

WHIRLPOOL AND MAYTAG

SMART CAPABLE LAUNDRY FAQ

Smart Capable Top Load Laundry General Q&A

Q: What models are smart capable in the new Whirlpool and Maytag top load laundry line-up?

A: **Maytag:** MVW8230H, MVW7230H, MVW7232H, MVW6230H, MVW6230RH, ME/GD8230H, ME/GD7230H, ME/GD6230H, ME/GD6230RH

Whirlpool: WTW6120H, WTW7120H, WTW8120H, WE/GD6120H, WE/GD7120H, WE/GD8120H

Q: Why is the new Whirlpool and Maytag top load laundry product labeled “Smart Capable”?

A: The models listed above are labeled “Smart Capable” because consumers have the option to activate a **connected subscription** to unlock smart features, like Remote start, cycle notifications, and Stain Guide. Smart features will only be available with a subscription plan.

Q: Does a consumer have to connect their Maytag or Whirlpool top load washer or dryer to the internet?

A: No, a consumer does not have to connect their Maytag or Whirlpool top load laundry unit to the internet, but remote features via the app will only be available if the consumer connects to the internet and signs up for a connected subscription.

Q: How do you connect these new top load laundry products?

A: Simply follow the guided process in the app. It’s best to start with the appliance in the beaconing mode. Follow these steps:

Step 1: Press the Remote Enable button on the appliance; when you see “Use the app to setup WiFi” on the appliance screen, you’re ready to connect.

Step 2: In the app, click “Add Appliance”; the app will search for a nearby appliance.

Step 3: Select the appliance you are trying to connect. You’ll be asked to confirm pairing on the appliance and mobile device (similar to connecting a bluetooth device to your car).

Step 4: Read, review and agree to the terms for the connected subscription to move forward.

Step 5: After pairing, confirm your network ID and password to finish the connection process.

Q: How often are over-the-air updates going to be pushed out?

A: Over-the-air updates will be delivered periodically to improve performance or add new features. We don’t have a specific schedule at this time.

Q: Will the consumer need to remote enable their top load laundry product?

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A: Yes, the consumer will need to remote enable their washer or dryer each time they want to use remote control. Remote control becomes disabled when the lid/door is opened. Remote enable is not required for cycle notifications and progress, only for remotely controlling the appliance.

Q: What is a remote control feature?

A: Remote control is the ability to start/stop/pause a cycle from the Whirlpool or Maytag app. When remote control is not enabled, the customer will still be able to access other features, like tracking cycle progress and end of cycle notifications. All of these features are unlocked with a connected subscription.

Q: Are all the features the same as smart front load laundry?

A: Most of the features are the same between front load and top load. There is one notable difference: Smart front load laundry is smart grid compatible, whereas the new smart top load models are not.

Q: Where do I find the SAID for smart capable top load laundry models?

A: These models do not have an SAID label. There are a few ways to find the SAID. If the appliance is not yet connected:

- 1) Press the Remote Enable button
- 2) Open the app and click Add Appliance
- 3) The SAID can be found in the appliance tile in the app.

If the appliance is already connected:

- 1) Open the app and click the appliance, even if the appliance is showing offline
- 2) Select Service & Support and the SAID can be found at the top of the screen.

Q: How do I get a smart capable top load washer or dryer out of demo mode?

A: To disable demo mode on the VMAX 2.0 washers there are two options...

- 1) Access the Service Technician Menu
 - a) Step 1: Machine must be powered on
 - b) Step 2: Press 3 buttons in succession 3 times in a row.
 - i) Ex. "Temp" "Soil" "Spin" "Temp" "Soil" "Spin" "Temp" "Soil" "Spin"
 - c) Step 3: Using the navigation prompts in the machine navigate to "Sales Demo Mode"
 - d) Step 4: Enter into Sales Demo Mode and toggle between "On" and "Off"
- 2) Unplug the washing machine and plug back in.
 - a) Step 1: Unplug washing machine
 - b) Step 2: Plug washing machine back in
 - c) Machine will exit "Sales Demo Mode"

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Smart Capable Laundry Subscription

Q: Does a consumer have to opt in to a subscription option for Maytag or Whirlpool top load washers or dryers in order to access connected features?

