



AR9500M Series

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1. Communication Strategy
2. Key POD
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1. Communication Strategy

Key
Message

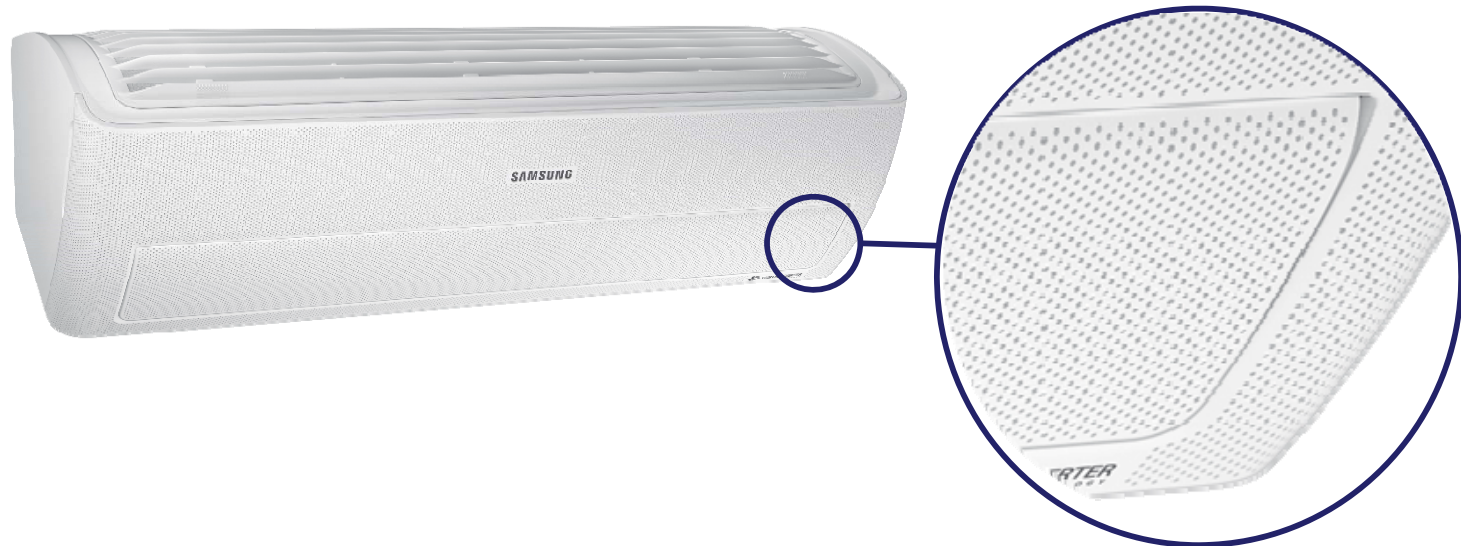
Wind-free cooling, Stay comfortably cool

Benefit

keep Comfort without feeling cold

RTB

**21,000 of micro holes
for Wind Free Cooling**



2-1. Key POD – Wind Free Cooling

Wind Free cooling | Ultimate comfort with Wind Free Cooling

Feel Cool, Keep comfort



*Feel cool without chill wind
Keep comfort when using
AC for a long time.*

Wind Free Cooling with Micro hole

Wind Free Cooling is Samsung's Advanced technology.

The Wind Free Air conditioner pushes air out through 21,000 micro holes in the front panel, producing a dispersed and gentle flow of air actually defined as "still air" and the key here is all of those holes create a still, cooled air flow that infiltrates the room gently and softly.

Wind Free Air conditioner is also notable for maintaining gentle air flow through the unit to regulate temperatures without adjusting temperature or turning it off.



※ Still Air condition : According to ASHRAE, If velocity of wind is lower than 0.15m/s, People can not detect wind. And they define that condition is "Still Air"

