

iQ700

iQ700 ovens studioLine
Marketing Launch Pack 2023

Siemens Home Appliances

SIEMENS



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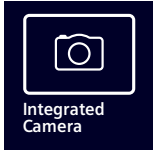




Cooking has always been about connecting

That is why the Siemens kitchen is all about connecting. Connecting an oven so you do not have to stand near it keeping a constant eye on what is happening inside. The new iQ700 oven is packed with smart features so that you can connect to the important things in life.

2.1 iQ700 key features



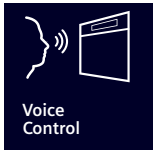
Integrated camera

The integrated camera on selected models of the new iQ700 oven range and the Home Connect app allow you to check on the cooking progress from anywhere.



Individual browning

The Individual Browning programme offers five different browning levels. Once selected the integrated camera keeps watch until the chosen level has been achieved. Once the food has reached the desired browning level, the oven switches off automatically and sends a notification via the app to advise that the food is ready.



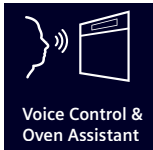
Voice control

With Voice Control, the oven can be operated simply through the use of your voice.



cookControl Pro

cookControl Pro guarantees baking success everytime. Once a dish is selected, the oven automatically takes over by adjusting the heat type, temperature and and time as needed.



Oven Assistant

With Oven Assistant with Voice Control, the oven can be operated simply through the use of your voice. While the integrated Voice Assistant gives recommendations on selecting the right programme and even sends instructions straight to the oven: for time savings shortcuts.



roastingSensor Plus

The integrated thermometer uses three different measuring points to maintain the precise temperature for optimal results.

2.1 iQ700 key features



varioClip Rails Plus

The easy to mount system allows the fitting of the fully extendable rail at any level for a flexible cooking experience while the full-extension rail system make it easier to load and unload the food safely.



dualLED

The inside of the oven is perfectly illuminated thanks to two modern and energy-efficient LED lights.



activeClean

Using a process called pyrolysis, the oven heats up to extremely high heat and turns dirt and stains into ashes that can easily be wiped away.



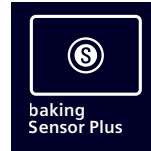
fullSteam Plus

The fullSteam Plus function of the new iQ700 oven is a healthier and faster way of cooking. The combination of steam and heat at 120° C finishes dishes about 20% faster while preserving nutrients, vitamins, and flavour.



TFT Touch display

Premium quality glass and steel provide an impressive contrast of colour and texture, allowing for smooth-touch navigation for simple and intuitive operation.



bakingSensor Plus

Smart sensors measure the moisture level inside the oven to determine when the dish is fully cooked and ready to ensure the best results.



recipeWorld

The recipeWorld feature via the Home Connect app allows access to a wide selection of dishes which can be automatically sent to a Siemens WiFi-enabled oven for ultimate convenience.



humidClean Plus

For fast cleaning, dirt is softened beforehand by vaporizing soapy water. It can then be removed more easily.

2.2 Marketing assets – product images

Please use these assets to help you effectively market the iQ700 ovens.

[Download](#) 



2.2 Marketing assets–product images

Please use these assets to help you effectively market the iQ700 ovens.