A: Yes, it is the consumer's choice to activate an optional subscription service in order to access connected features. Customers will have access to a 6 month free trial to access and experience all connected features before needing to enroll in an auto-renewing subscription option.

Q: How will the consumer find out about the subscription option?

A: Consumers will see that a connected subscription is required to activate smart features in marketing materials. Plus, the same information will be clearly presented in the Whirlpool and Maytag app when the consumer is attempting to connect a model that requires a subscription.

Q: Why is the consumer being charged a subscription fee to use connected features with Whirlpool and Maytag top load appliances?

A: The smart home space is growing every day, and we have continued to see adoption of smart products grow. We see value in the connected features we offer our consumers, and we know our consumers do too! We're no longer reserving connectivity to the highest end product, but giving the customer the opportunity to opt in for features they are looking for at multiple price points.

Q: Why would a consumer want to pay a subscription fee?

A: The consumer has the option to choose to connect throughout almost the entire Whirlpool and Maytag top load line. By opting into subscription, consumers will have access to our compelling smart features, in both Maytag and Whirlpool brands. This includes features like remote control, notifications, troubleshooting and other ways to help keep their laundry moving and provide peace of mind.

Q: Why do we have a subscription when competitors don't? How do our smart appliances compare?

A: Some of our competitors use different approaches, such as only offering on high end models or requiring purchase of an optional adapter that allows connectivity. Our subscription option gives consumers the benefit to choose if and when to connect without requiring extra hardware, plus our products give the benefit to try the connected experience before committing with the 6 month free trial. The features we offer are highly competitive.

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Q: What are the subscription plan options?

A: Every appliance starts with a 6 month free trial to allow the customer to experience the features before they need to enroll in a subscription. After the 6 month free trial ends, the customer will be presented with options to enroll in a connected subscription. After enrollment, subscription automatically renews until consumer cancels.

Q: What are the details of the subscription free trial?

A: One free trial is permitted **per appliance** with a duration of 6 months. This means that it is not possible to have multiple free trials on the same appliance. The free trial will begin on the date the consumer initially connects their appliance to the internet and claims the device in their Whirlpool or Maytag app. No credit card is required for trial. The consumer is not obligated to continue with a subscription after the free trial.

Q: If a consumer sells their appliance, will the second owner have access to a subscription free trial?

A: Only one free trial is permitted per appliance so if the free trial has already taken place with the first owner, it will not be available to the second owner.

Q: Does a consumer need a subscription for each appliance or the pair?

A: All subscriptions are managed **per appliance**, so customers can decide if they want one or both products connected. Subscriptions can be managed independently so consumers can decide to disconnect one and not the other without any problems.

Q: How much will the subscription plan cost?

A: After the six month free trial, we currently intend to charge \$0.99 per month, per appliance for the subscription.

Q: How does a consumer sign-up for subscription?

A: The consumer will see the information they need to know about the subscription when they are prompted to enroll in the free trial. At the end of the free trial, they will be presented with an option to subscribe and confirm enrollment.

Q: How will a consumer pay for the subscription option?

A: A consumer will pay for the subscription service using Apple or Google's in-app purchase capability. Consumers will not need to provide credit card information directly to us, it will be handled via the Apple App Store or Google Play Store.

Q: When will subscription 'go-live'?

Subscription will launch with the top load lines for Whirlpool and Maytag laundry, and only for these new top load models. This allows the customer more flexibility and choice in the features

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they are looking for within the top load line-up, since historically connectivity has only been offered on the highest end models. Subscription is not required on the Smart Front Load Whirlpool or Maytag models at this time.

Q: Will this affect the consumers kitchen products?

The subscription offering is currently only for the new Whirlpool and Maytag top load line up.

General Smart Appliance Q&A

Q: Can I use my phone as a mobile hotspot for SMART appliance demos?

A: Yes, but due to varying bandwidth, networks, service, etc. you'll likely experience an inconsistent demo on the sales floor.