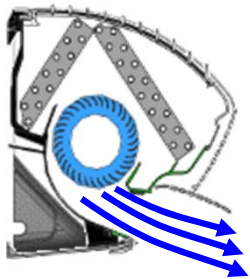
2-1. Key POD – Wind Free Cooling

Wind Free cooling | Ultimate comfort with Wind Free Cooling

Feel Cool, Keep comfort

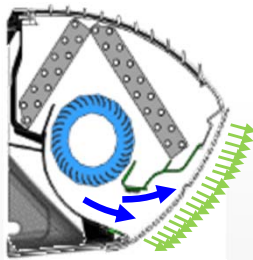
Fast cooling with Triangle Architecture

- More Air In, More Air Flow, More Air Out



Wind Free Cool with 21,000 Micro holes

- Can not feel wind, but feel comfort



Wind Free Cooling with Micro hole

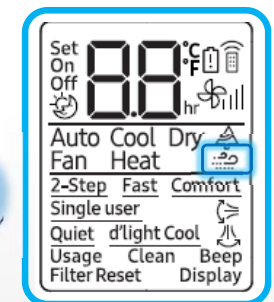
In a hot day, When you come back home

→ “Fast cool” can make your room cool as soon as possible



As time goes by, Room Temperature is going down

→ “Wind Free” keeps you to comfort for a long time

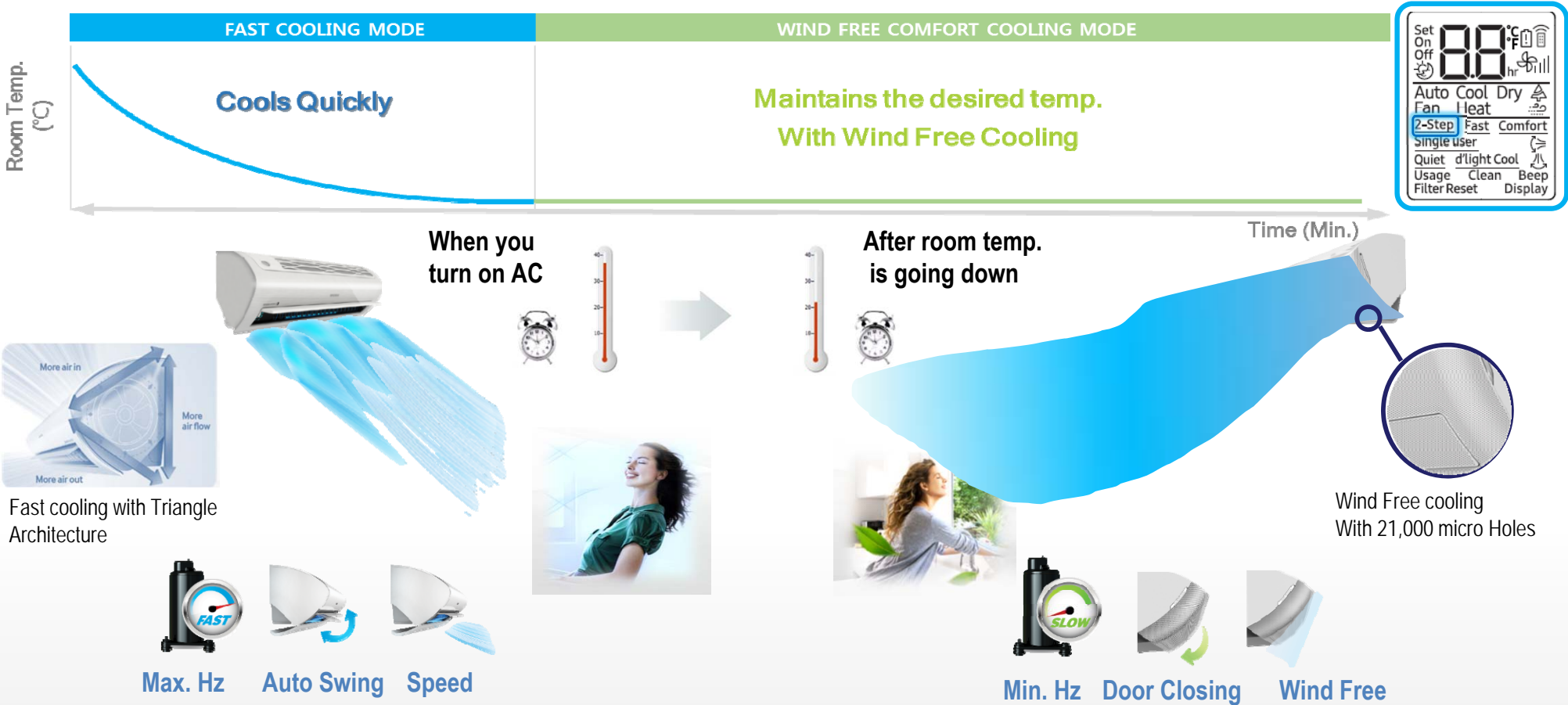


2-1. Key POD – Wind Free Cooling

2-Step Cooling | Keeps You Comfortable Without Feeling Hot or Cold

Advanced 2-Step Cooling

Never feel too hot nor too cold. Stay comfort with Wind Free Cooling

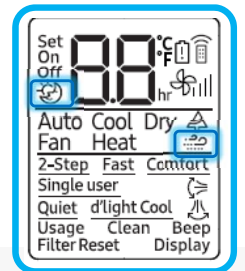


2-1. Key POD – Wind Free Cooling

Good Sleep with Wind Free Cooling | Maintains the Best Temperature for Deep Sleep

