

FOR IMMEDIATE RELEASE

## Smart Homes Are Dumb

**Las Vegas, Nevada, January 4, 2016** – Today at CES 2016, Marathon Laundry Machines, founded by ex-Apple and Adobe technologist Glenn Reid, unveiled the Marathon Laundry Machine™. Marathon washes and dries your clothes and uses concurrent data streams to minimize its energy impact and costs, optimize component life, and learn over time to become more efficient and helpful to the user.

“The so-called Smart Home started in 1975 with X10, and it’s still a bunch of glorified light switches that just turn things on and off. Actual light switches are pretty to use, so I don’t see the value,” said Glenn Reid, founder and chief executive officer of Marathon Laundry Machines. “The devices themselves should be smart, not just the on/off switches.”

Marathon is introducing its machine with sophisticated electronics, WiFi, a large touchscreen interface, and an A9 dual core processor with 1GB of RAM, to scale for many years with the growing demands of homes and the smart grid.

“I decided, if I was going to do this, I want to make a machine that is better in every way. Laundry sucks, and it more or less hasn’t changed in 70 years. It’s time for a laundry machine that is significantly better than the status quo, more environmentally responsible and useful to the people of the 21<sup>st</sup> century.”

Marathon is a learning appliance that uses algorithms/AI and sensors to learn about its users’ habits, preferences and environment. It uses data to deliver cycle and scheduling recommendations, timing and energy efficiencies and the ability to use your history for future improvement.

[more](#)

## **Pricing and Availability**

The Marathon Washing Machine will be available in mid-2016. The washer and dryer appliance will be offered at a suggested retail price of \$1,199, comparable to traditional mid-range front load washing machines. Pre-orders are now being accepted on the Marathon website: [marathonlaundry.com](http://marathonlaundry.com)

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