Q: What kind of router do I need for Whirlpool SMART appliances to be connected to the internet?

A: Router must have 2.4 GHz and that is the network the mobile device must be connected to when connecting the appliance. Most routers are dual-band with 5 ghz & 2.4 ghz. Do not turn off 2.4 GHz.

Q: Can I connect to a guest network with Whirlpool SMART Appliances?

A: No, you cannot connect to any guest-type network that requires a 2-step verification (e.g. "accept terms & conditions").

Q: Where is the number to call if we can't connect?

A: Call Whirlpool Customer Service at 1 (866) 333-4591, WiFi/Internet Connected products are prompt (1).

Q: Can I use my Android phone to connect an appliance?

A: Yes, you may use your Android phone. Android operating systems 6 and above are supported.

Q: What devices are compatible with Whirlpool smart appliances?

A: We are compatible with iOS (iPhone, iPad) and Android (although there may be some variations by model / software level).

Q: What email address should I use if my trade partner would like me to set-up their Whirlpool app for them?

A: During an in-store demonstration it is important to use a personal email address when creating a Whirlpool app account. If you are helping your trade customer set-up an account for their store(s), work with that trade customer's IT department to understand which email address will be best for their store(s). For example, this address would end with "@gmail.com, etc". We

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should NOT use an @Whirlpool email address to create the account.

Call Out: Please include “demo”, or “WHRdemo” in the email address in order to flag that this is NOT a consumer’s account.

Q: Can a consumer use their email and password log-in information for the Owners Center for the Whirlpool or Maytag apps?

A: No, the app and Owner’s Center accounts are not linked so the consumer will need to create an account in the app. The same account can be used across all the branded apps.

Q: Why does my appliance say offline?

A: Appliance is still claimed to your information in W-Cloud, but the appliance has fallen off the network or is not in sync with the cloud. First, pull down to refresh the app screen and product may turn to “Idle”. If refreshing the screen does not work, then check if the appliance has a network connection (indicated by WiFi symbol). If not, follow the prompts in the app to reconnect the product.

Q: Why does my appliance say “Idle”?

A: Appliance is online, but currently not being used.

Q: How do I know my Whirlpool or Maytag app version?

A: Within the app, you can see app version in the About section. You can check for updates in the App Store or Google Play store.

Q: How do I know my OS version?

A: Go to your device Settings to find your OS information, typically in General settings.

Q: What do I do if my app says that the appliance has been claimed already?

A: You’ll need to call the Customer Service number. The Customer Service team has a process in place that allows them to remove users from currently claimed appliances. May take up to 48 hours as they reach out to current user.

Q: How close does my appliance need to be from the router?

A: Due to variability in router manufacturers and home layout (walls, etc) there is no golden rule. Extenders may help if signal strength is low to appliance.

Q: What type of router is needed for smart capable top load laundry?

A: A router with 2.4 GHz frequency band is required to connect the smart capable top load laundry units.

Q: Why did I receive a connection error message?

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A: Your appliance may be unable to connect to network. Because of network bandwidth, the appliance may fail to publish online status to Cloud or the app. You can attempt to connect again.

Q: What kind of data security do we have?

A: Security and privacy are a top priority for us. We have benchmarked and tested our systems and approach with the help of third party experts and are confident they meet or exceed accepted industry standards. We use organizational, administrative and technical measures to protect consumer personal data.

Q: What happens if the appliance or the router loses power?

A: If the appliance or router loses power, they are designed to automatically re-connect once they've regained power. If this does not happen, you can simply reconnect them.

Q: What other SMART home devices do our products connect with?

A: We are continuing to bring to life new product integrations within the smart home. Please stay up-to-date through information that is provided by the sales training team. Today, we have announced product integrations with Google Home, Amazon Alexa, and Apple Watch. We are constantly bringing new integrations, so stay tuned!

Q: What 'How To' videos are available for Smart Capable top load laundry?

A: [How To Create A Whirlpool® App Account](#)
[How To Create A Maytag® App Account](#)
[How To Connect To The Maytag® App](#)