

B/S/H/

# Home Connect: Content Management

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## BSH's product portfolio covers the entire spectrum for daily life



Cooking and  
Baking



Washing and  
Drying



Dishwashing



Refrigeration and  
Freezing



Consumer  
Products



## Home appliances under the brands

### Global Brands



**BOSCH**

**SIEMENS**

**GAGGENAU**



### Local Heroes

**Thermador**★

**Balay**

**Coldex**

**Constructa**

**PITSOS**

**PROFILO**

**ufesa**

**zelmer**

### Label Brands

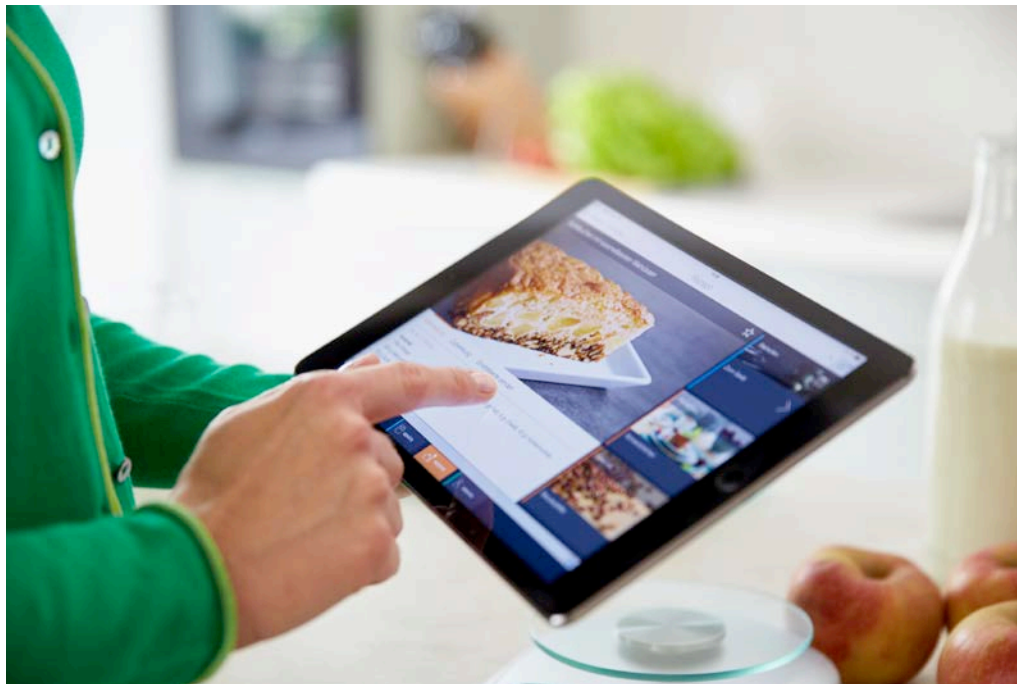
**JUNKER**

**VIVA**

BSH Home Appliances Group is a Trademark Licensee of Siemens AG for the brand Siemens and of Robert Bosch GmbH for the brand Bosch.

## Home Connect provides easy access to intelligently connect your home

- Home Connect is the world's first platform to control and monitor home appliances of different brands easily via one single app.



## CDR – Content Delivery Repository

B/S/H/ Dashboard Content Taxonomies Deployment Translation (old) Translation igor.gertsmann Log out

Home > Content

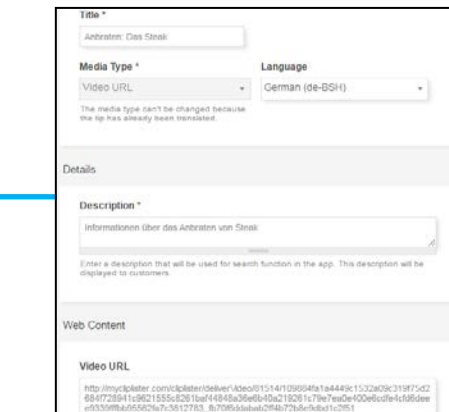
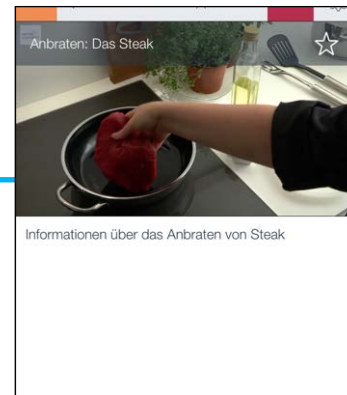
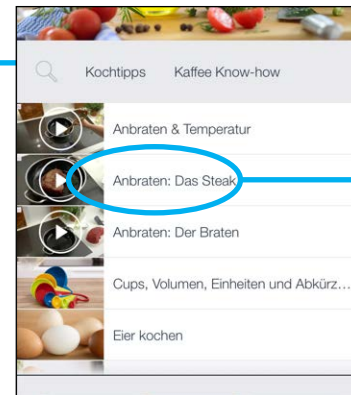
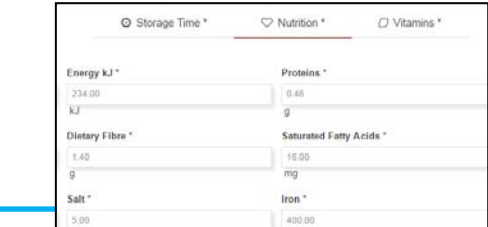
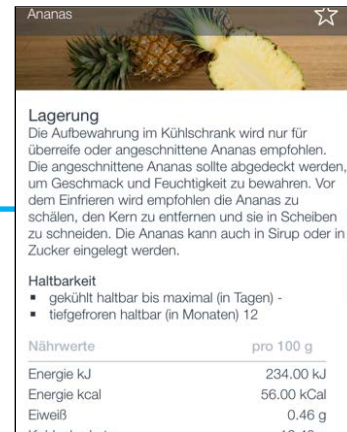
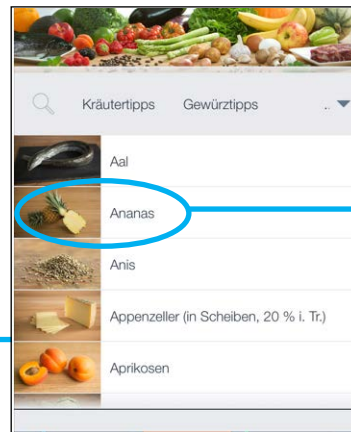
All Appliances Gusto Service Product Division