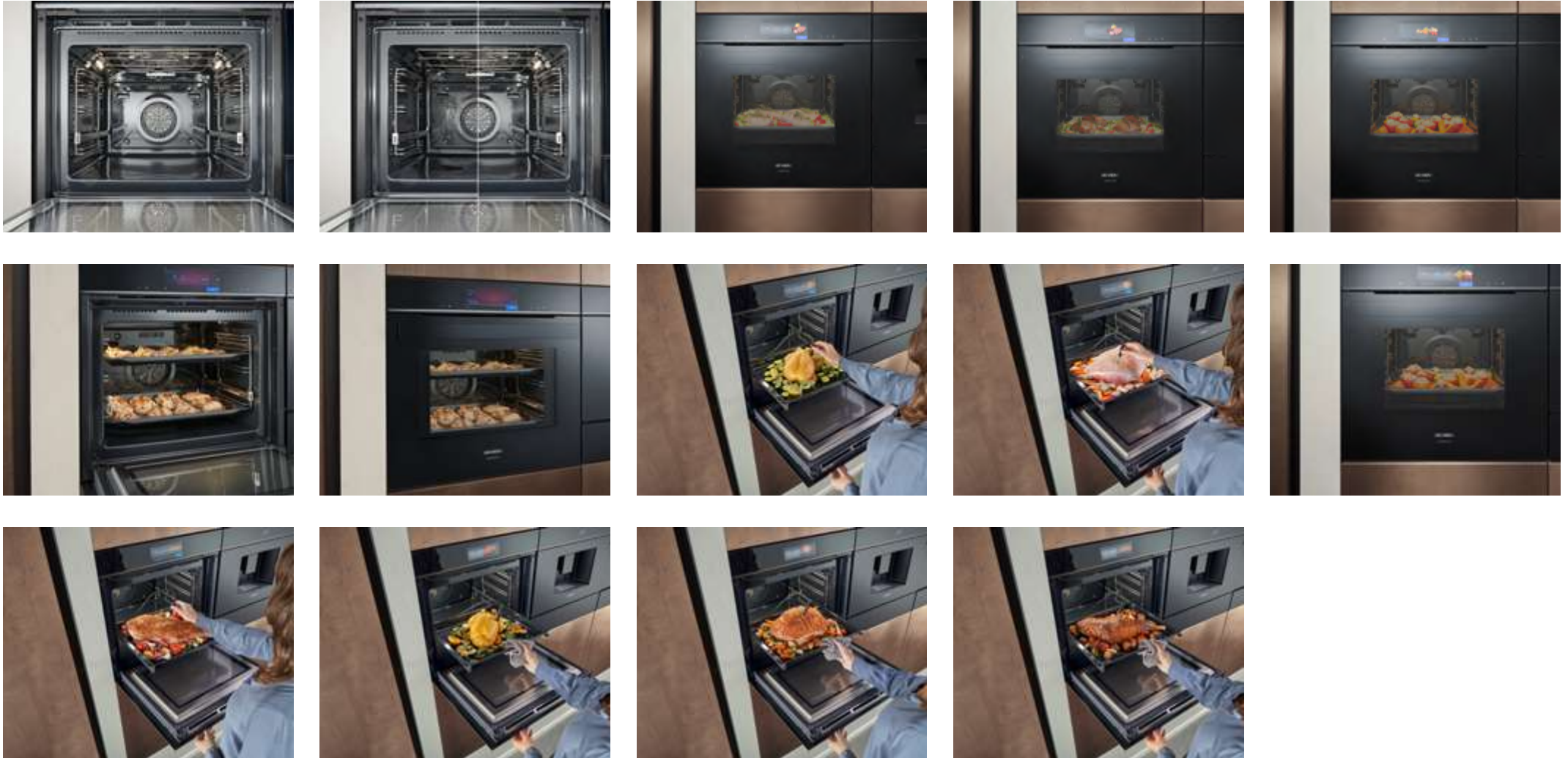
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2.2 Marketing assets – product images

