



Samsung Catches Europe's Premium Air Conditioner Market

Samsung Electronics presents its new premium Air-conditioner line-up at Madrid Fair, Spain

[location, Madrid, Spain.]. – Month XX, 2009: From 24th - 27th of February, Samsung Electronics Co. Ltd, will launch 64 different Air-conditioning models, out of which 30 models will be unveiled at Europe's largest air-conditioner exhibition "Climatization" in Madrid, Spain, Europe. In particular, Samsung Electronics premium inverter Air-conditioner model the "Mont Blanc" will be on display. The "Mont Blanc" recently received international attention when it was awarded the "Galeria de Innovacion".

The Mont Blanc Air-conditioner proves its premium quality once again by receiving the Comfort & Design award for two consecutive years, as well as receiving the IF Design Award for design, innovation, and performance. The Mont Blanc features advanced technology in all areas. It is beautifully and stylishly designed, provides an auto-loop, as well as an Auto-Roof Shutter to prevent dust from entering the filters, a Multi-Plasma Inverter Device (MPI Device) which provides clean air by removing harmful bacteria from the air, and a Good Sleep Modus for a better and more relaxed sleep at night.

The Air-Conditioners are environmentally friendly, highly efficient and reflect the "Digital Solution" a key concept reflected in many new products of the Samsung Line-up. To help better reduce carbon dioxide emissions, a high-efficiency air Heat Pump has replaced gas and oil boilers. The "Samsung Eco Heating System" was specifically developed for the heating market in Europe.

Samsung Electronics has specifically targeted the premium heating market by developing products with an efficient heating COP of 4.6. In addition, further differentiated products will be displayed, such as a selection of equipment and automatic placement systems, DVM Pro, Internet connections, and air-conditioning of the driver integrated management system to manage the status of DMS (Digital Management System). Samsung's digital technology display is set up for visitors to experience a direct and more upgraded air conditioning system.