



Samsung Electronics Innovating the North American Air Conditioning Market with New Customer-Centric Solutions

Full AC portfolio, including the innovative Max Heat Series and award-winning wall-mounted Wind-Free™ AC, on display at the 2017 AHR EXPO

Las Vegas, NV – Jan. 30, 2017 – Samsung Electronics today unveiled how it is innovating the North American air conditioning market at the 2017 International Air Conditioning, Heating, Refrigerating Exposition (AHR Expo) in Las Vegas. Highlighted by the Max Heat Series designed specifically for cold regions as well as the world's first wall-mounted Wind-Free AC, the products Samsung is showcasing at the AHR Expo have been driven by unique insights into the needs of consumers.

Samsung's full Max Heat Series line-up was developed in response to consumer demand in the US and Canada for air conditioning systems that protect users from significantly lower temperatures. The Max Heat Series provides high heating capacity with 100% efficiency down to -15°C outside ambient temperatures. For extreme weather, the commercial DVM S Max Heat uses Flash Injection technology to power maximum heating capacity in temperatures as low as -25°C. A full-range portfolio, the Max Heat Series includes residential wall-mounted air conditioners (RACs), residential Free Joint Multi and commercial ACs (CACs), as well as full-sized commercial Digital Variable Multi ACs (DVMs).

At the AHR Expo, Samsung is also showcasing the world's first wall-mounted Wind-Free™ AC, the AR9500M. An update to Samsung's best-selling floor standing model, the new AC, winner of the 2017 CES Innovation Award, gently disperses cool and still air through 21,000 micro air holes for a natural and pleasant cooling effect. After the user sets the desired temperature, the unit balances and maintains the home's internal climate so users can experience deep and restful sleep without having to wake up to direct and uncomfortable airflows. The new ACs are also incredibly energy efficient, with Samsung studies indicating that Wind-Free ACs can cut energy use by up to 72 percent*, and also feature Smart Home technology in sync with today's IoT era.

Also on display, Samsung's 360 Cassette, the world's first circular and bladeless air conditioner, eliminates cold drafts and provides even cooling and heating with 360-degree airflow. The superior modern design offers a low-profile ceiling structure and the aesthetic finishing touch of a premium interior environment to fit elegantly into North American homes.

Additionally, the DVM S ACs which feature the largest capacity of 18-ton and high efficiency are also on display. In addition to extreme heating performance with 100 percent heating output, the products have been customized for the US market with shortened 300mm ducts. Finally, the DVM S Water, which uses water to exchange heat alongside a highly efficient compressor, along with the enhanced Data Management Server (DMS) 2.5 and Lynk Hotel Management Solutions are also being exhibited.

As part of its US expansion strategy, Samsung acquired a top US air conditioner distributor, Quieside, in 2014. The partnership is expected to give Samsung another competitive edge as it continuously strives to develop innovative products and solutions through cutting-edge R&D.

Samsung Electronics' booth at the 2017 AHR Expo is located at the North Hall(#N8117) in the Las Vegas Convention Center and will be open from January 30 through February 1.

*Testing was conducted on the AR07M5170HA, and based on the accumulated power consumption of Fast Cooling Mode vs. Wind-Free™ Mode. When compared to Normal Cooling Mode, Wind-Free™ Cooling Mode was found to consume 55% less energy.

About Samsung Electronics Co., Ltd.

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