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## **Texas Instruments, Whirlpool, Sensory, Tyco Electronics and others collaborate to serve up the perfect kitchen**

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Whirlpool Corporation, Texas Instruments, Verizon, Tyco Electronics, Sensory and several other members of CABA's Connected Home Research Council (formerly Internet Home Alliance) have set forth to create a model of what four years of collaborative research has revealed to be the consumer's "dream kitchen."

Phase one of "The Magic Kitchen" will debut at the 2010 International Consumer Electronics Show (CES) in Las Vegas, January 7-10, in room #25424MP on the lower level of the South Hall.

The first phase of "The Magic Kitchen" will showcase one of the key concepts that consumers say they want most in a kitchen: clutter-free technologies that allow them to control content using voice and gesturing commands.

In the phase one demonstration, a projector mounted under a cabinet will project content onto a countertop allowing consumers to view web pages, call up recipes and watch videos without a keyboard, mouse or anything else that might clutter a countertop.

Subsequent phases will include a variety of cloud computing applications, advanced speech recognition grammars, 3D imaging and gesturing technology, myriad front projection devices, and sensors that enable individual family members to be recognized when they walk into the kitchen. This would allow family members to access their personal content, such as calendar entries, news and email, simply by entering the kitchen. For example, the system could greet a family member with "Good morning, your coffee is ready and you have a dentist appointment at 9 a.m. Would you like cream and sugar with your coffee?"

"We are excited about the strategic opportunities this collaborative consumer research has uncovered," said Debasish (Ron) Nag, Director of Business Development at Texas Instruments. "There is a very strong market for 3D imaging that goes beyond video games, TV and computer screens."

Sure, "The Magic Kitchen" is futuristic, but what makes this particular look into the kitchen-of-the-future different from others is that all the functionality in the kitchen is within reach. Every concept in the kitchen is based on affordable technologies that exist currently in labs around the world but haven't yet been widely commercialized.

"Our hope with 'The Magic Kitchen' is to inspire developers worldwide to commercialize these available technologies and bring them to market," says Todd Mozer, CEO, Sensory, Inc. "This collaborative research shows that demand for these kitchen applications is strong and growing."

After phase one of “The Magic Kitchen” is unveiled at CES, the participating companies will conduct focus groups to learn more about what consumers think about the concept. Based on the results of the focus groups, the CABA Connected Home Research Council will explore conducting a multi-month, real-world test of the concept in three to five homes.

Past Connected Home Research Council pilots include “Laundry Time,” which tested the laundry room of the future, and “Mealtime,” which tested a variety of high-tech, meal-preparation technologies.

### **About Whirlpool**

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$19 billion in 2008, 70,000 employees, and 67 manufacturing and technology research centers around the world. The company markets Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Brastemp, Consul, Bauknecht and other major brand names to consumers in nearly every country around the world. Additional information about the company can be found at [www.whirlpoolcorp.com](http://www.whirlpoolcorp.com)

### **About Texas Instruments**

Texas Instruments helps customers solve problems and develop new electronics that make the world smarter, healthier, safer, greener and more fun. A global semiconductor company, TI innovates through design, sales and manufacturing operations in more than 30 countries. For more information, go to [www.ti.com](http://www.ti.com)

### **About Sensory**

Sensory, Inc. is the leader in speech technologies for consumer products. Sensory is a VC backed privately held company offering a complete line of IC and software-only solutions for speech recognition, speech synthesis, speaker verification, music synthesis and more. The company's products are widely deployed in consumer electronics applications including Bluetooth devices, telephones, home automation, toys, remote controls, automotive, security, and learning aids. Sensory's customers represent the leaders in consumer electronics, including such companies as Hasbro, JVC, Kenwood, BlueAnt, Mitsubishi, Toshiba, Uniden and Sony. Sensory, Inc. is headquartered in Sunnyvale, CA, with additional offices in Portland, Hong Kong, Tokyo and Vienna. Visit [www.sensoryinc.com](http://www.sensoryinc.com) for more information.

**About CABA's Connected Home Research Council**

CABA's Connected Home Research Council, formerly Internet Home Alliance, is a cross-industry network of leading companies engaged in collaborative research to advance the connected home space. The Council's research projects enable participating companies to gain important insights into the connected home space and leverage those insights into viable new business opportunities. The Connected Home Research Council is part of the Continental Automated Buildings Association (CABA), a not-for-profit industry association that promotes advanced technologies for the automation of homes and buildings. For more information about the Council, visit [www.caba.org/connectedhome](http://www.caba.org/connectedhome).

**About CABA**

The Continental Automated Buildings Association (CABA) is a leading industry association that promotes advanced technologies in homes and buildings in North America. More information is available at <http://www.caba.org/>.

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