

## Samsung Launches the Convertible 5-in-1 Refrigerator With flexible Cooling Modes

**Kuala Lumpur, Malaysia, February 4th 2016** – Samsung Electronics today announced the launch of a new range of Smart Convertible 5-in-1 refrigerators to cater to the diverse needs of Indian consumers. Priced at the mid-segment, the new range comes in multiple capacity options from 393 Litres to 670L.

The revolutionary Samsung Smart Convertible 5-in-1 Refrigerator is powered by Twin Cooling Plus™ technology – applied to premium side-by-side refrigerators – that enables consumers to be flexible with cooling storage depending on their needs. A first in the refrigerator category, the fridge and freezer compartment has its own cooling system allowing the refrigerator to be flexible depending on the consumer's needs offering five different modes: Normal, Extra Shopping, Vacation, Seasonal, and Home Alone Mode.

*“At Samsung, we want to deliver products that bring meaningful innovation to play and make everyday lives of our consumers better and smarter. Samsung has strongly reinvigorated the home appliance space with fresh thinking and functionality that have taken appliances from ‘a need’ to ‘a want’. With this new product, we are confident that we will sustain and further grow our share in the home appliances category,”* said **Mr. Rajeev Bhutani, Vice President, Consumer Electronics, Samsung India.**

### Five possible conversion modes

The five (5) conversion modes, including the Normal Mode, deliver the flexibility required while saving energy depending on the needs.

**Extra Shopping Mode:** Bring home more bags with groceries and just convert the freezer into a fridge with the **‘Extra Shopping Mode’**.

**Vacation Mode:** If one is going out on a vacation and needs to store some food in the freezer, simply switch on **‘Vacation Mode’** and keep only the freezer on, while the fridge compartment is turned off.

**Seasonal Mode:** With change of season just switch to **‘Seasonal Mode’** to keep only the fridge on and switch the freezer off.

**Home Alone Mode:** When staying alone at home and don't have a lot to store just switch to **‘Home Alone Mode’** that switches off the fridge and converts the freezer compartment into a fridge.

### Experience optimum moisture freshness throughout

The Smart Convertible 5-in-1 refrigerator also ensures that freshness and taste are maintained. When fruits and vegetables lose their natural moisture in low humidity conditions, the surface becomes dry and wrinkled, and obviously no longer fresh. Optimum levels of moisture within the refrigerator are needed to keep freshness and taste locked in. The Twin Cooling Plus™ independent cooling system ensures that the right temperature and humidity level (up to 70%) are maintained throughout the refrigerator, so that no matter where food is stored, it stays fresh for up to 7 days.

## **No mixing of Odours**

All food odours can change the taste of frozen foods and affect the flavours of finished dishes. Twin Cooling Plus™ is a truly independent cooling system, with separate airflows in both the fridge and freezer. This prevents unpleasant smells from foods moving between the fridge and freezer, ensuring the original flavour of ingredients stored in the freezer is perfectly preserved and odourless.

## **Utilize the biggest capacity**

Samsung 5-in-1 refrigerator delivers a spacious capacity which can fill up to 620L, enough to easily store a week's worth of grocery shopping for the whole family. The refrigerator can keep all your fruits and vegetables in fresh condition for longer duration, not only in the bottom drawer but on every shelf. This ensures space is maximized, meaning no time is wasted looking for particular items in a packed refrigerator helping meal times at home to become simple and convenient.

## **Features of the Smart Convertible Refrigerator**

### **5 Convertible Modes**

Normal, Extra Shopping, Vacation, Seasonal, and Home Alone Mode. Now turn the freezer into a fridge or just turn off the fridge or freezer compartment as and when required.

### **Up to 74% Energy Savings with Smart Convertible 5in1**

Smart Convertible 5-in-1 range gives more than Rs15000/- energy savings.

### **Up to 185 Litres of extra Fridge Space with Smart Convertible**

Get spoilt for storage space. No matter how much food one has, there'll always be extra space to easily fit it in. This also lets the consumer customize the layout as desired to match your lifestyle and needs.

### **Power Cooling Mode (Up to 31% Fast Cooling)**

By pushing "Power Cool" button on the display, the fridge starts cooling inside powerfully and helps reach to the target temperature in a short time.

### **Power Freeze Mode (Up to 31% Fast Ice Making)**

By pushing "Power Freeze" button on the display, the freezer starts cooling inside powerfully and helps to make ice Up to 31% faster than non-power freeze refrigerators.

## **No Mixing of Odours**

With independent cooling system and separate airflows in both the fridge and freezer, the Twin Cooling system ensures no mixing of odours inside the refrigerator.

## **Anti-bacteria protector**

It eliminates bacteria upto 99.99% from food items in the refrigerator section.

## **Moist Fresh Zone**

It stores your vegetable and fruits at an optimal humidity level by releasing moisture cyclically, so they stay fresh for longer.

## **About Samsung Electronics Co., Ltd.**

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