- Recipes
- Spice Tips
- Herb Tips
- Cleaning & Care Tips
- Cleaning & Care MyFAQ
- Coffee Tips
- Cooking Tips
- Service Tips
- Feature Highlights
- Misc Groceries
- Food Info
- Compartment Info
- Manuals
- App Texts
- Global Assets
- Other Assets
- DDFs and FMFs
- Feature Assets
- Product Information

CDR Support & Training | Mailing | Imprint | Release Notes © BSH Group

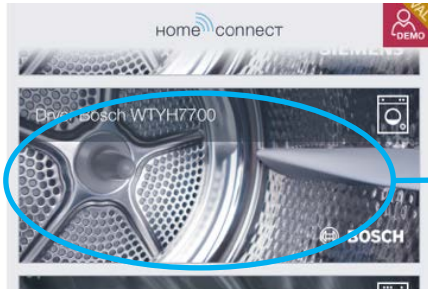


## Neutral app content created directly in CDR



Can be changed  
at runtime on the app!

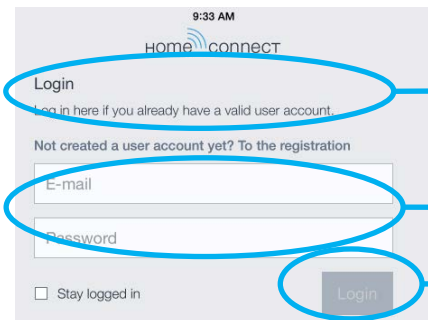
## App content created directly in CDR



### Living Images

→ Living Images are short animations that reflect the current Home Appliance state to the user.

**Can be changed at runtime on the app!**



Labels with general descriptions

Textinput labels

Button labels

### App Texts

**Cannot be changed once App is released!**

→ Requires an app update!



### Feature Assets

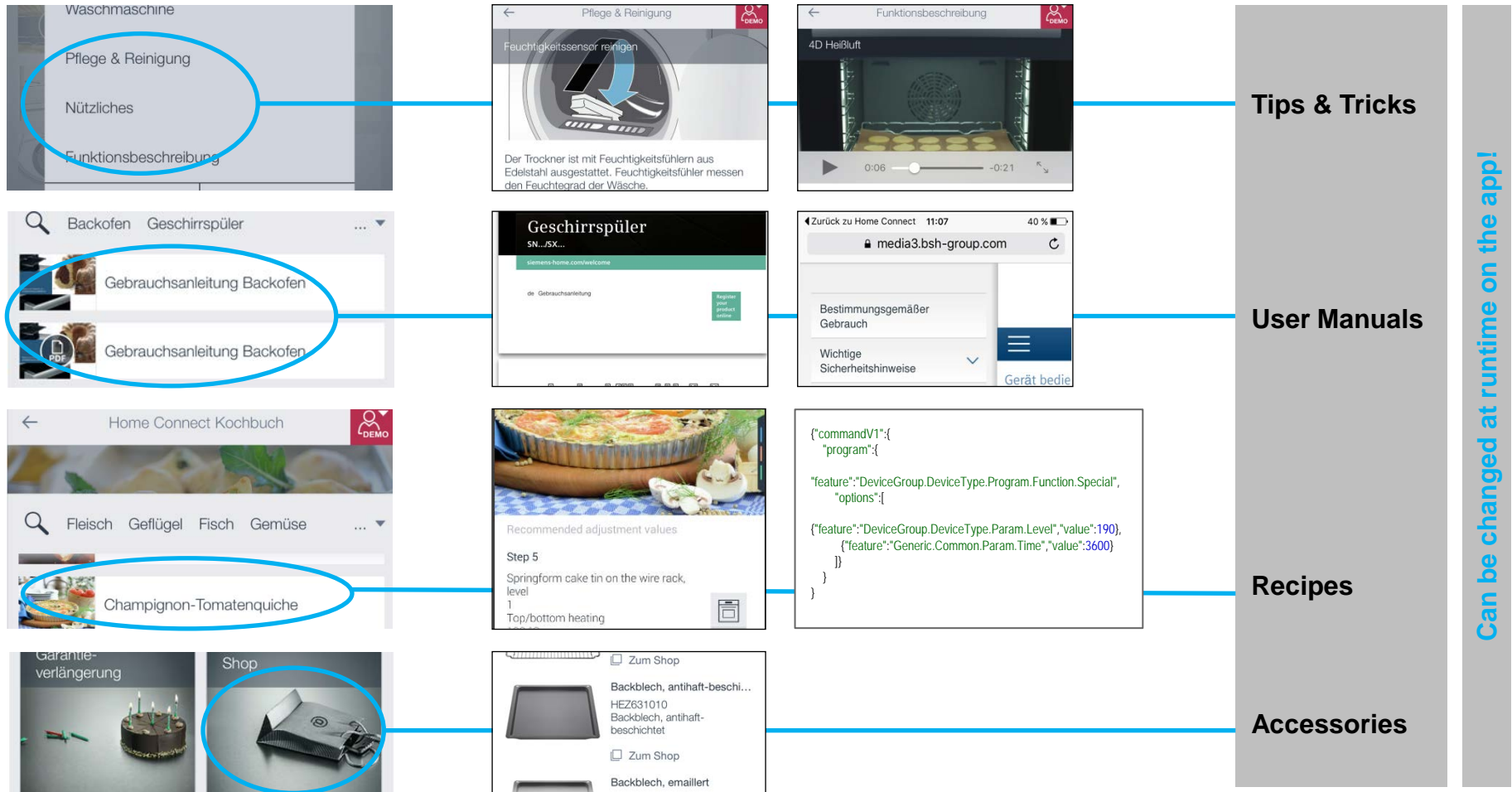
→ Features of Home Appliances, Program, Option, Setting, Notification...

