Friendly Door Control**

It ensures that the oven is opened and closed without any handle. Oven’s door is controlled by voice, push & open, or touchscreen button. These cookers will be a first in the market.

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