IoT

2023-2024

>

www.vestelinternational.com

VESTEL

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COMPANY PROFILE

VESTEL CITY, WHICH COMPRISES NINE PLANTS LOCATED IN MANISA, IS AMONGST THE BIGGEST INDUSTRIAL COMPLEXES OF THE WORLD.

>

20.000
Employees

1.300.000 m²
Closed Production Area

Export Leader of Turkey with
$ 2,3 Billion

30 Million
Device Production Capacity

$ 3,5 Billion
Turnover

Vestel City, which comprises nine plants located in Manisa, is amongst the biggest industrial complexes of the world.

Comprised of 28 companies, Vestel Group is a multi-industry manufacturer that operates in consumer electronics, major domestic appliances, professional displays, automotive and battery solutions, and EV Chargers. Testimony to the global importance of Zorlu Holding across multiple technology sectors, Vestel is not only thriving at home in Turkey, but also through a further 11 subsidiaries that have been set up in various other parts of the world. Thanks to its renowned manufacturing and R&D complex, Vestel exports to more than 160 countries and keeps its position as a global player.

Vestel is one of the ten biggest major domestic appliances manufacturers in Europe, with its new product development ability, flexibility in production, and fast response to clients' demands.

Operating with an annual capacity of 4.9 million units, the company's two refrigerator plants produce a variety of models ranging from french door, no-frost, combi, double door, single door, to tabletop fridges and freezers, as well as built-in models.

Achieving similar success with washing machines, Vestel is able to produce 3.8 million units a year, with large models range from 4 kg to 12 kg drum capacities washer and 7kg/5kg, 8kg/6kg, 9kg/6kg,10kg/6kg drum capacities washer/dryer. Vestel's product range also includes built-in washer and washer/dryer with the drum capacities of 7 kg, 8 kg and 7/5 kg.

Vestel tumble dryers are produced 1.2 million units a year, with models ranging from 7 kg to 12 kg capacities. The group is capable of producing both condenser and heat pump type of tumble dryers with high efficiency.

The plant for cooking appliances operates with an annual capacity of 2.7 million units, producing free standing cookers, built-in hobs and ovens.

The major domestic appliances product range includes free standing, semi and fully integrated dishwashers. The 86 cm high tall tub and deep tall tub dishwasher developed for the US market have started to be produced for the first time. The plant has the capacity to produce 2.5 million units a year for now. New dishwasher factory is under construction and capacity will reach 4 million unit per year over time.

In addition, the air conditioner factory is capable of producing 420,000 sets of split-type models.

R&D facilities located in Turkey, the UK, and China employ the highest caliber engineers to develop hardware and software solutions that provide clients with world-class quality products.

VestelKom factory located in free trade zone of Izmir, has a special R&D team for manufacturing and testing batteries and EV Chargers, which is also exporting these goods to Europe with zero customs tax.

Vestel has proven its success in product design by receiving the most prestigious design awards every year from well-known industrial design organizations for a variety of products.

Vestel Trade, the company responsible for the marketing and sales of Vestel products overseas, exports 75% of its production under leading Japanese and European brands to 160+ countries.

Vestel appeals to different consumer tastes in 160+ countries with its wide range of products, which reflects its competencies in technological development, design and product customization. Accounting for 90% of Turkey's TV exports and 35% of the nation's white goods exports, Vestel has been an unwavering export leader in the Turkish electronics sector for the past 25 years.

For a sustainable future and transition to an economy based on net zero emissions, Vestel triggers transformation across the entire value chain. Leveraging the power of Industry 4.0 and automation to support the reduction of energy consumption through operational improvements and innovative products, Vestel implements circular models to improve resource efficiency in production and reduce our environmental impact from products.

Vestel aims to reach net zero emissions by 2050, first in its own operations and then in its entire value chain. Vestel is working on decarbonization plan as part of its commitment to set Science Based Targets (SBTi).

GLOBAL OPERATIONS

MANUFACTURING & ASSEMBLY PLANTS

>

TV, Set-top Boxes

Manisa, Turkey - Kobierzyce, Poland

Professional Displays, Tablet PC, LED lighting

Manisa Turkey

Refrigerator, Washing Machine, Dishwasher, Tumble Dryer, Cooking Appliances, Air Conditioner, Water Heater

Manisa, Turkey

R&D Centers

Manisa, Turkey
Istanbul, Turkey
Bristol, United Kingdom
Shanghai, China

Marketing & Sales Companies

Vestel Trade, Turkey
Vestel France, France
Vestel Germany, Germany
Vestel UK, United Kingdom
Vestel Iberia, Spain
Vestel Poland, Poland
Vestel Benelux, Netherlands
Vestel CIS Ltd, Russia
Vestel Electronica, Romania
Vestel Central Asia, Kazakhstan
Vestel Electronics Gulf, Dubai

TECHNOLOGIES
>

HARDWARE

WIFI

Vestel uses IEEE 802.11b/g/n compliant Wi-Fi solutions in 2.4GHz frequency band for its home appliances to enable broad coverage area in home use.

SOFTWARE

CLOUD

We use Amazon data centers in order to give backend support of Vestel connected devices. Amazon Cloud is being used for B2C solutions and hosting appliances. Furthermore, we use AWS to develop new business values with other partners by establishing cloud to cloud connections.

CYBER SECURITY

IoT Cyber Security Design and Solution Integration team under Software R&D Group, is responsible for end-to-end secure architectural design, security improvements, privacy, the activities for compliance with regulations, risk and threat analyzes of all connected devices and the related IoT solutions, such as Smart TVs, smart home appliances, electrical vehicle charger devices and IoT solutions. In this scope, the IoT devices and the end2end IoT solutions have secure architectures according to state-of-the-art technologies, privacy-by-design and security-by-design principles. Moreover, the solutions are complied with the personal data protection regulations (KVKK or GDPR) and the international cyber-security regulations and standards such as ETSI 303645 Consumer IoT Cyber Security Standard, Radio Equipment Directive-Cyber Security Items and Cyber Security/Resilience Act.