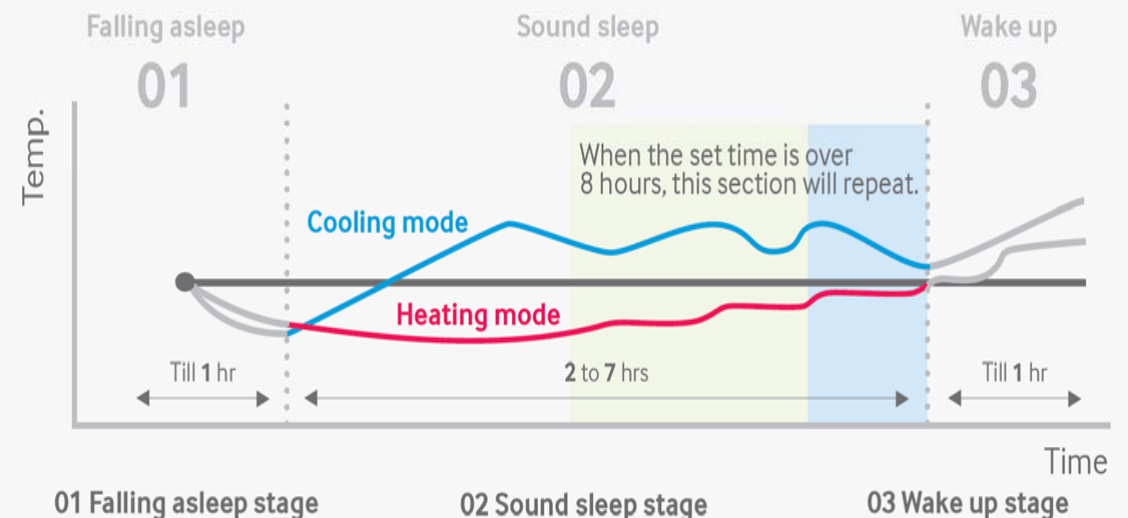
Good Sleep with Wind Free cooling

The quality of sleep you get directly impacts your physical and mental health. Concerned with your health, Samsung performed extensive experiments to determine the ideal temperatures needed to quickly fall asleep. In 2017, Samsung's Wind Free air conditioner removes displeasure of contacting chill wind directly when customer use good sleep with Wind Free cooling mode. So efficiency of sleep is increasing than traditional air conditioner.



Best temperature for deep sleep

Unlike other product's sleep mode, Samsung good sleep considers the rhythms of human sleep and controls the cooling to maintain ideal temperatures to each stages.



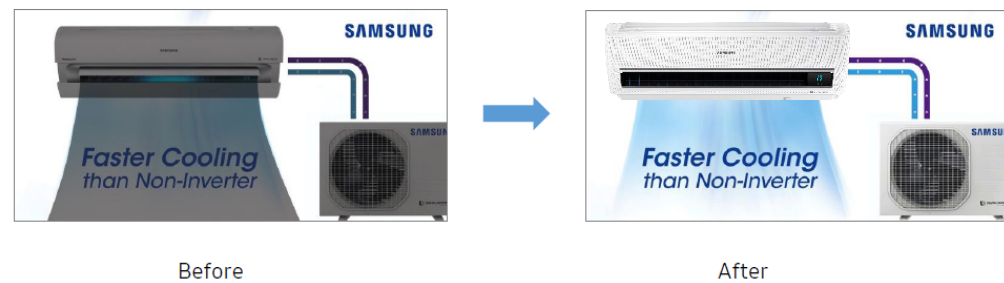
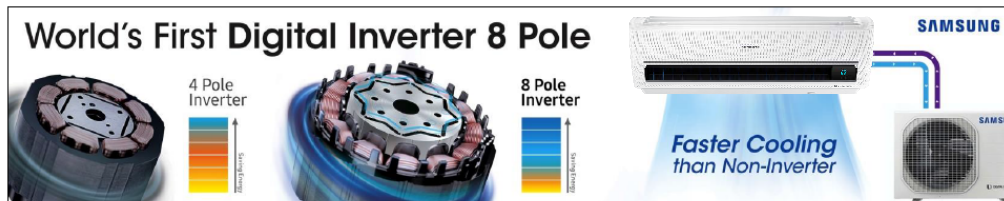
※ Good Sleep with Wind Free is only used in cooling mode.

2-2. Key POD – Digital Inverter 8-pole

Fast Cooling | Digital Inverter 8-Pole

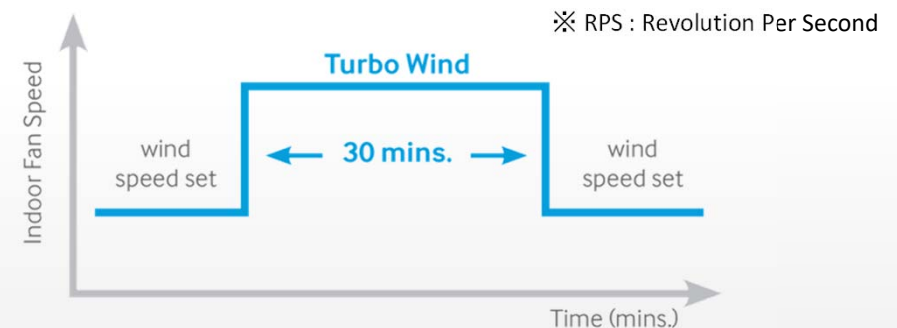
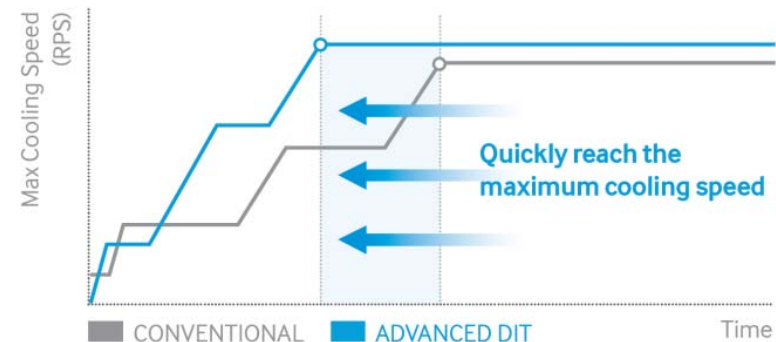
World 1st 8 Pole Compressor

Advanced Digital Inverter Technology is at the core of the much faster and more powerful cooling of the Samsung Air Conditioner. It helps **Speed Boost Technology** to reach the maximum power (RPS) level twice as fast as the conventional model.



