

# Over-the-Air Turkey Mode Upgrade

## Fact Sheet



### Overview:

The first appliance company to push enhanced cooking technology to its connected owners, GE Appliances (GEA) is unveiling its latest software upgrade, Turkey Mode, just in time for Thanksgiving. This means that **more than a half-million owners will now have the ability to cook a perfectly juicy and tender turkey in their GE Appliances wall oven or range** without the stress of researching recipes and constantly checking and adjusting the temperature and progress of the bird. Led by the company's innovation leader GE Profile, the Turkey Mode feature will be available in a total of 64 model families, including Monogram, CAFÉ, GE Profile and GE models for a total of 336 SKUs.

### Background:

While the holidays are regarded as a quality time for family togetherness, it is also notorious for stress. According to a recent GE Appliances survey<sup>1</sup>, **over a third (34%) of respondents feel Thanksgiving cooking is the most high-pressure meal of the year and 36% ranked food preparation as the #1 stressor for Thanksgiving.**

### Consumer Benefit:

The Turkey Mode feature helps families to easily cook mouth-watering turkeys by utilizing simple-touch technology to activate smart cooking algorithms and meat probe. Just like your phones, TVs, computers, you can now expect your appliances to get better over time.

By letting the new technology be your sous-chef, users can spend less time frantically checking the temperature of their turkey, changing the racks, and double-checking recipes, and more time with their loved ones. **40% of consumers feel they miss out on quality time with friends and family** due to the stress of Thanksgiving cooking.

### How Turkey Mode Works:

- **Removes the guessing game:** Turkey Mode ensures your turkey comes out just right without having to poke, prod, rotate, or adjust cooking cycles. Turkey Mode provides step-by-step instructions on how to use a meat probe and exactly where to position the oven rack so even the novice host can serve a perfect bird. Whether your bird is 12 lbs or 20 lbs, Turkey Mode does the cook-time math for you and executes the perfect cooking algorithms for a juicy bird that reaches an optimal doneness at 170 degrees.
- **Simple prep:** Designed to cook a great turkey with minimal effort – just unwrap the turkey, place it in a roasting pan, insert the probe and go. You don't need to brine it, season it, cover with foil, or baste it to get a great result. Added bonus: no preheat needed!

### Other Key Features

- **WiFi Connected:** Turkey Mode has smart capabilities and precision algorithms that do the work for you! No worrying about temperature control or manually cycling through modes for the right outcomes- the oven and the app work together to create crispy on the outside, juicy on the inside turkeys. Monitor temperature in real-time from your phone through the SmartHQ app or the oven's LCD screen. Get back quality time to spend with your family instead of in the kitchen.
- **Surprise and Delight:** Set the mood for fall complete with customizable autumn-themed sleep screen and home screen wallpapers for the LCD screens on your cooking appliances, complete your Turkey Mode with an audible "Gobble, Gobble" when the bird is ready to serve, discover new recipes and food-themed fun facts, and view on-screen outdoor weather temperatures while you're cooking.

<sup>1</sup>GE Appliances with ResearchScape International, Thanksgiving Survey (2021)



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## GE Profile™ Connect +

- GE Profile Connect + ensures your smart appliances are always up to date in your home. As simple as updating your phone, your GE Profile appliances will get the latest in cooking, cleaning and food storage like No-Preheat, Oven Air Fry— for free! Make sure to keep your GE appliances connected to Wifi or the SmarthQ app to receive updates in real time.
- **Download** - Manage GE Profile Connect + software updates through the SmarthQ™ app. Download the app to ensure you're getting the most out of your new wall oven/range/dish/ refer.
- **Connect** - Connect your GE Profile appliances through the built-in WiFi set-up. As GE Profile Connect + software updates are released, your appliance will get better and better over time.
- **Update** - You'll receive alerts on the SmarthQ™ app when new features or software updates are available through GE Profile Connect +. You can choose to accept the updates immediately or at a later time.
- **Unlock** - Get more from your appliances. GE Profile Connect + software updates mean smarter innovation is at your fingertips.
- If you need additional assistance connect with GE's Connected Home Support.

## Compatible Appliances:

Upgrade your appliances with Turkey Mode for free! Please check the links below to see if your oven/range is eligible.

[GEAppliances.com/updates/Turkey-Mode](https://GEAppliances.com/updates/Turkey-Mode)

[CafeAppliances.com/upgrade](https://CafeAppliances.com/upgrade)