The Cybersecurity Act published by the EU defined new responsibilities for ENISA. One of them is to establish Criteria based European cybersecurity certification scheme. In addition to this, ETSI prepared and published ETSI 303645 consumer IoT security standard that is a reference standard for the several regulations including UK code of practice, UK EVC Regulation and Radio Equipment Directive-Cyber Security Items. To comply with them, All Vestel IoT devices are developed and tested according to ETSI 303645 items, and we are working on Common Criteria Certification Process to certify the IoT products compliant with ETSI 303645 consumer IoT security standard. Moreover, all development and security test processes are compliant with ETSI 303645/103645 and Cyber Security for Consumer Internet of Things: Conformance Assessment of Baseline Requirements.

While we adhere to these cyber security standards and technical items for the development of secure IoT products we aim to ensure that the IoT products and solutions are provided to the market and users with no vulnerabilities since we take security seriously throughout a product's life cycle. For the IoT products on the markets, in case of detected exploited vulnerabilities we publish them and provide security updates for product's life cycle.

BIG DATA & AI SOLUTIONS

Collecting data from IoT solutions:
Smart TVs
Smart White Goods
IoT devices
Mobile applications

Industry 4.0 Activities
Make the data accessible to business units and enable data-driven decision making possible for all units via dashboards and decision support systems
Develop personalized services and the user experience
Generate or support recurring revenue initiatives

Strategy:
Our strategy is increasing revenue by using anonymous data, providing and visualizing data to related departments, enriching data catalog, extract precious information from data, moving from data to wisdom by AI, and decreasing manufacturing and resource costs with decision support systems.

APPLICABLE PRIVACY LAWS

As Vestel, we are committed to protecting and respecting privacy.
We handle personal data carefully and sensibly. Our policies and compliance measures make sure of that. Our personal data processing processes and activities are designed in accordance with the “privacy by design” and “privacy by default” approaches.
In accordance with applicable data privacy laws, we act in accordance with the general principles of personal data processing. As stated in our privacy policies, our personal data processing activities are transparently presented to the data subjects. Personal data is processed only for the specified purpose. For this reason, we act in accordance with the principle of purpose limitation. At the same time, only necessary personal data is collected in accordance with the data minimization principle. Unnecessary and irrelevant personal data is not requested by Vestel. We undertake to take the necessary technical and organizational measures to ensure the appropriate level of security in order to safeguard the protection of personal data, such as training staff on data processing obligations, identifying data incidents and risks, restricting staff access to the personal information, ensuring physical security, including appropriately securing documents when not being used, and carrying out the necessary audits.

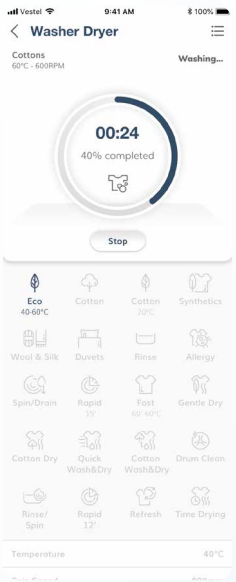
Vestel
9:41 AM
100%
My Home
Rooms
Add room
Active Devices
Add device
Home
Explore
Profile

VeeZy

Life is Easy with VeeZy

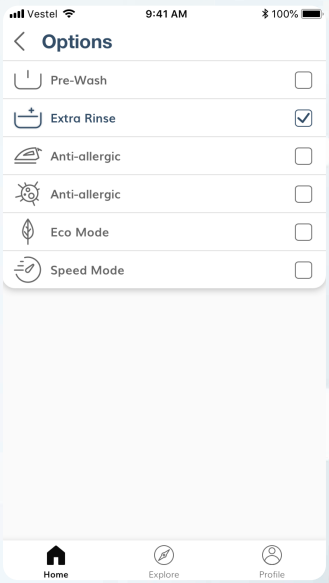
ALWAYS STAY IN TOUCH WITH YOUR PRODUCTS

See the status of the cycles

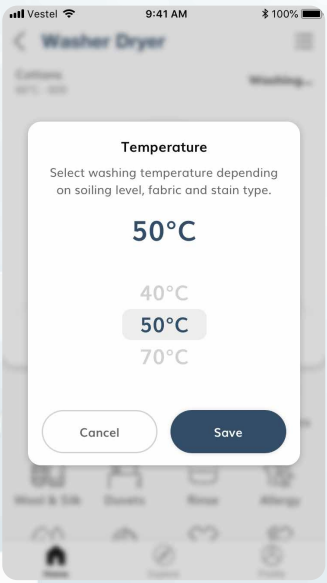


Control the connected products

Access to all program options



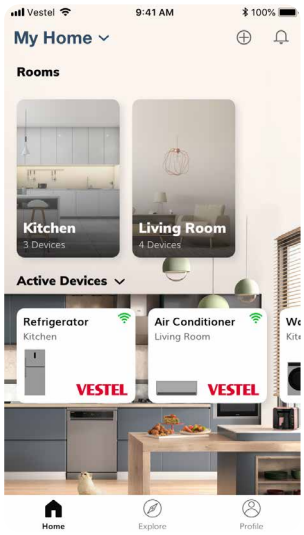
Customize however you like

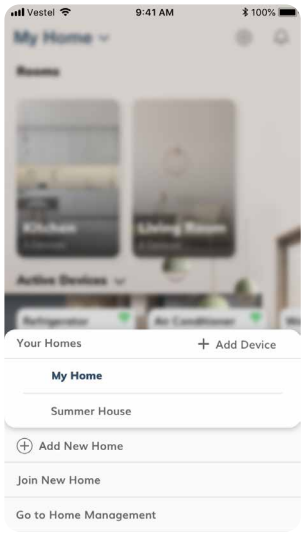


FAMILY ACCOUNT

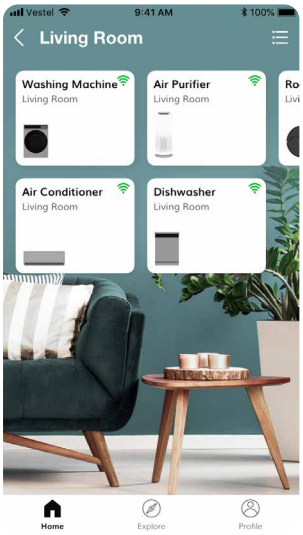
Single product is controlled by multiple users