Power Boost

Power boost Technology is Samsung's Advanced Digital Inverter Technology that dramatically shortens the time that a compressor hits the maximum RPS when starting operation.
* So you can enjoy coolness even faster!



2-1. Key POD - Digital Inverter 8-pole

Fast Cooling | Cools Down Even Faster

Fast Cooling with Triangle Architecture

Cools down the space 43% faster compared to conventional AC

More Air In, More Air Flow, More Air Out!

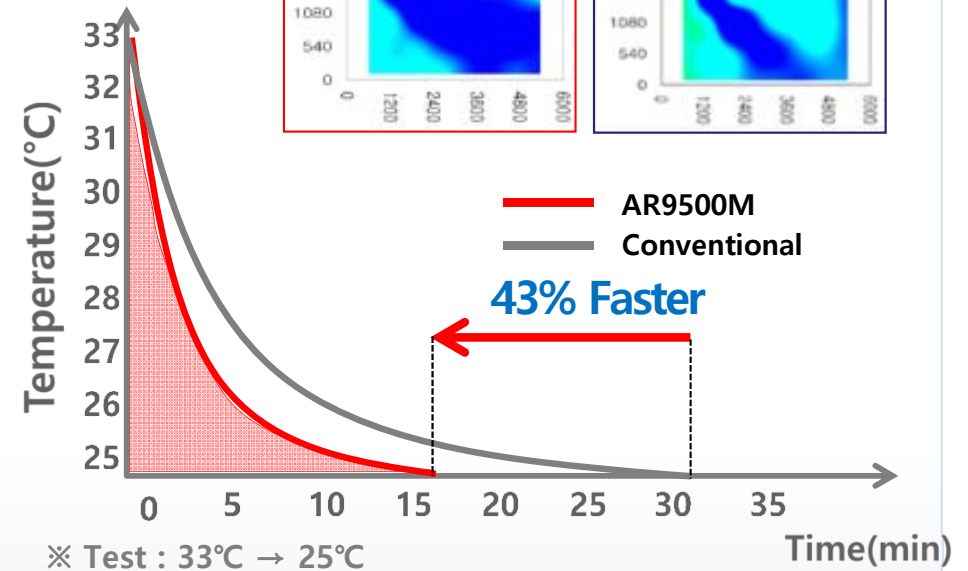
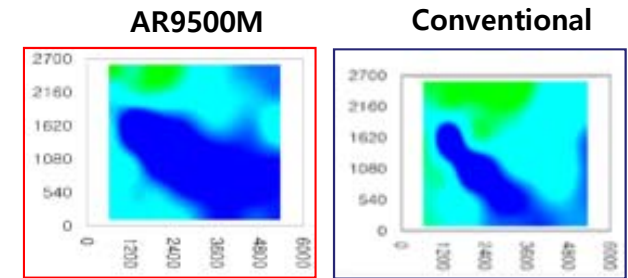


Increasing air intake
up to 39%

Increasing air flow
up to 22%

Increasing air outlet
up to 54%

Thanks to Triangle architecture,
Samsung AC can be cooled the room as quickly as possible!



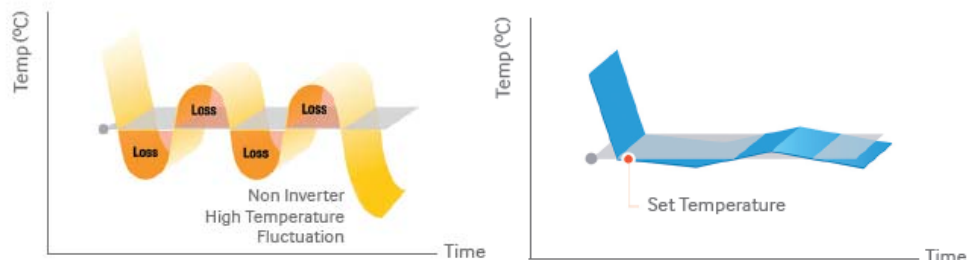
*disclaimer : Based on ARN-CM63B, comparing with AR07M5170HA3
(31m6s) (17m43s)

2-2. Key POD – Energy Saving

Energy Saving | Digital Inverter 8-Pole

Digital Inverter 8-Pole Technology

Samsung Digital Inverter 8-Pole Technology saves energy while the air conditioner is on by maintaining the ideal temperature without constant turning off and on of the compressor.