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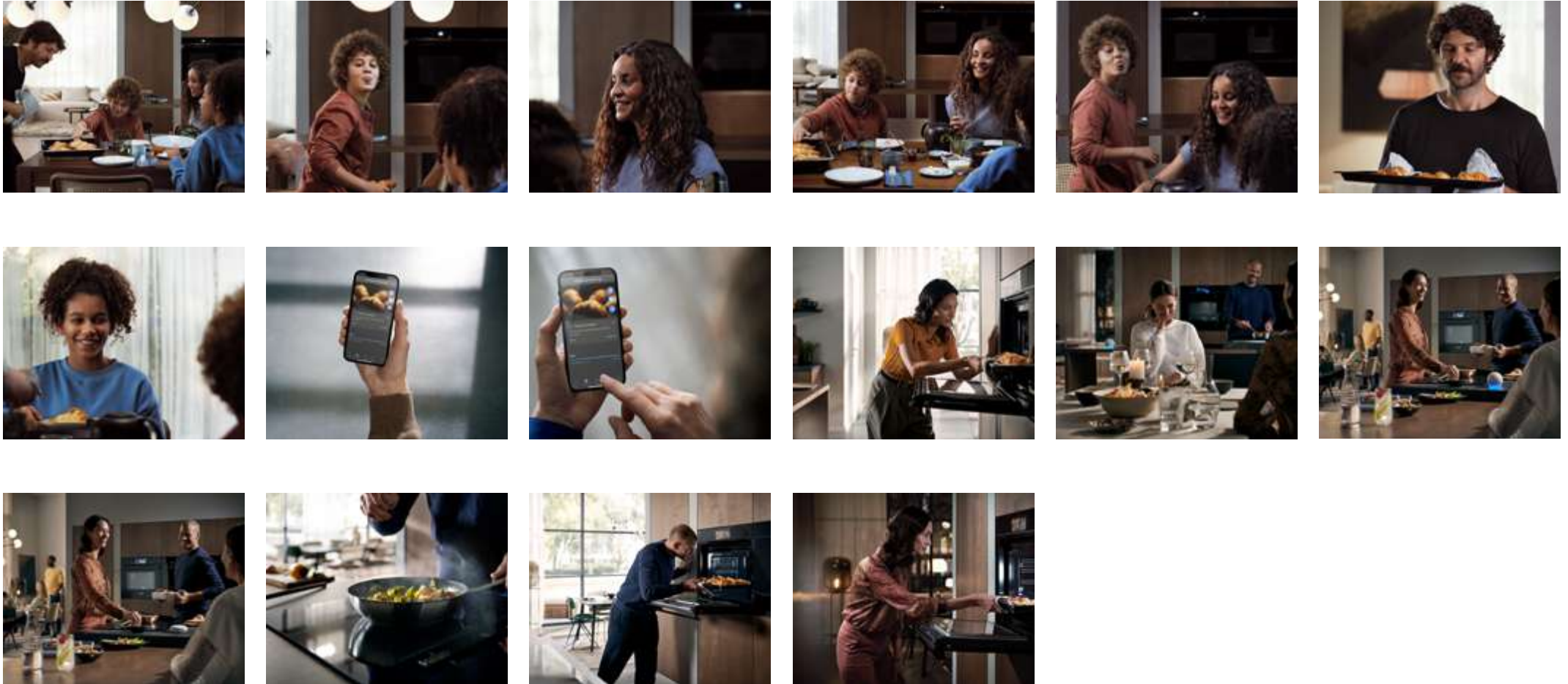
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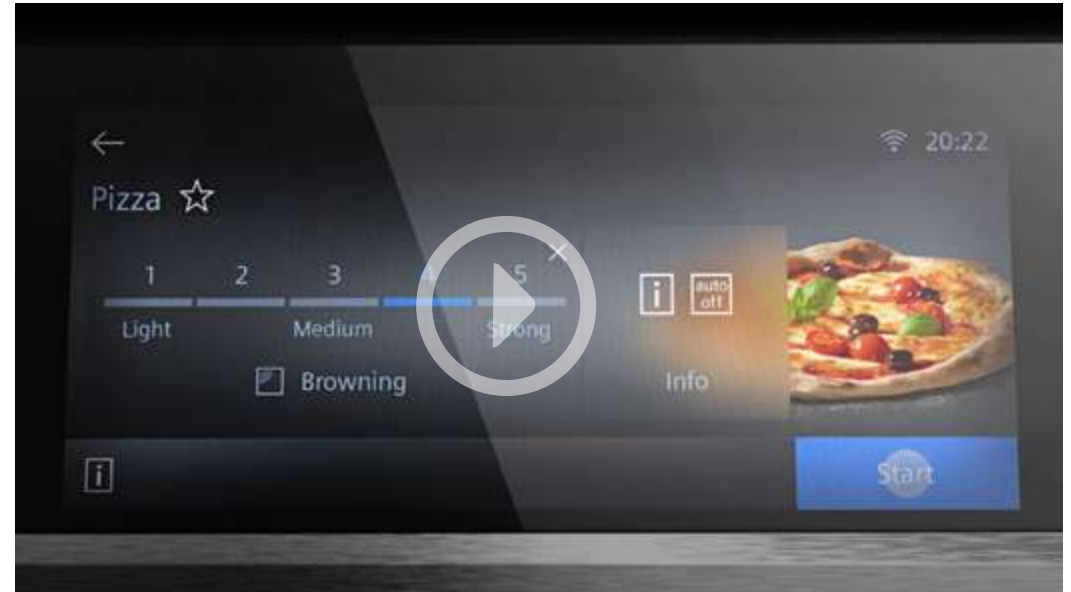
2.3 Marketing assets—studioLine product videos