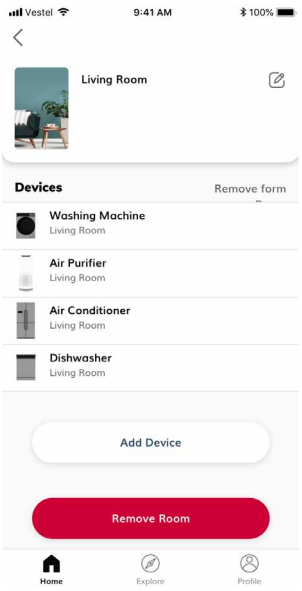
Create homes



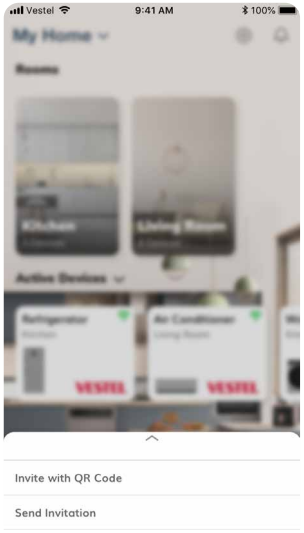


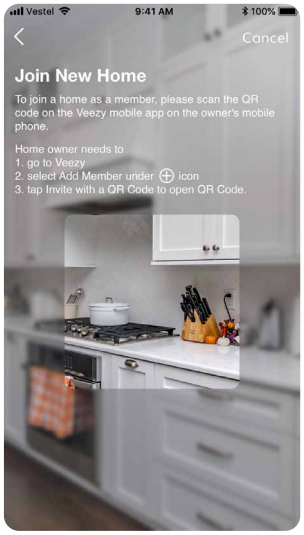
Create and manage rooms





Send invitations

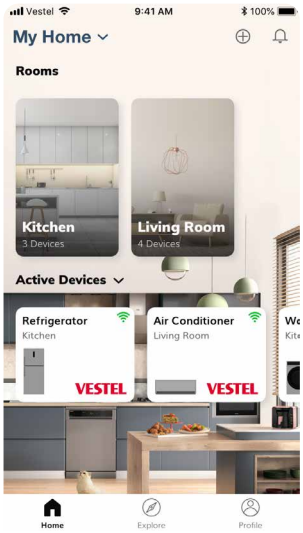




BRAND DISPLAY

Increased brand visibility

Brands have the chance to show their brand logos inside the VeeZy application.



HOME CONNECTIVITY ALLIANCE

Home Connectivity Alliance

The aim of the Home Connectivity Alliance is to provide consumers more convenience and options through interoperability. The products of all member companies can be used the VeeZy mobile applications, and the products manufactured by Vestel can be used by the mobile applications of the member companies.

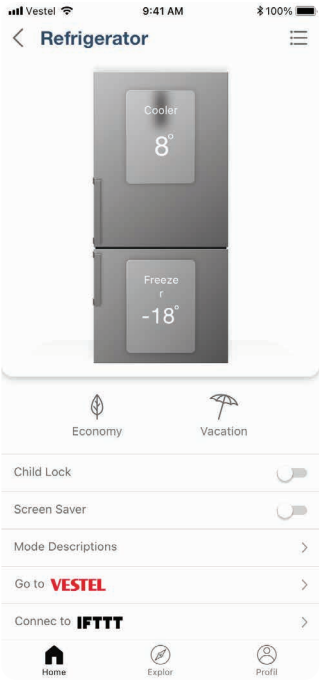
CONNECTIVITY STANDARDS ALLIANCE

csa connectivity standards alliance

matter

We have joined the Connectivity Standards Alliance (CSA), a global consortium of 500+ companies dedicated to adopting open standards for smart home and IoT devices. As a CSA participant, we embrace and implement these standards to enhance user experience, security, and reliability, while supporting a more connected and interoperable world. Through collaboration with CSA and its members, we provide customers with increased choice, convenience, and value in their smart home journey.

IFTTT (IF THIS THEN THAT)



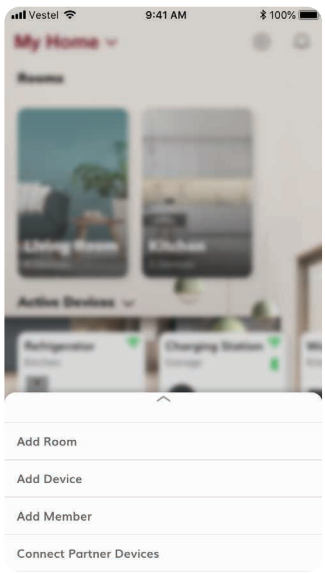
Works with IFTTT

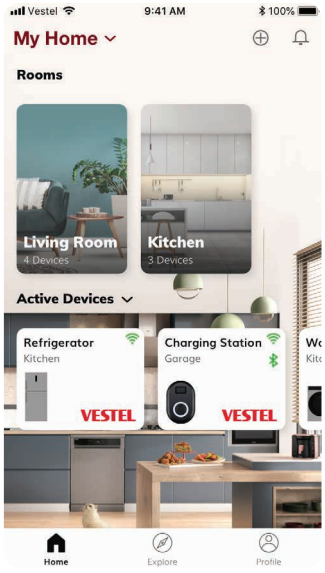
IFTTT (If This Then That) provides Vestel IoT Ecosystem to have seamless communication with IFTTT-compatible devices and services thanks to the interoperability across various industries and platforms, bringing the future's connected living to today.