Non Inverter

Samsung DIT-8 Pole

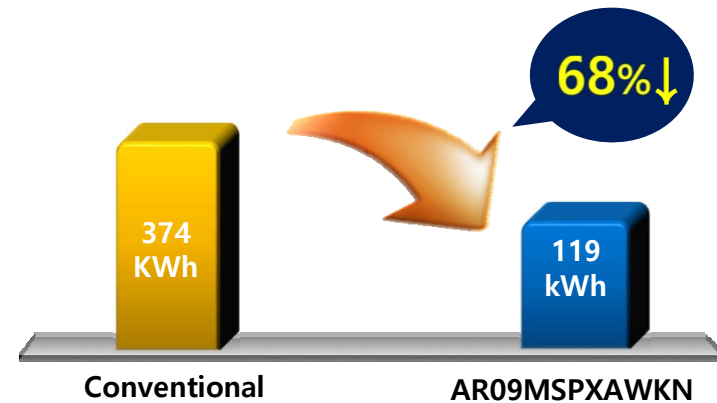


Conventional
4-Pole Inverter

Samsung
8-Pole Inverter

68% Energy Saving

A Digital Inverter 8-Pole consumes only 68% of the energy used by conventional models*. It maintains the desired temperature without frequently turning off and on, so it's much quieter, more durable and efficient.



※ Compare electricity consumption between Fast cooling mode and Wind Free Cooling mode



*disclaimer 1: Based on AQ09TSLXEA, comparing with AR09MSPXASIN
 *disclaimer 2: compare electricity consumption rate between Fast cooling mode and Wind Free cooling mode in AR07M5170HA

2-2. Key POD – Energy Saving

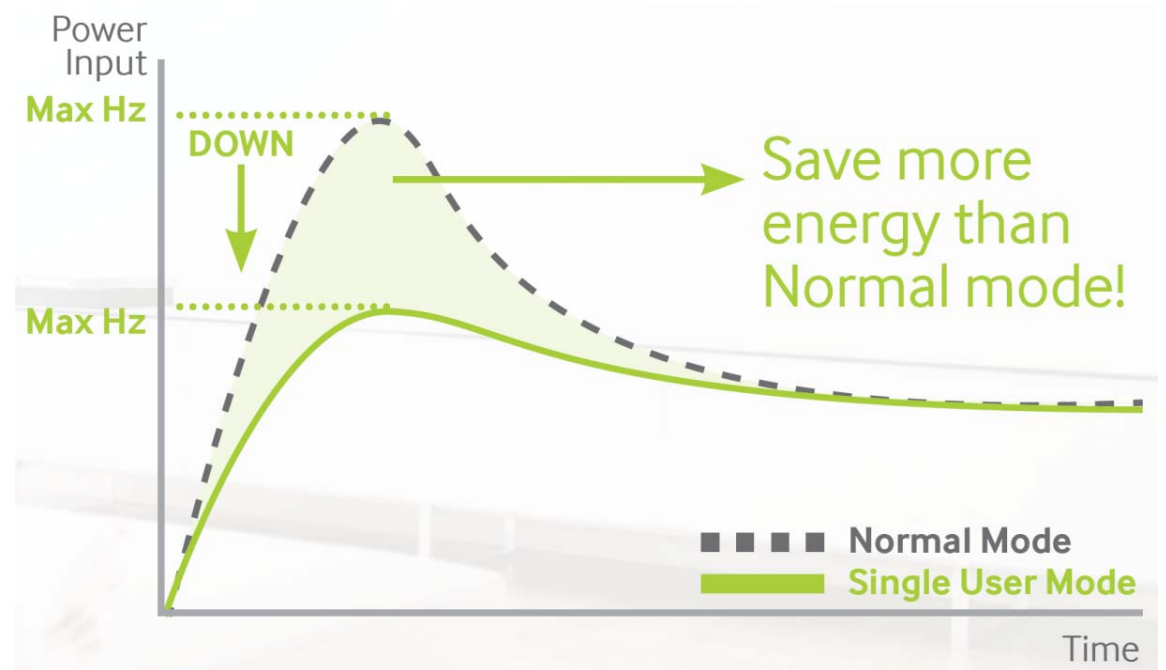
Single User Mode | Saves Even More When Staying Alone

Single User mode

Single User mode uses less compressor capacity, Reducing power consumption



You can freely use the air conditioner even when you are alone without worrying about the electricity bill



2-3. Key POD – Air Purifying

Ultra Wide PM2.5 Filter | eliminate fine dust, Viruses, Bacteria and Allergens

Ultra Wide PM 2.5 Filter

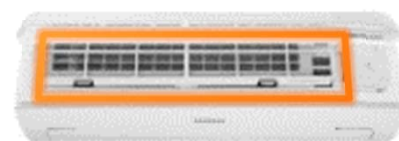
Can enjoy much cleaner air using upgraded purifying performance with Ultra Wide PM2.5 filter