Please use these assets to help you effectively market the iQ700 ovens.



EOX6021STUDIOLINEIQ700-IDIVIDUALBROWNING18_CUTDOWN.MP4

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EOX6021STUDIOLINEIQ700-MASTER.MP4

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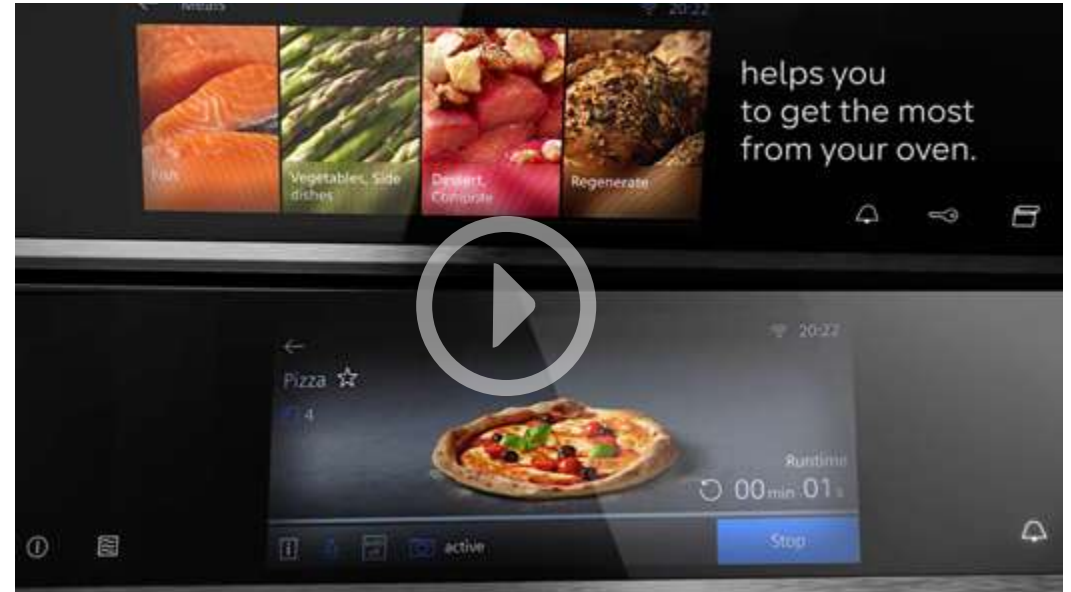
2.3 Marketing assets—studioLine product videos

Please use these assets to help you effectively market the iQ700 ovens.



EOX6021STUDIOLINEIQ700-OVENASSISTANT18CUTDOWN.MP4

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EOX6021STUDIOLINEIQ700-UI18CUTDOWN.MP4

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2.4 Marketing assets – brochure

Please use these assets to help you effectively market the new iQ700 ovens.



