



Samsung rolls out India's first Digital Inverter Compressor and Smart Connect Inverter series in single door direct cool category

Kuala Lumpur, Malaysia, February 4th 2016: Samsung Electronics has launched a new range of Direct Cool single-door refrigerators, with India's first digital inverter compressor and smart connect inverter that not only delivers energy savings but can also be connected to the inverter at home during power cuts.

With this launch, Samsung has extended its innovative and unique Digital Inverter Compressor, which was available only in its Frost Free refrigerators to its Direct Cool, single door refrigerator category, making the technology available to a wider base of consumers.

"Samsung Electronics continues to combine its technical expertise and innovation to bring to its consumers a new range of products that are designed to enhance and simplify modern living. Delivering convenience, efficiency and design, the smart appliances are designed to deliver a more comfortable home", said **Mr. Rajeev Bhutani, Vice President, Consumer Electronics, Samsung India**

"Samsung is committed to address the diverse consumer needs and preferences of the consumers. Smart Digital Inverter series is a blend of freshness, energy efficiency, even cooling and durability. It is a perfect solution to provide savings on electricity bills, retain uninterrupted cooling and freshness during power cuts," he said.

Digital Inverter Compressor

Samsung Smart Refrigerator has advanced Digital Inverter Technology that automatically adjusts its speed in response to cooling demand, for example reacting to hot weather or frequent opening of the fridge door by rapidly providing cold air. The Smart Digital Inverter Compressor has up to 4 RPM speeds that make precise adjustments to cooling performance and maximises freshness of food delivering power savings.

The Digital Inverter compressor optimises usage by minimising wear and tear and extends the life of the refrigerator by more than 10 years. The new refrigerators also produce significantly lesser noise than conventional refrigerators.

Features of Smart Digital Inverter Refrigerator series

Digital Inverter

Consumes less power and delivers energy savings upto 6900 INR

The compressor enhances the cooling performance by controlling the inside temperature and generates very less noise level as compared to conventional refrigerators.

Connect Inverter

Runs on home inverter during power cuts and consumes energy less than 2 CFL bulbs

Undoubtable Durability

10 years warranty on Digital Inverter Compressor

**Cool Wave**

Cooling retention up to 9 hours during power cuts

Stabilizer free Operation

Widest range (100V to 300V) of voltage fluctuations in industry

BEE 5 Star Rating

One of the most energy efficient refrigerators ensuring energy savings

Fresh Max

Unique Fresh Max + is smart organized storage bin which can be used for multiple purposes to cater to different seasonal needs in order to store more fruits and vegetables during winter's and more bottles during summer's or combination of both in addition to the vegetable basket . FreshMax space can be used as a multi utility bin, bottle separator or as a polybag hanger

Stylish Crown Design

Stunning crown design range is an example of design aesthetics

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