→ Title & description (Appliance, Brand specific naming)

→ To be available if the feature is available to the App

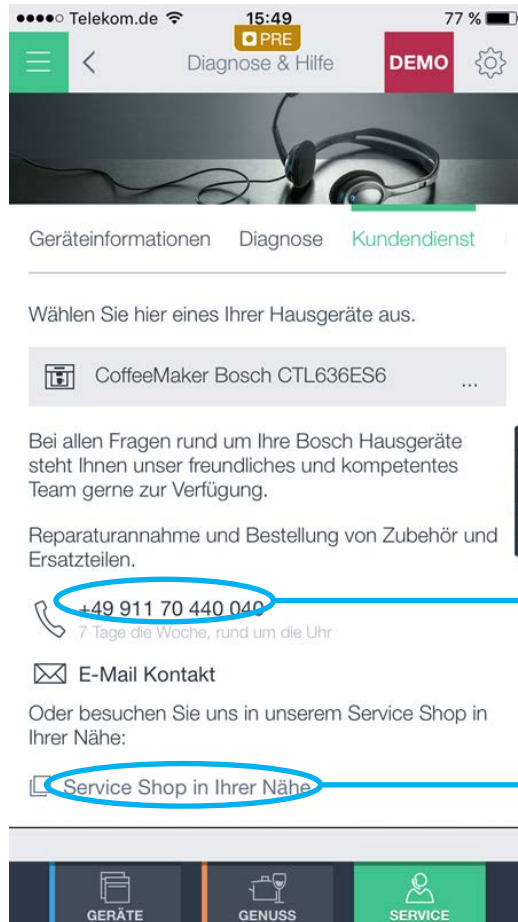
**Can be changed at runtime on the app!**