- Cover 100% air intake



- PM2.5 dust
- Virus
- Bacteria
- Allergen

- Outstanding purifying capability



PM 2.5 Filter

CADR
Over 100 m³/h

Samsung



LG

8 m³/h



Toshiba

17 m³/h

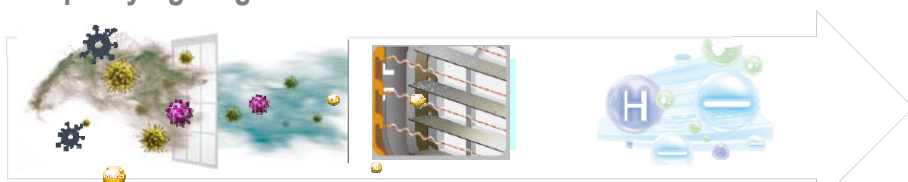


Mitsubishi

25 m³/h



- Air purifying stage of PM2.5 model



3 Care Coating Filter

PM2.5 Filter

Virus doctor

※ 3care coating filter is included in PM2.5 Filter device



Shanghai
Municipal Bureau of
Quality and Technical
Supervision



Korea Environment
and Merchandise
Testing Institute

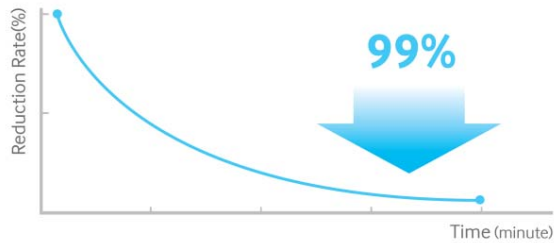
2-3. Key POD - Air Purifying

Virus Doctor | Reduces 99% of Viruses, Bacteria, and Allergens

Virus Doctor

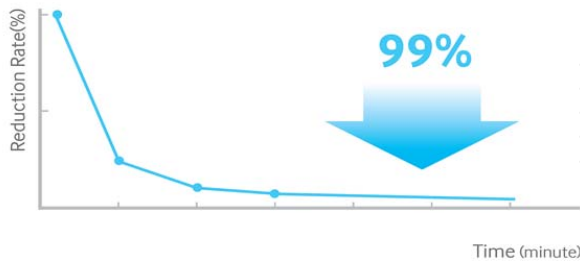
Virus Doctor reduces up to 99% of harmful viruses, bacteria, mold and airborne allergens.

Influenza subtype A H1N1 Inactivation Test



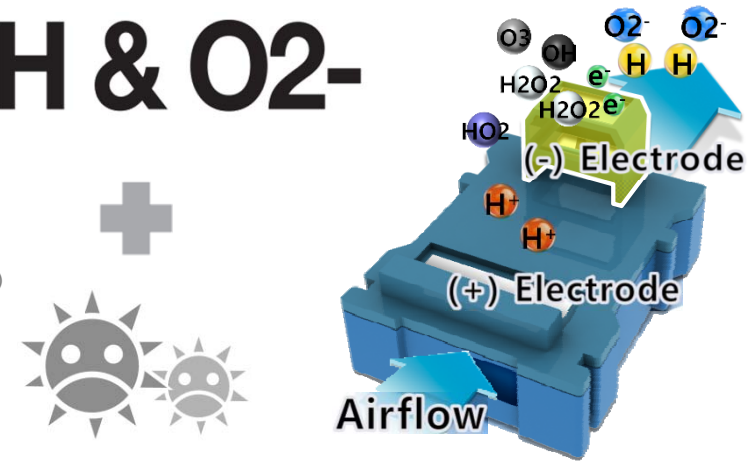
- Research carried out by : Professor Seo Seng-hui of Chungnam National University (Developed the world's first H1N1 vaccine for the human body)
- Test Sample : Device only
- Size of chamber : 500cc
- Subtype A H1N1, A/California/04/09

MRSA (Antibiotic-resistant bacterium)



- Testing Institute : Kitsato Environmental Science Center
- Measurement time : 2 hours
- Test sample : Device only
- Size of chamber : 1m²
- MRSA(Staphylococcus aureus ATCC 33591)

H & O₂-



2-3. Key POD - Air Purifying

Easy Filter Plus | Filters Dust, Airborne Contaminants, and Allergens

Easy filter Plus

Easy Filter Plus covers 100% of the air inlet hole and is coated with a unique anti-bacterial, anti-allergens, and anti-virus material (3 Care coating).



✘ Test Results and Certifications



Anti-Virus



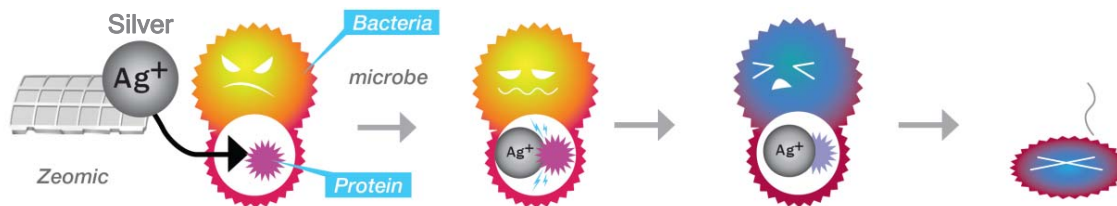
Anti-Allergy



Anti-Bacteria



Antimicrobial Function



(1) Silver moves into bacteria when bacteria contacts Zeomic

(2) Silver ion reacts with the protein in bacteria

(3) The reaction hinders cell division, then bacteria can not spread

✘ Tested in Korea test lab(FITI/KEMTI) and Japan test lab(ITEA)

2-3. Key POD - Air Purifying

Easy Filter Plus | Feel pleasant constantly

Easy filter Plus

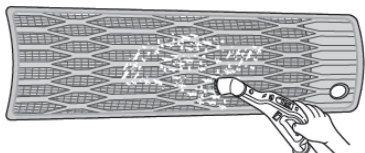
- Easier attach/detachment with dual latch



<Latch position and anti-slip surface >

- Easy-Cleaning

Clean it easily with Vacuum cleaner or soft brush.
Can wash with water and detergent also.
So, keep it in a clean condition.