MOBILE APPLICATIONS >

EvinAklı

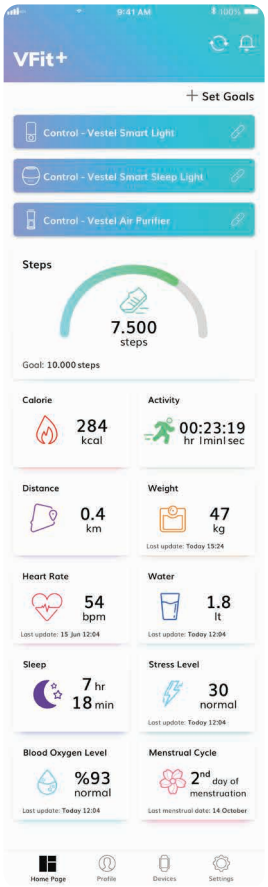
Vestel smart home application in Turkey

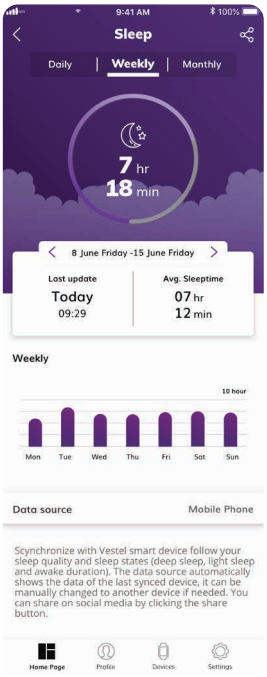




Vfit+

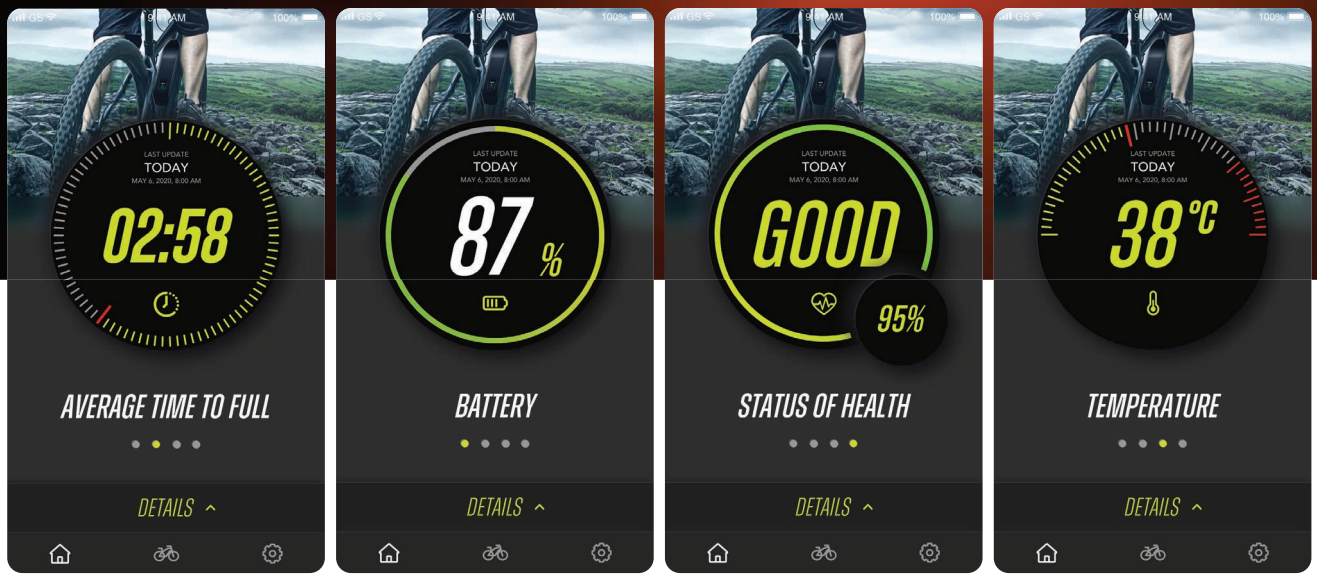
Health and well-being application





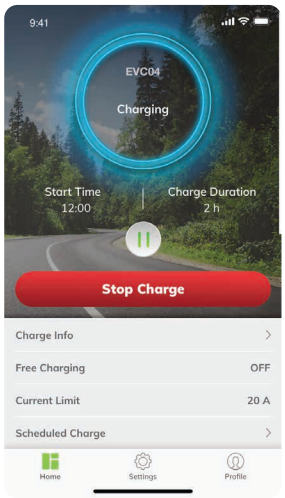
IONIA

Once the user configures the device, they can monitor the status of the device. With over-the-air updates, Vestel can update devices any time needed.