220502_BSH_Broschure_RZ_REU_EOX_iQ700_Series.pdf

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2.5 Marketing assets – print ads

Please use these assets to help you effectively market the iQ700 ovens.

Download 

Intelligently connected

Beautifully combined

new iQ700 oven

The new Siemens iQ700 oven series: Beauty built into your everyday life. Choose from a wide range of innovative built-in solutions, like the new Siemens iQ700 oven with integrated camera, Individual Browning function and many more intelligent features. Combine it with the outstanding built-in espresso machine or compact oven. Enjoy the exceptional design, and use the Home Connect App to access advanced technology from wherever you are. Connect to the future of cooking.

powered by
Home Connect

Siemens Home Appliances

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28.08.22 10:16

Get your favourite level of crunch

new Individual Browning

Discover the smart features of the new iQ700 oven. And brown your food just the way you like it – with the Individual Browning function. The integrated camera always keeps an eye on your dish. AI makes sure the oven turns off when your perfect browning level is reached and sends you a notification – so you can always enjoy your favourite level of crunch.

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28.08.22 10:16

Simply beautiful

beautifully simple

new iQ700 oven

Intuitive by design: The new iQ700 series with the high-resolution TFT-Touchdisplay Pro offers unique user-friendly navigation. With high-contrast colour images of pre-installed dishes, browning levels and instructions, cooking becomes even more intuitive and enjoyable. Everything you like is just a swipe and touch away.

*Specifications and equipment vary by model.

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28.08.22 10:15

2.6 Marketing assets–digital banners

Please use these assets to help you effectively market the iQ700 ovens.



300x600



160x600



250x250



728x90

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2.6 Marketing assets–digital banners

Please use these assets to help you effectively market the iQ700 ovens.



300x600



160x600



250x250

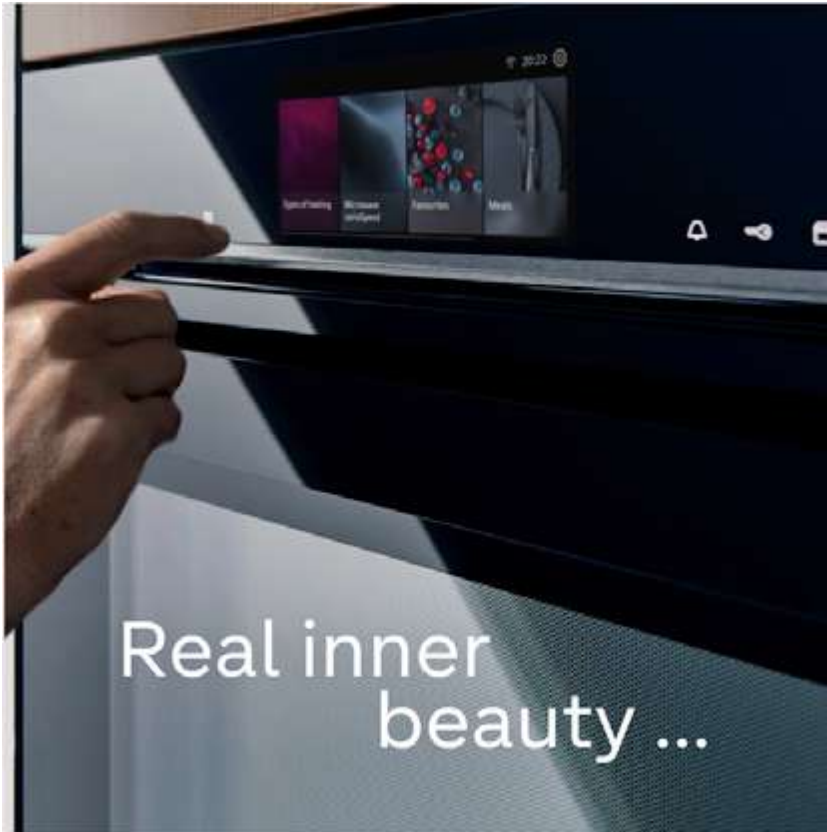


728x90

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2.7 Marketing assets–Social Posts

Design



1:1



9:16

Message

Intelligently connected. Beautifully combined. The new iQ700 studioLine oven range is designed to look as smart as it is.