## Specific appliance content delivered by different BSH source systems





## Specific country/language/brand/device content



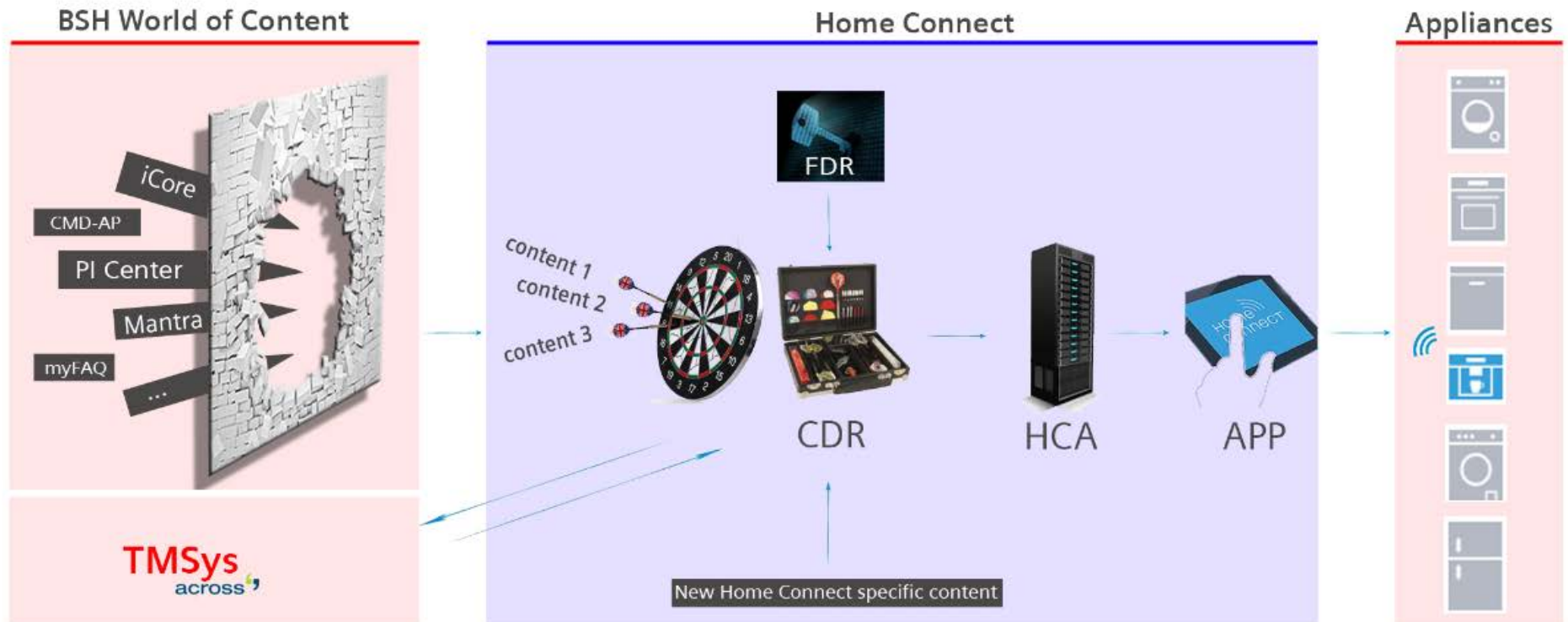
Specific phone number for:

- Country: Germany
- Language: German
- Device Type: Coffeemaker

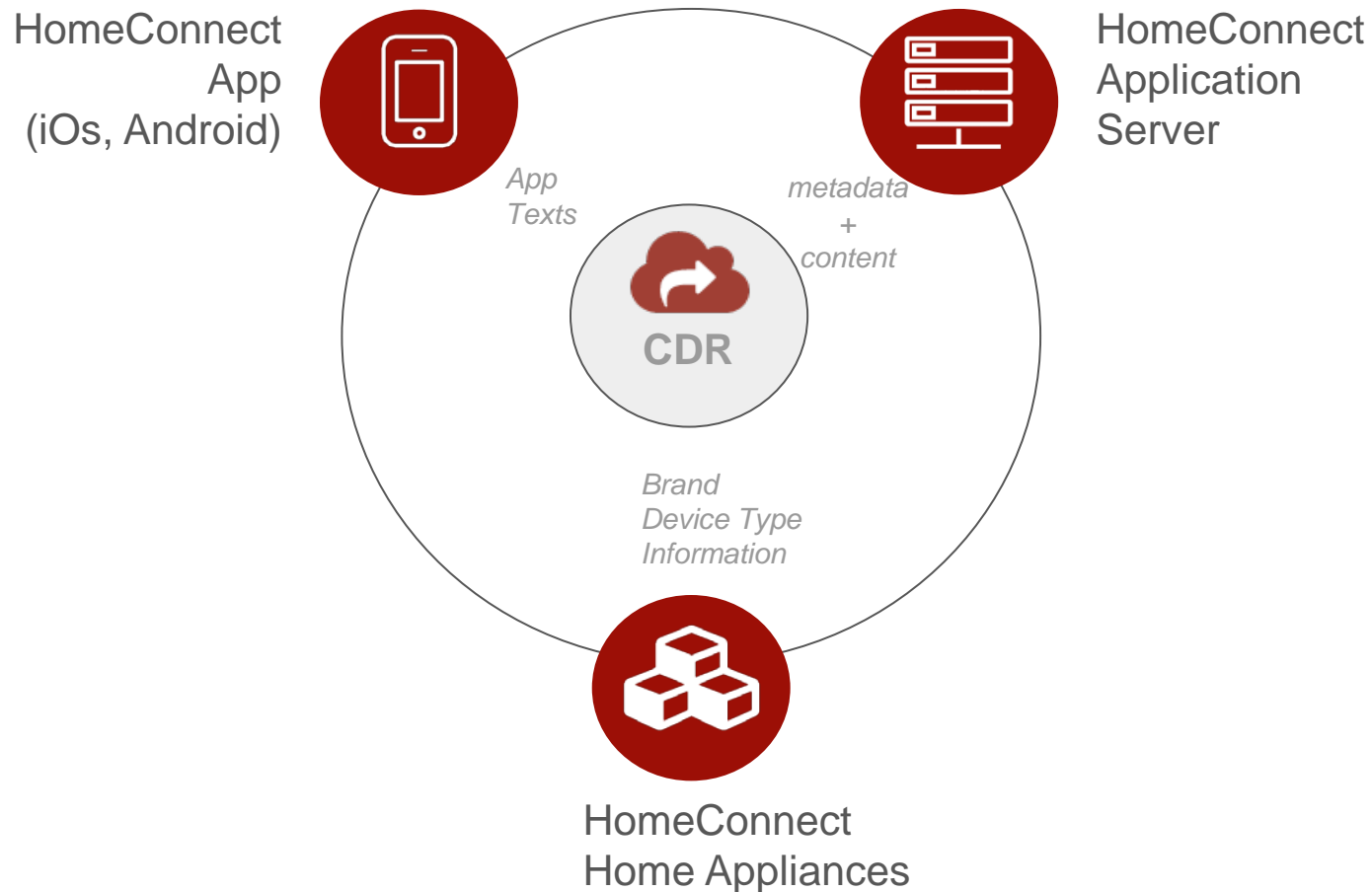
Specific phone number for:

- Country: Germany
- Language: German
- Brand: Bosch

## Abstract: Content Delivery for Home Connect App



## HomeConnect View to Content



## Translation Process for New Content

- Thanks to CDR a user is able to choose a bunch of approved content and send it to translation with just a few clicks
- the content will be translated by Across' translation agencies all over the world
- the translated content is imported back into CDR



## Provide Content Feature Based ...



### Feature Assets








- Features of Home Appliances, Program, Option, Setting, Notification...
- Title & description (Appliance, Brand specific naming)
- To be available if the feature is available to the App

**Can be changed at runtime on the app!**

- ... by model: 1000 models x 200 feature values = **200 000 model feature values**
- ... generic (2500) AND still OPTIONALLY differentiate for
  - Brand (650)
  - Brand/Appliance Type (180)
  - Appliance Model (30)
- ... WITH
  - Minimal effort
  - And consistent terminology



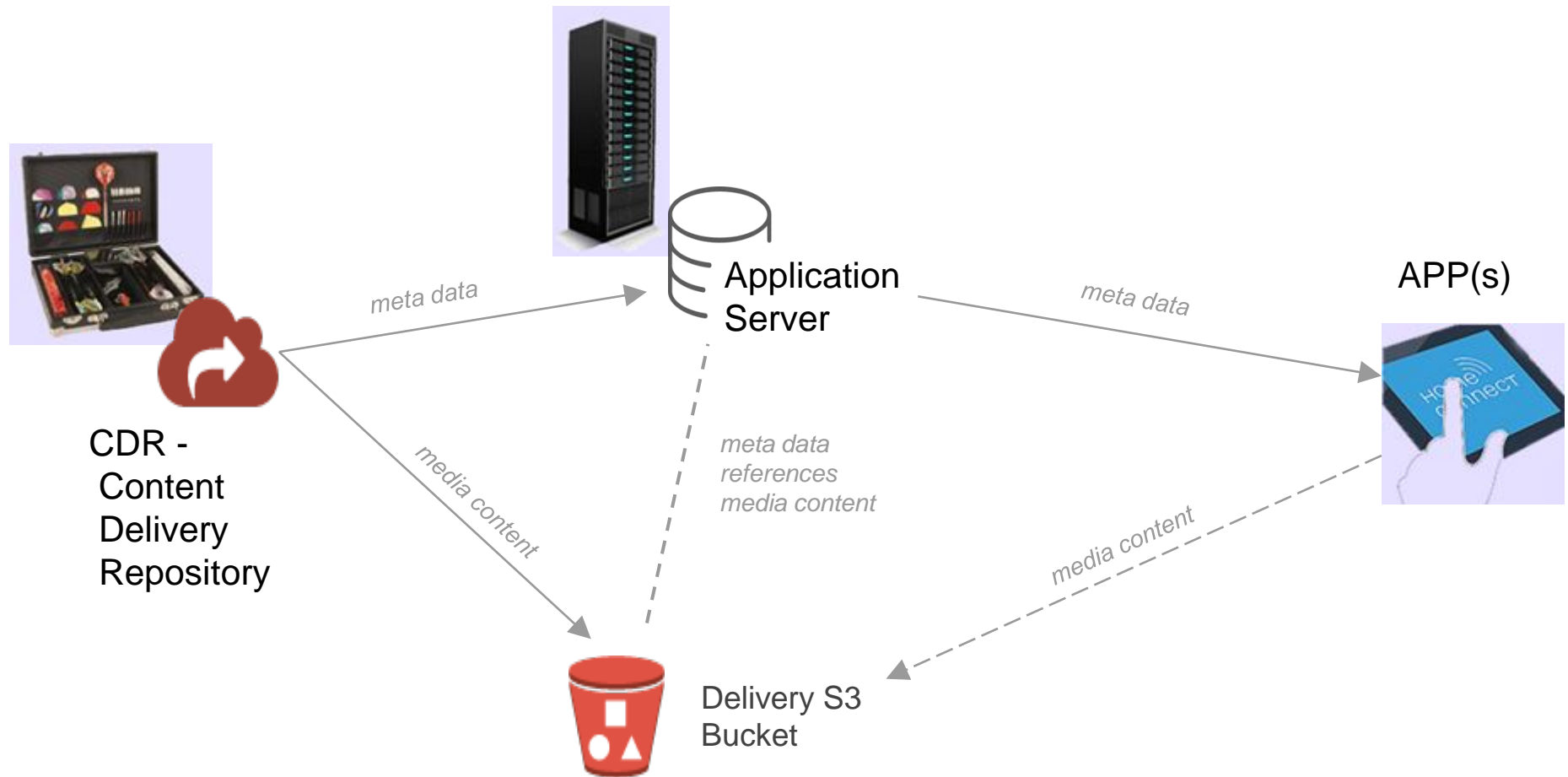
Dishcare.Dishwasher.Option.VarioSpeedPlus