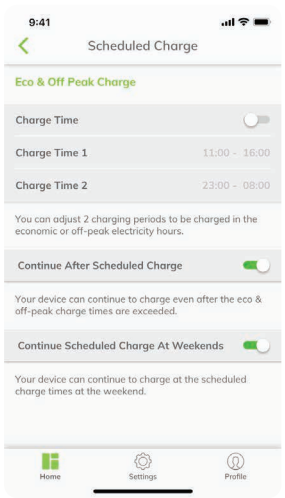
Drive Green Next

Monitor the device



Start charging remotely

Set automatic charging hours for off-peak and eco possibilities



Check charging history

MOBILE APPLICATIONS
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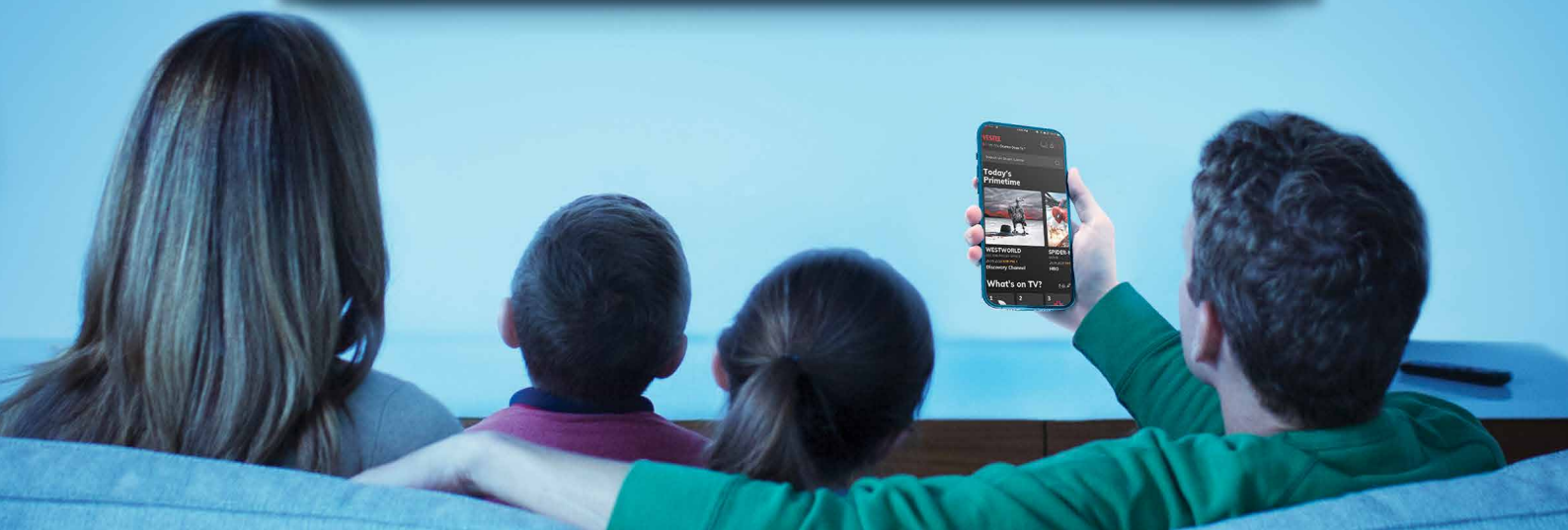
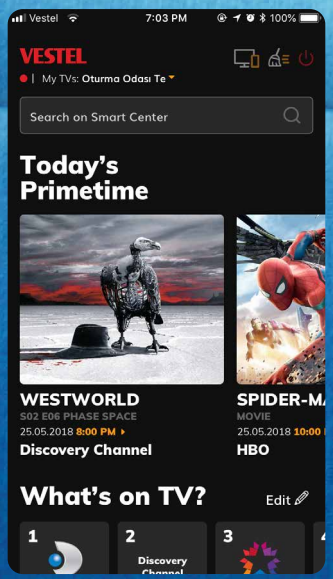
Smart Center

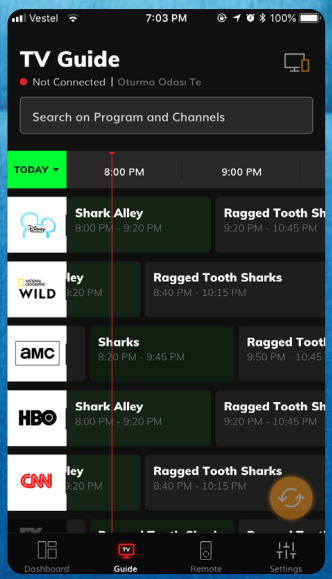


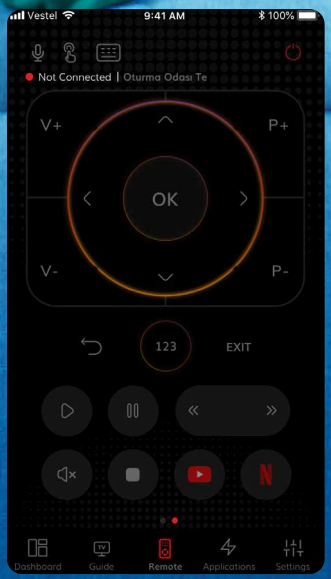
Check TV guide with ease

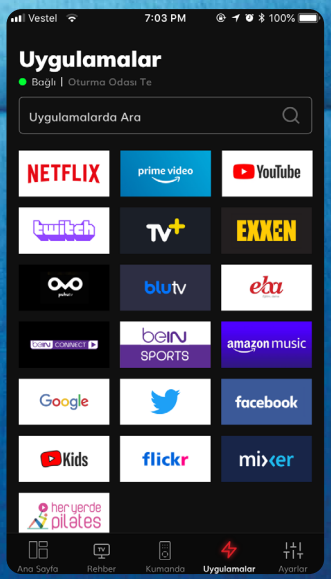
Control TV remotely

Check applications









CONNECTED HOUSEHOLD PRODUCT RANGE >

TVs

matter

Refrigerator

MultiDoor

620

620

Double Door Top Freezer

473

483

543

643

Double Door Bottom Freezer

353

373

383

462

482

492

553

653

694

Dishwasher

Vestel
9:41 AM
100%
Dishwasher
Prewash
40°C
Program Duration
50m
Start
Prewash
Jetwash
14'
Quick
30'
Eco
50°C
Save+
4.5lt
Super
50' 65°C
Delicate
40°C
Intensive
65°C
Smart
30-50°C
Smart
50-60°C
Smart
60-70°C
Steam
Wash
Water Free
20'
Additional Options
Natural Ion Tech
Delay Timer
1h 35m
Program Descriptions

A1

DE

A2

BCDE

A3

BCDE

A4

ABCDE

Washing Machine

T1

Digital drive motor
Steam wash
Allergy safe

4,5,6,7,8,9,10,11,12 KG

ABCDE

T2

Digital drive motor
Steam wash
Allergy safe
Autodose
Purebeam+

4,5,6,7,8,9,10,11,12 KG

ABCDE

T2T

Digital drive motor
Steam wash
Allergy safe
Autodose
Purebeam+

4,5,6,7,8,9,10,11,12 KG

ABCDE

T3

Digital drive motor
Steam wash
Allergy safe
Autodose
Purebeam+

4,5,6,7,8,9,10,11,12 KG

ABCDE

G2

Digital drive motor
Steam wash

7,8,9,10 KG

A-20 A-10 BC

G3

Digital drive motor
Steam wash

7,8,9,10 KG

A-20 A-10 BC

Autodose

20 washes with one filling, no need to add softener and detergent in every washing cycle.

