

Samsung Launches New Range of Air Conditioners with Improved Performance and Energy Savings

- *MultiJet PLUS technology now powered by DuraFin™ for increased performance and durability*
- *Introducing in-built stabilizer feature in its entire range*

Kuala Lumpur, Malaysia, February 4, 2016: Samsung Electronics has launched a new range of air conditioners with MultiJet PLUS technology powered by DuraFin™ that enhances performance and optimises energy savings.

The new AC range is engineered to consume less power and produce exceptional cooling comfort. The outdoor unit's DuraFin™ is corrosion resistance as compared to conventional condenser, ensuring higher durability. DuraFin™ components are made of materials that are more resistant to corrosion with 36% higher thickness. Its larger condenser and optimized refrigerant flow enables it to endure extremely hot outdoor temperatures of up to 58° Celsius.

An in-built stabilizer which comes in the entire range of Samsung air conditioners, lets consumers enjoy cool fresh air without having to worry about product damage due to power fluctuations. The **in-built stabilizer** can handle voltage fluctuations from **146V to 290V** ensuring worry-free operation and is best suited to extreme climate conditions. In addition, it also improves the look of homes as there is no need to install an external stabilizer.

Furthermore, the world's first new 8-pole motor in its Digital Inverter Compressor ensures faster cooling performance of up to 43% while using up to 68% less energy as compared to conventional air conditioners.

"R&D and design play a key role in how we develop our products as we are always focused on improving our consumers' day to day experience with technology. This is a result of our consumer-centric innovation approach. This holistic approach to product design and innovation has resulted in increased power efficiency and abundance of smart features that enhance the air conditioning experience." **Mr. Rajeev Bhutani, Vice President, Consumer Electronics at Samsung India, said.**

"This series combines innovation with advances in technology to deliver an optimal performance. With Samsung, you do not have to compromise on style for consistent comfort," **he said.**

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