Hashtags

#siemenshomeappliances

#siemenshomeuk

#siemensintelligentkitchen

#intelligentkitchen

#studioLine

#iq700

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2.7 Marketing assets – Social Posts

fullSteam Plus - carousel



1:1



4:5



Message

The new iQ700 with fullSteam Plus provides a healthier and faster way of cooking. The combination of steam and heat at 120°C finishes dishes up to 50% faster while preserving nutrients, vitamins, and flavour.

Hashtags

#siemenshomeappliances

#siemenshomeuk

#siemensintelligentkitchen

#intelligentkitchen

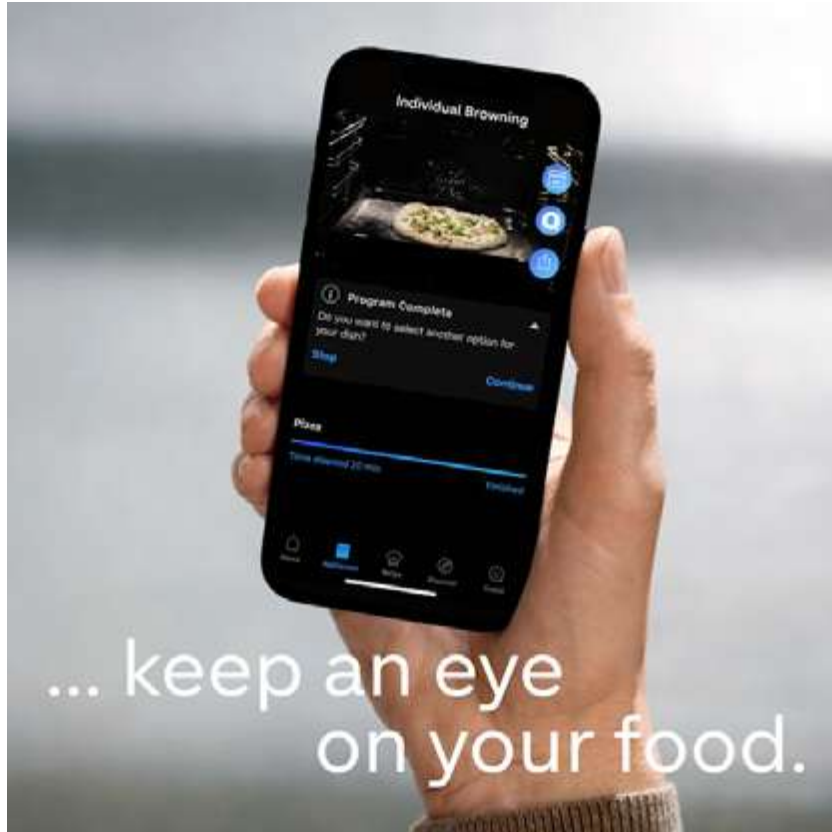
#studioLine

#iq700

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2.7 Marketing assets–Social Posts

Browning Camera



1:1

Message

The iQ700 oven with integrated camera links to the Individual Browning programme watching your food then switching off automatically when the desired browning level has been reached.

Hashtags

#siemenshomeappliances

#siemenshomeuk

#siemensintelligentkitchen

#intelligentkitchen

#studioLine

#iq700

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2.7 Marketing assets–Social Posts

Voice Assistant



1:1



9:16

Message

The iQ700 oven with Voice Control allows you to control the oven with your voice. The integrated Oven Assistant will also recommend oven programmes and can send instructions straight to your oven.

Hashtags

#siemenshomeappliances

#siemenshomeuk

#siemensintelligentkitchen

#intelligentkitchen

#studioLine

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