

Samsung launches triangular air-conditioners

Samsung Electronics has launched a new first-to-market range of air-conditioners with a unique triangular design that ensures the unit is able to perform faster, while providing an energy-efficient solution.



Michael McKechnie, business leader for digital air solutions of Samsung Electronics South Africa, said that the triangular design is another first from Samsung, combining aesthetics, functionality and user experience into an improved product offering.

"Designed to be exceptionally efficient, the unique triangular air-conditioner has a wider inlet, wider outlet and a bigger fan to ensure that air is cooled or heated and expelled faster (26%), further (14m) and wider (2X wider) - meaning that every corner of a room is reached," he said.

The triangular design delivers improved performance by circulating cool or warm air faster, further and wider while Samsung's Digital Inverter Technology provides significantly greater energy efficiency. In addition, the Virus Doctor and Easy Filter together eliminate dust, contaminants, allergens, bacteria and viruses.

"R&D and design play a key role in how we at Samsung develop our products as we constantly strive to improve our customers' day-to-day experiences with technology. This is the rationale behind this new range of air-conditioners," added McKechnie.

Energy efficient and cost-effective

Samsung's research reflects that consumers require air-conditioning solutions that not only cater for all seasons, but are also energy efficient and cost-effective in the long run. Furthermore, the company is seeing an increase in concern around hygiene and health, such as the impact of air-conditioners on sinusitis and other allergies. As a result, consumers want a low-maintenance, smart appliance that provides ultimate health benefits and that contributes to comfort and has a long lifespan.

"We have upgraded our entire home air-conditioning range based on this new design in order to provide our customers

with the most innovative and efficient air-conditioning solutions. Samsung understands that in regions such as South Africa, air-conditioning is not a luxury but a necessity and, therefore, we continue to innovate to best meet the needs of our customers," concluded McKechnie.

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