Clean with Vacuum cleaner



wash with water

- Easier, More Beautiful filter

Competitors



5 Steps to clean filter

open → take filter off →
Cleaning → take filter back →
close

Samsung



3 Steps to clean filter

take filter off → cleaning →
take filter back

- More beautiful design



3. Additional POD

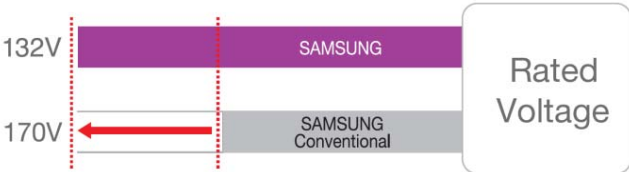
Triple Protector Plus | Durable Even Under the Most Challenging Environment

Triple Protector Plus

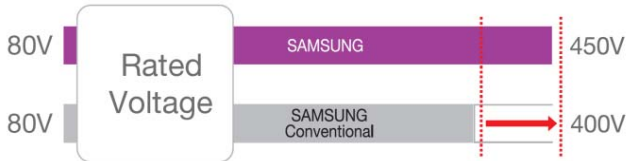
Stable Operation,
Long-lasting Performance



Compressor Protection
Prevent damage from low voltage



Controller Protection
Constant voltage control



Fin & Cabinet Protection
Anti-corrosion coating

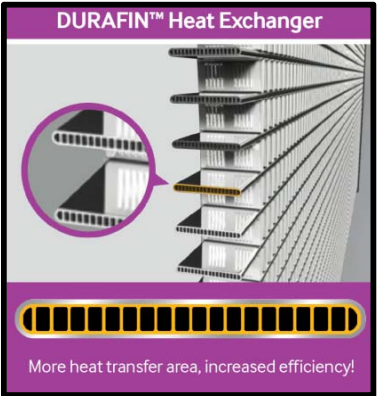
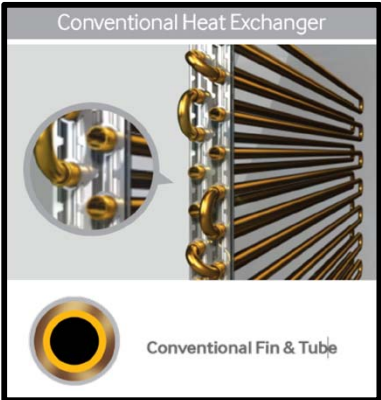


3. Additional POD




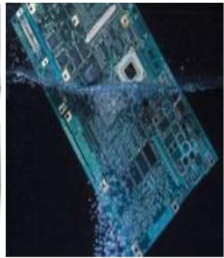
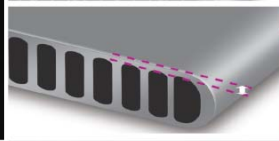
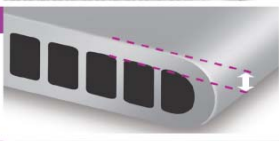
DuraFin™ | Longer Lasting Performance

DuraFin™

DURAFIN™ passes for Sea Water Acetic Acid Test(SWAAT) over 90days Samsung DURAFIN™ protects itself from rusting. And its unique shape provides more space for heat transfer, resulting in Better Efficiency



In 2016, DURAFIN™ has been even MORE improved

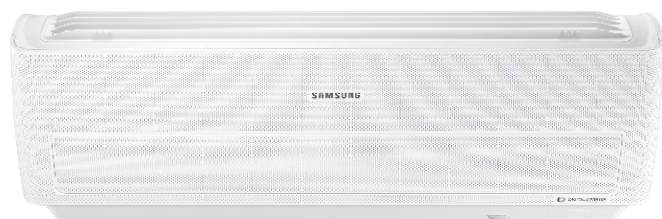
 Spraying	 A1000 Series	1. Material Higher Density	 A3000 Series	 Dipping
	 Resin Coating	2. Thickness 36% Thicker		
	3. Coating Conversion Coating	Cr + Zr Chromium Zirconium		

3. Additional POD

Auto Clean | Stays Clean and Dry

Auto Clean

Stays clean and dry Prevents the growth of bacteria and mildew



When the air conditioner is off, Auto Clean function automatically runs a fan to remove dust and moisture in the heat exchanger.

<How to work>

- If the previous mode was “Cooling” or “Dehumidification” It will work for 30 minutes.



3. Additional POD

Smart Install | Get the confidence that it's perfectly installed

Smart Install

Smart Installation ensures proper installation of Samsung Air Conditioner by automatically checking for installation faults that can cause problems when using the A/C.