Washer-Dryer

D2

Digital drive motor
Steam wash
Allergy safe

7/5, 8/5, 8/6, 9/6, 10/6 KG

BCDEF

D2T

Digital drive motor
Steam wash
Allergy safe

7/5, 8/5, 8/6, 9/6, 10/6 KG

BCDEF

D3

Digital drive motor
Steam wash
Allergy safe
iontech

7/5, 8/5, 8/6, 9/6, 10/6 KG

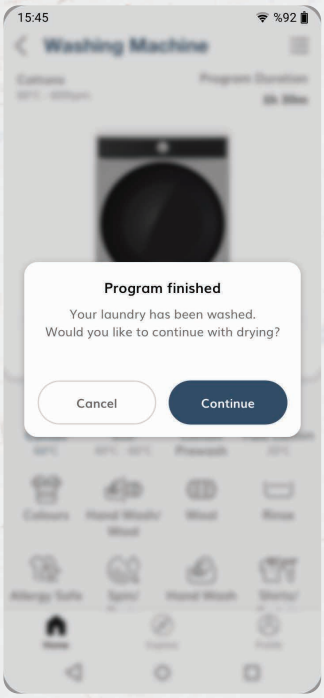
BCDEF

Tumble Dryer

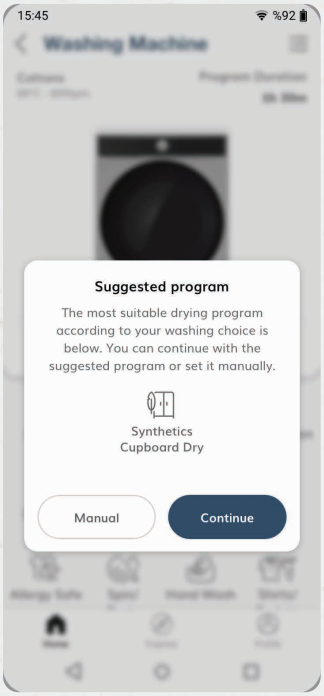
Afterwash

With After Wash, end-users connect their washing machines to their tumble dryers seamlessly.

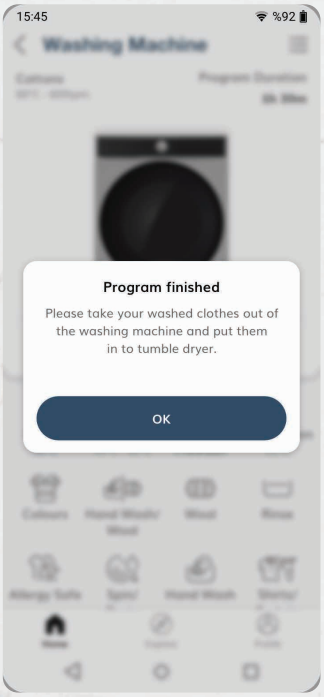
When the program is finished, VeeZy offers the best program possible



AfterWash redirect



VeeZy will automatically open the tumble dryer screen with the suggested program selected



T1

7, 8, 9, 10, 11, 12 KG

A+ A++ A+++

T2

7, 8, 9, 10, 11, 12 KG

A+ A++ A+++

T2T

7, 8, 9, 10, 11, 12 KG

A+ A++ A+++

T3

7, 8, 9, 10, 11, 12 KG

A+ A++ A+++

Oven

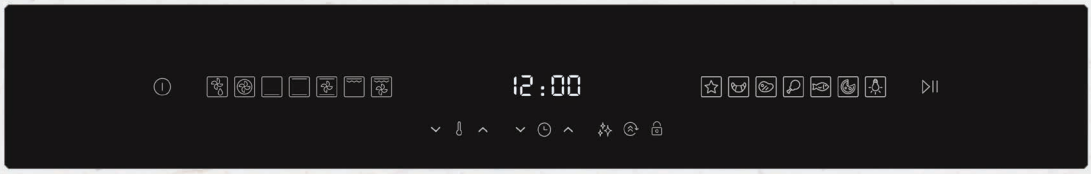
Vestel
9:41 AM
100%
Oven
Defrost
30°C - Preheating Off
Program Duration
60m
Start
Be A Chef
Defrost
Turbo
Bottom
Conventional Cooking
Fan Assisted Cooking
Pizza
Grill
Double Grill
Temperature
40°C
Time
1h30m
Program Descriptions
12:00
VESTEL

