



# Samsung smart products at Decorex make homes energy efficient

The latest Samsung range of smart products has been specifically designed to make one's home more stylish, energy efficient and sustainable. These will be on display at Decorex, taking place from 7-11 August 2013 at the Gallagher Convention Centre in Midrand.

"These solutions combine technology innovation with striking design and practical features. As the first consumer electronics brand in South Africa to take Eskom's 49M pledge its commitment to eco-friendly practices across the portfolio is evident. Not only are its products energy efficient, but also they incorporate the functionality to connect wirelessly to one another," says Michelle Potgieter, director of corporate marketing and communications at Samsung Electronics SA.

## Simplifying technology

The company is the sponsor of the Inspire Theatre, a showcase for the latest in mixology and barista art, with foodie and inspiration ideas. Its latest range of side-by-side fridges with Space Max technology, which is built with thinner walls to provide more capacity on the inside while maintaining the same external size, will be on display. These fridges also incorporate a digital inverter compressor that increases energy efficiency, as it regulates temperature more effectively than traditional units but also carries a 10 year warranty.

As part of its Live the Smart Life campaign, it will demonstrate the interoperability of its latest technology solutions and how it is taking the world in imaginative new directions. From using a smartphone to control one's TV or air-conditioner, to effortlessly transferring information from one's ATIV notebook to mobile phone and vice versa using SideSync technology.

## Eco-friendly

"On the cooking side, the microwaves feature a scratch-free enamel interior, which is easier to clean and are designed to cook food faster. Additionally, the top-of-the-range dual cook oven allows one to prepare two meals at the same time - at different temperatures - by sliding in a ceramic enamel divider into the oven. The temperature gauge will automatically regulate the heating per dish as desired.

"We encourage consumers to visit Decorex Joburg where they can interact first-hand with the lifestyle and technology innovations, as well as obtain a deeper understanding of how the company is committed to offering a smarter life without limitations through eco-friendly solutions," concludes Potgieter.

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