Reference Language	Translation Language
 Product Division	
<b>PDC</b>  approved <b>Title:</b> varioSpeed Plus <b>Long description:</b> Reduced program run time by up to 66% with the usual and drying.	approved Speed Plus on: ammlaufzeit um bis zu 66% bei gewohnt optimaler Trocknung.
 Brand	
<b>BOSCH</b>  approved <b>Title:</b> VarioSpeed Plus <b>Long description:</b> Reduced program run time by up to 66% with the usual optimal and drying.	approved ed Plus on: ammlaufzeit um bis zu 66% bei gewohnt optimaler Trocknung.
<b>SIEMENS</b>  approved <b>Title:</b> varioSpeed Plus <b>Long description:</b> Reduced program run time by up to 66% with the usual optimal and drying.	approved ed Plus on: ammlaufzeit um bis zu 66% bei gewohnt optimaler Trocknung.
 VIB	
<b>SHEM78WH5N</b>  approved <b>Title:</b> Speed effect <b>Long description:</b> Up to 50% reduced program run time.	- No localization -

Dishcare.Dishwasher.Program.Auto2

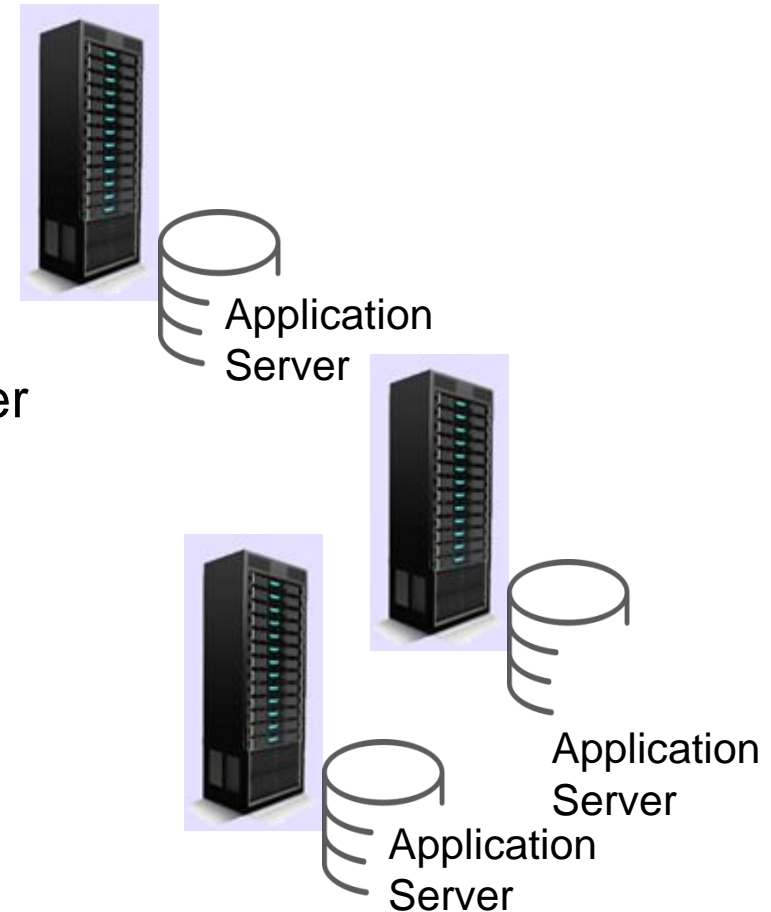
**Feature Asset File per appliance model bottom up first matching value**