Ready Cook

Family Design Full Touch

Monochrome

Slim LED Touch



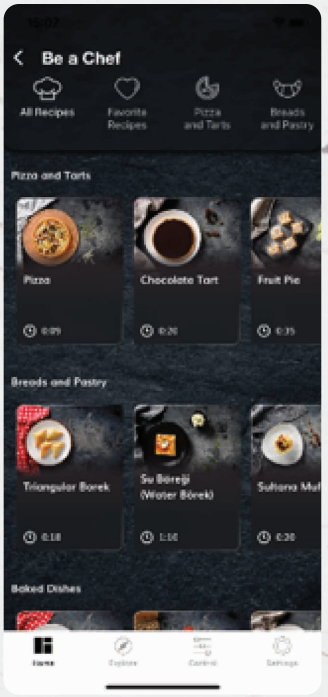
Family Design Digital Touch

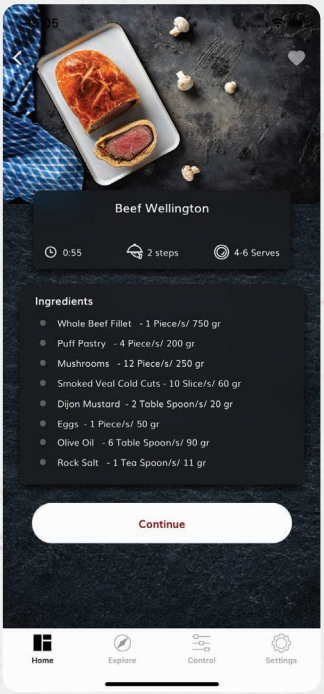
Digital Touch Timer

Be A Chef

Be A Chef is digital cooking service which includes more than 150 recipes prepared by chefs.

Uses step-cooking function with chefs' cooking algorithm.





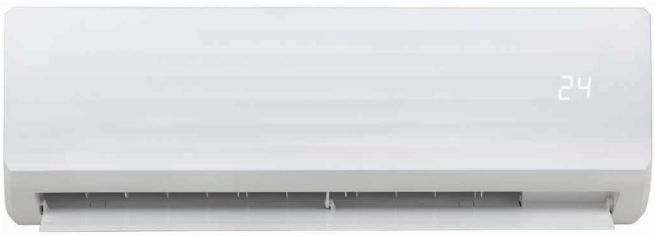
Air Conditioner

Arya

Caldera

Flora

Luna



Montana

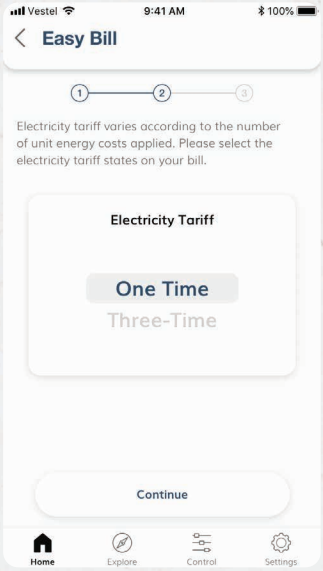
Vega

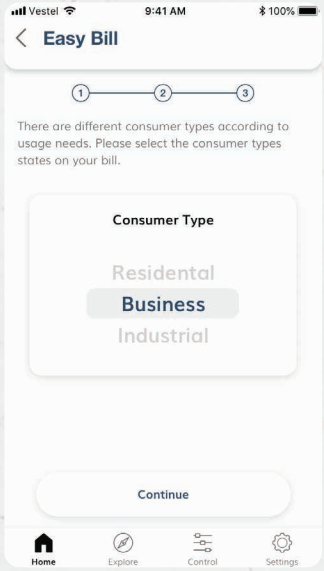
Rairbow

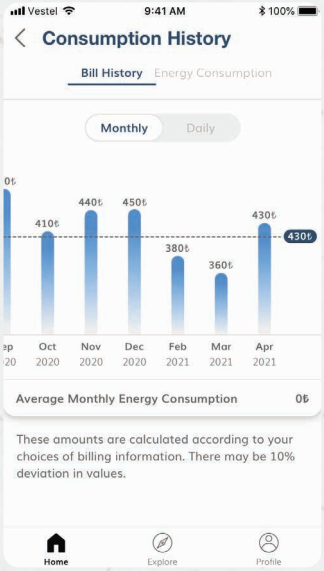
Ventum

Easy Bill

Easy Bill digital service allows consumers to become more aware of their appliance consumptions.

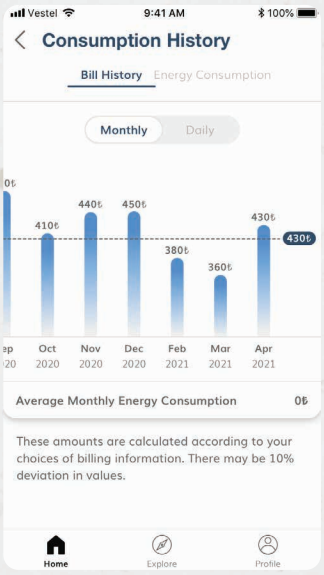


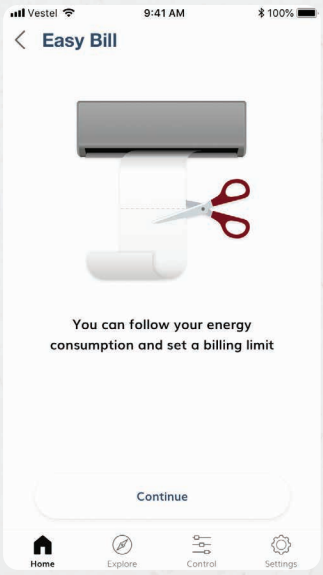




Users can monitor their billing history based on the monetary values they have entered based on tariffs and types.

Users can monitor energy consumed by their smart air conditioners.

