

## Samsung Electronics Transforms Cooling Technology in the Enterprise Space

*New 360 Cassette Air Conditioning Unit showcases innovation in HVAC engineering*

**Lisbon, Portugal – February 20, 2016 – Samsung Electronics Co. Ltd.,** today introduced its new 360 Cassette air conditioning unit at the Samsung MENA Forum 2016 in Lisbon, Portugal. This pioneering offering demonstrated the strides Samsung has taken in HVAC engineering as it transforms air conditioning by boosting energy efficiency and performance, maximizing space, and increasing cooling speed.

“Our groundbreaking design revolutionizes cooling in the enterprise space by, not only, offering evenly dispersed cooling, but also minimizing air volume loss and increasing cooling speed,” said Georges Barakat, Regional Head of Digital Appliances at Samsung Electronics Middle East & North Africa. “At Samsung, we are passionate about pushing the boundaries and offering our customers pioneering products that will enhance their business in a number of ways.”

### **Samsung’s New 360 Circular Cassette Design**

The innovative design of the 360 Cassette unit transforms air flow. The unique and revolutionary booster fan inside the 360 Cassette guides air to form a complete horizontal flow, generating layers of chilled air. Samsung’s circular air wave consistently controls the temperature of the room by providing an even distribution of air in a full 360 direction. Bladeless flow control ensures fast comfortable cooling without the cold draft by ensuring 100 percent of air volume compared to traditional four-way Cassette units, which can lose up to 25 percent of air volume. The 360 Cassette combines revolutionary performance with an elegant design which will blend in and enhance any setting. The unit features a stylish panel and intuitive display that allows users to change the air flow depending on preference. Users can choose from three settings including horizontal, vertical, and separate zone control air flow.

The air conditioner can be fitted within the ceiling or exposed, offering ultimate flexibility to suit the style of any room. In addition, users have the option of a wheel dial remote controller with a dedicated button for comfort cooling. The Samsung Virus Doctor kit can also be added to eliminate dust, airborne contaminants, allergens, bacteria and viruses.

The Samsung 360 Cassette air conditioning unit will be available in the Middle East and North Africa starting Q1, 2016.

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

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies that redefine the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. We are also leading in the Internet of Things space with the open platform SmartThings, our broad range of smart devices, and through proactive cross-industry collaboration. We employ 319,000 people across 84 countries with annual sales of US \$196 billion. To discover more, and for the latest news, feature articles and press material, please visit the Samsung Newsroom at [news.samsung.com](http://news.samsung.com).