## Content Delivery for Home Connect App – The Principle

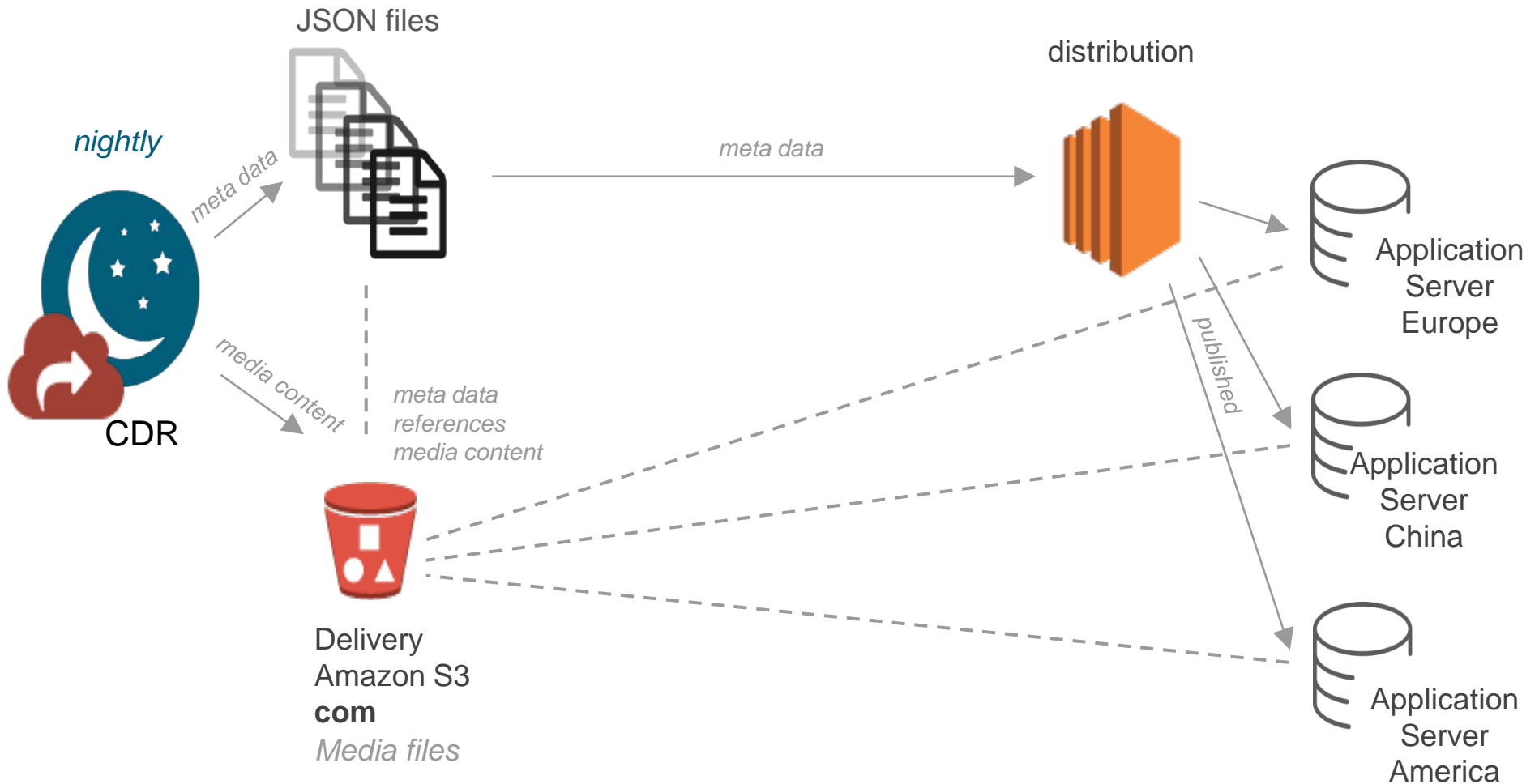


## International Content Delivery

- Ensure low latency
  - Several Application Servers
- Ensure delivery with all content for each server
  - International content



## International Content Delivery – One Content Delivery Package



## International Content Delivery – Allowances / Restrictions

- Content may be marked for country allowed / restricted
  - Independent of language
  
- Application Servers knows already country of an account
  - Content is tailored with account information like
    - Country
    - Connected appliances
  - For the requesting user and package for his phone/tablet selected language
  
- Ensured by same meta data everywhere
  - interpreted by the application server





## International Delivery – Great Chinese Firewall

### ■ The Application Servers

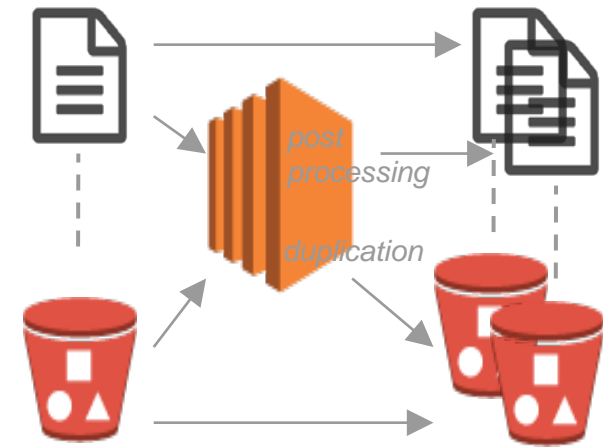
- Are already there and supply meta data
- But data transfer is complicated