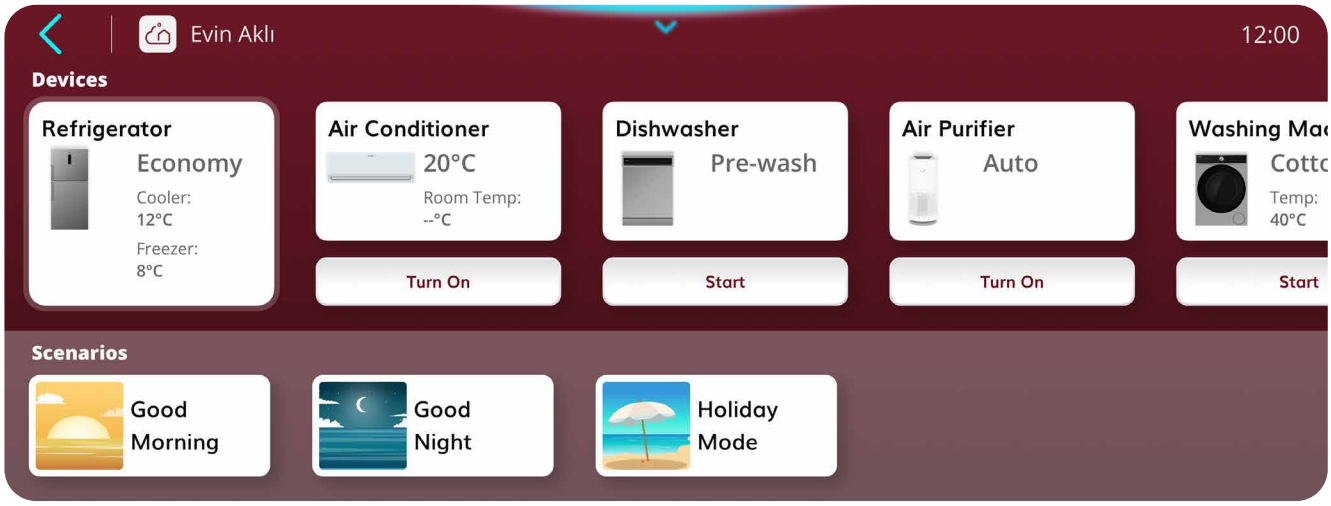




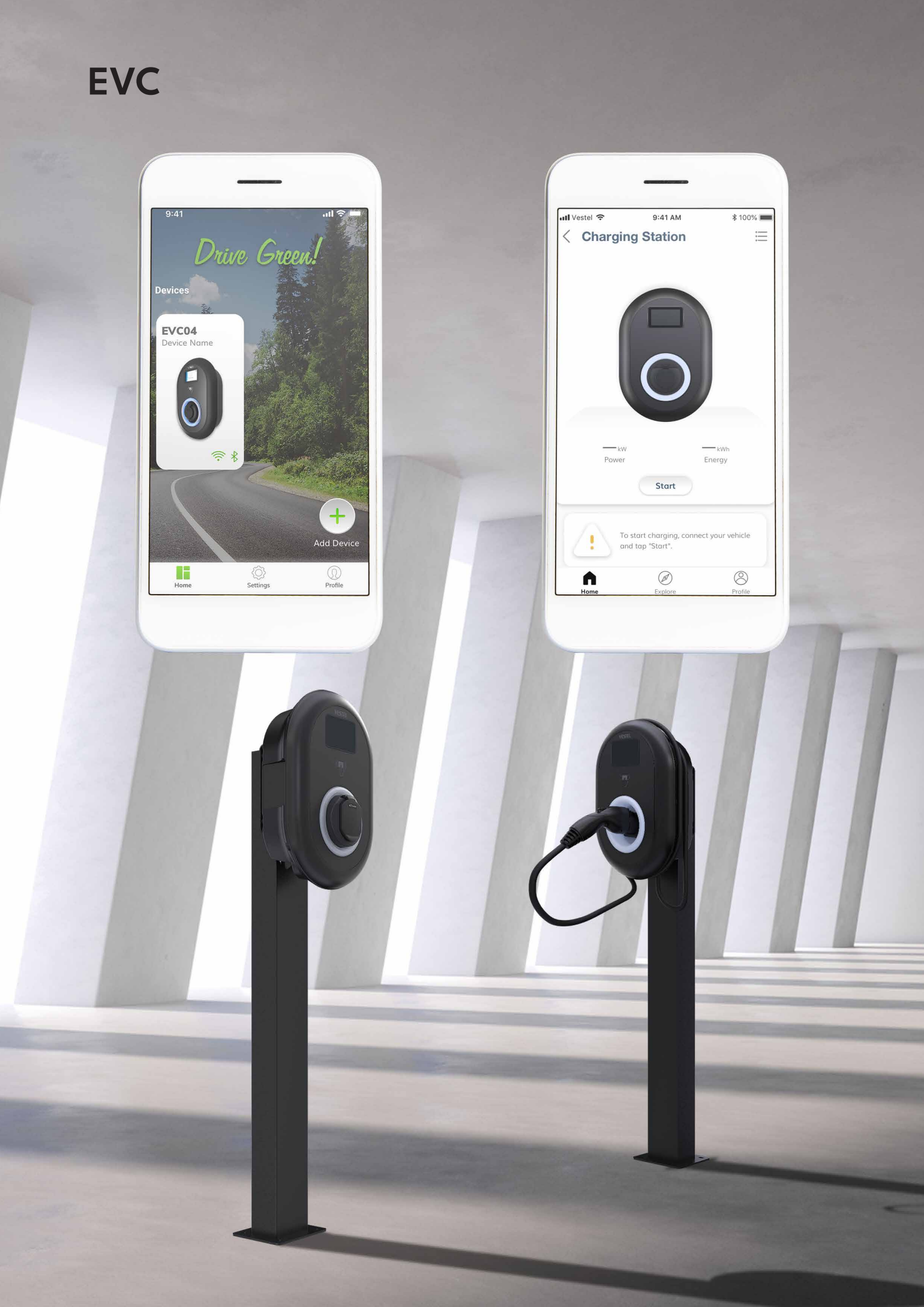
Users can set upper limits on how much they wish to pay for air conditioner usage per month based on the monetary values they have entered.

Automotive

Vestel supports smart mobility solutions by enabling vehicle connectivity, supplying telematics control units, cloud management, and infotainment application management. Vehicles can be monitored by a central mechanism and end-users can control other smart products via the vehicle's infotainment screen.



EVC


9:41
Drive Green!
Devices
EVC04
Device Name
Add Device
Home
Settings
Profile
Vestel
9:41 AM
100%
Charging Station
kW
Power
kWh
Energy
Start
To start charging, connect your vehicle and tap "Start".
Home
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Profile

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