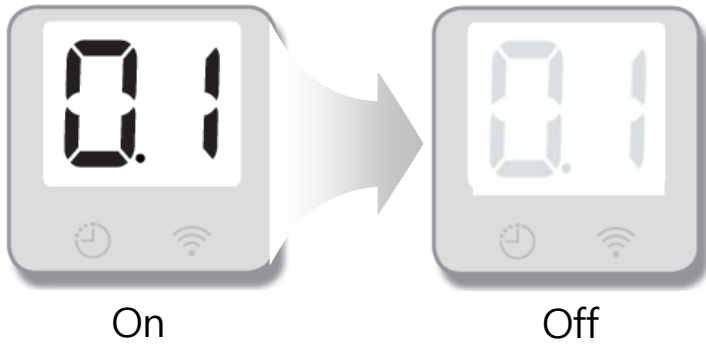


3. Additional POD

Can turn off display & beep for sound sleep

Display Off

Display lighting can be turned off



Beep Off

Beep sound from the indoor unit can be muted.

Press Set button when 'Beep' indicator start to blink, 3 seconds after 'Beep' indicator on the remote controller display will disappear and Beep sound function will begin



3. Additional POD

Used Energy consumption display(inverter Model) or Using time Display(On/Off Model)

Usage

Display Energy consumption 0.1 ~ 99 (kWh)

Energy consumption(used time) is calculated from the moment turning on (reset when A/C turns off)



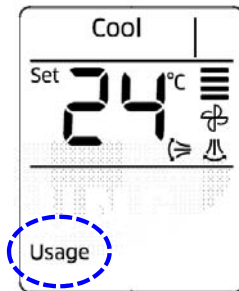
It can be used with confidence to see the usage



Indoor Unit Display

* Only 88 LED Display Model, Display for few seconds and Turn to usual display (Temp.)

Setting



- “Settings” button and  then make ‘Usage’ blink → SET button

- 3 seconds after setting power consumption checking function, ‘Usage’ indicator on the remote control will disappear

3. Additional POD

With a lot of moisture when the 'Dry' function makes a comfortable indoor air.

Dry Mode

- If you choose 'Dry' mode A/C should be the best dehumidifying operation

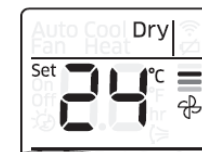


Amount of dehumidification



- The lower the desired temperature will increase the amount of dehumidification.
For a powerful dehumidification, please set to 24 degrees or less

- Mode button select : Auto → Cool → Dry → Fan → Heat

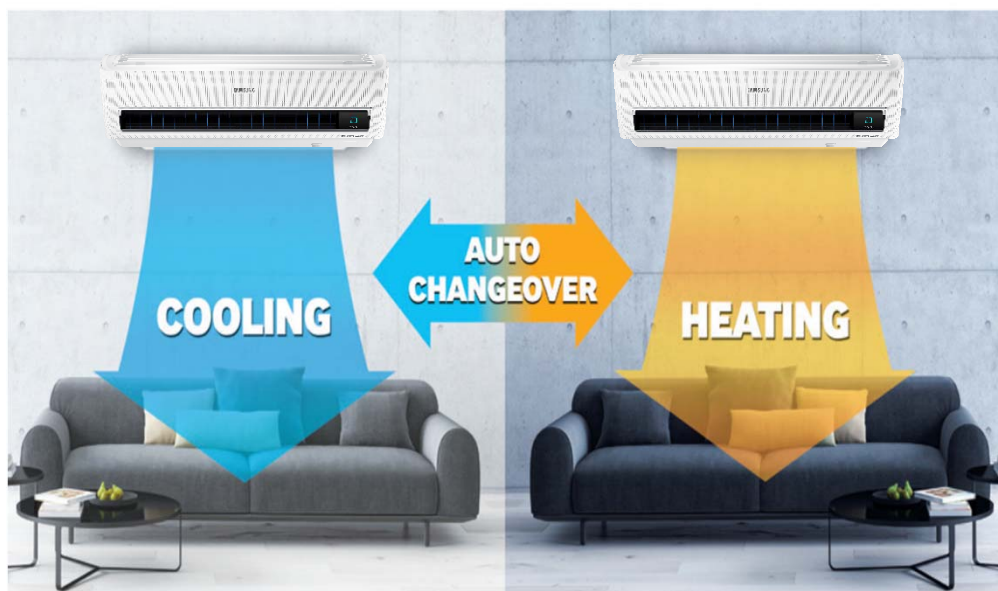


3. Additional POD

The operation also enables dehumidification amount can be increased at selected

Auto Changeover

The Auto Changeover automatically selects the operating mode (Cooling or Heating) according to the temperature setting. Thus, when a temperature is selected in the auto mode, the air conditioner heats and cools as required to maintain the set temperature.



<How to work?>

1. After selecting “Auto mode”, Set “room temperature” desired in remote controller.
2. When “Room temp.” \geq “Setting temp.”, Operate “Cooling mode”
When “Room temp.” \leq “Setting temp.”, Operate “Heating mode”

Samsung Air Conditioner
THANK YOU