### ■ The Delivery Network

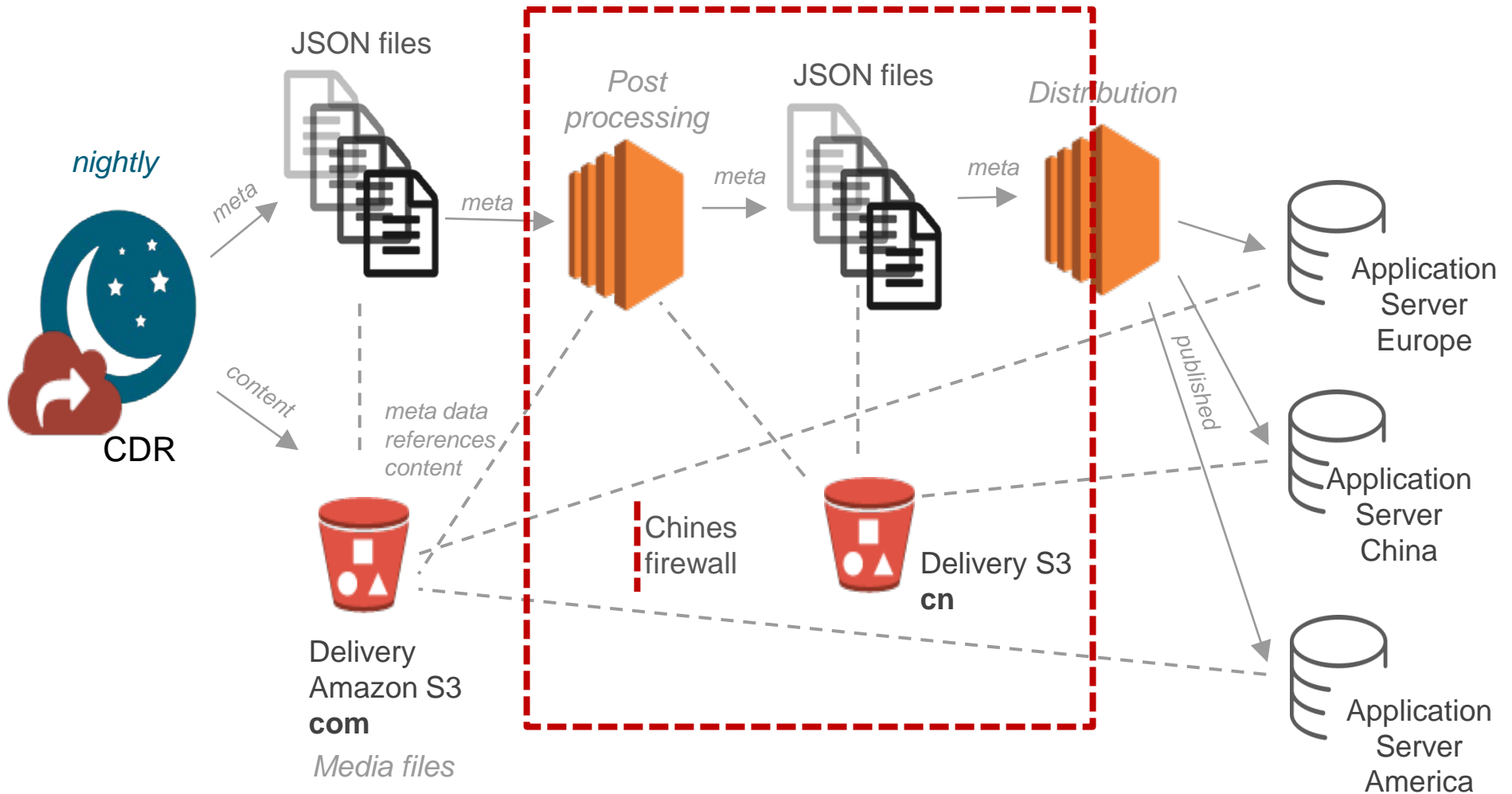
- Is not there – all the world with S3.COM
- China only with S3.CN

### ■ With metadata post processing

- All links are adapted to refer to the correct Delivery (Network) S3
- Media content is synchronized from S3.COM to S3.CN

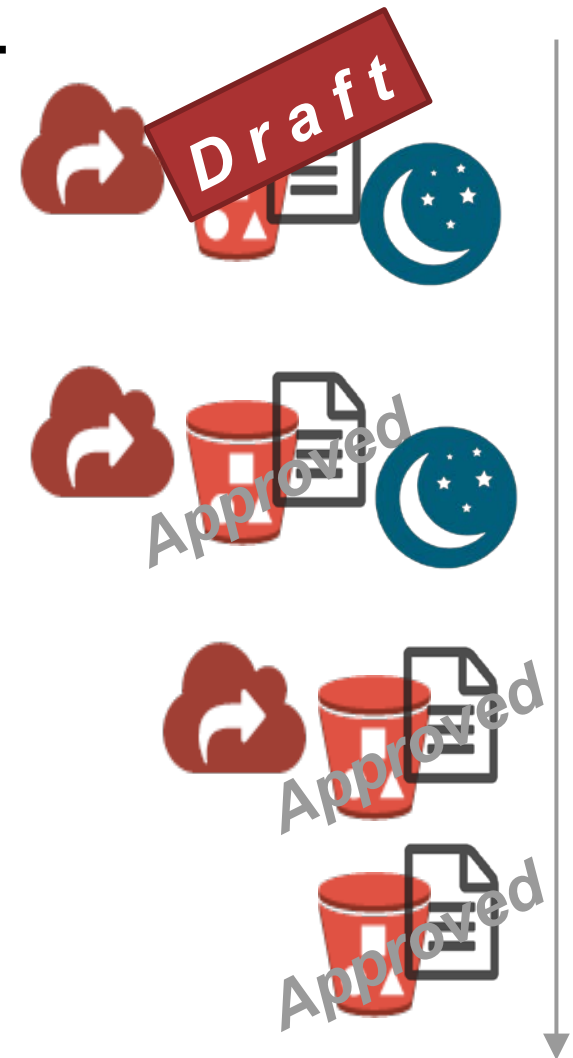


## International Content Delivery – China Challenge



## And testing? – Again Several Application Servers...

- Development target
  - Unapproved content package
- Functional test target
  - Approved content package like for Production
- Operations target
- Production target



Questions?

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