



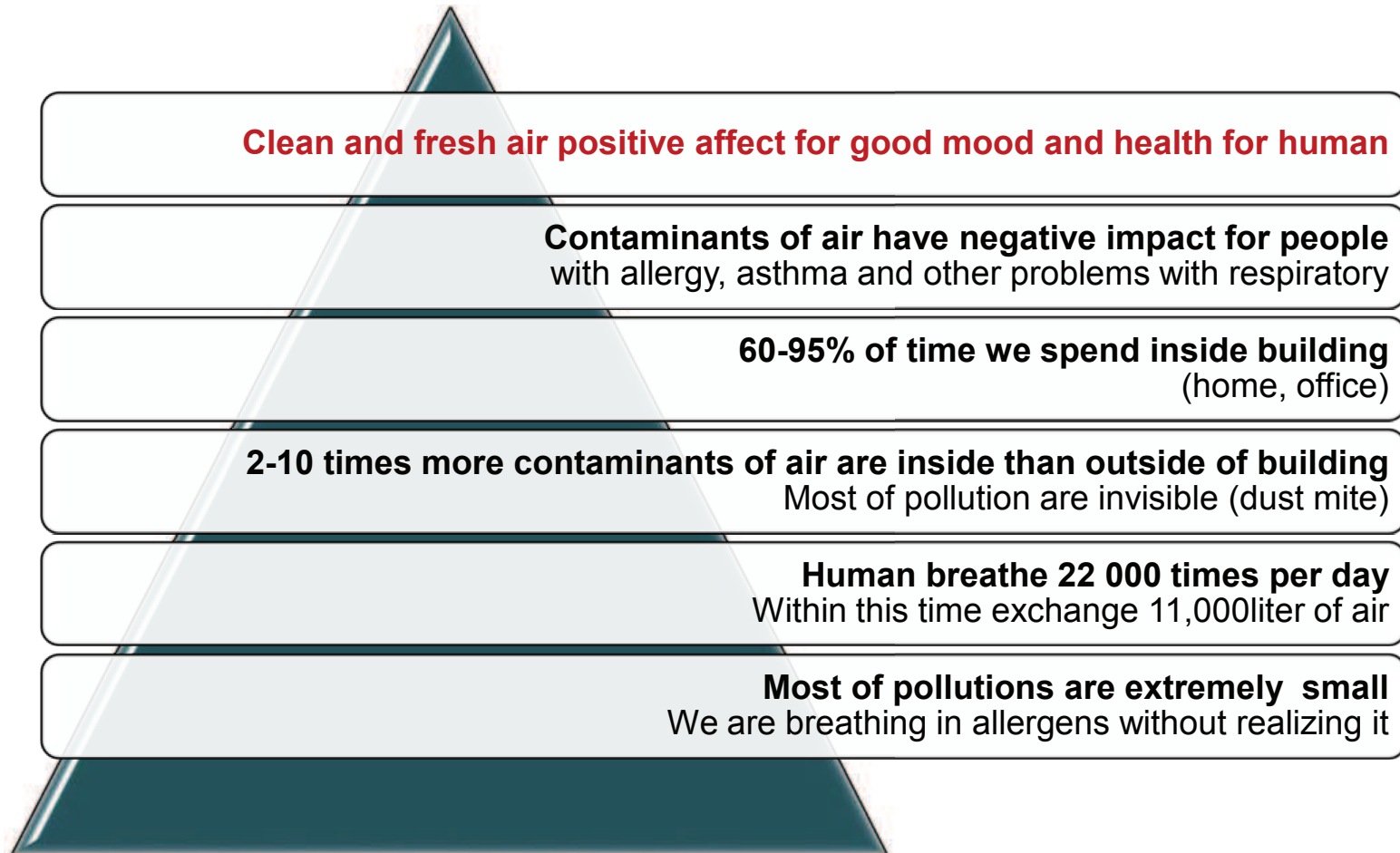
**SHARP**

AIR PURIFYING

For Life



## WHY CLEAN AIR IS SO IMPORTANT?



# WHY CLEAN AIR IS SO IMPORTANT?



**THE ROOM MAY LOOK CLEAN, BUT ...**





## WHY CLEAN AIR IS SO IMPORTANT?

**...IT'S ACTUALLY FULL OF HOUSE DUST YOU CAN'T SEE.**



### **DUST**

House dust consists of minute particles measuring 1 micron or less across that are too small to be visible. When raising, they floating through air within 8 hours.



# WHY CLEAN AIR IS SO IMPORTANT?

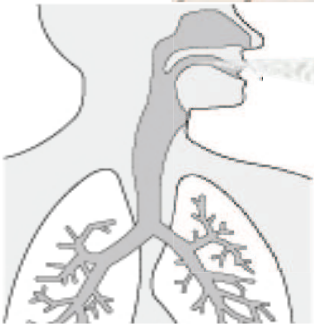
...IT'S ACTUALLY FULL OF HOUSE DUST YOU CAN'T SEE.





## WHY CLEAN AIR IS SO IMPORTANT?

...IT'S ACTUALLY FULL OF HOUSE DUST YOU CAN'T SEE.



It is estimated that the air we inhale each day contains about 26 billion particles of allergic house dust and other contaminants. **We are breathing in allergens without realizing it.**

# CAUSES OF ALLERGIES

## Three main factors deepening allergy

- In 80% cause of allergies are dust



### „Allergens” exist in the dust

Allergens such as dust particles / pollens, molds and viruses cause an allergic reaction.



### „Small particles located in the dust ”

Small molecules, such as animal or human dead skin and dust material often cause allergy attacks.



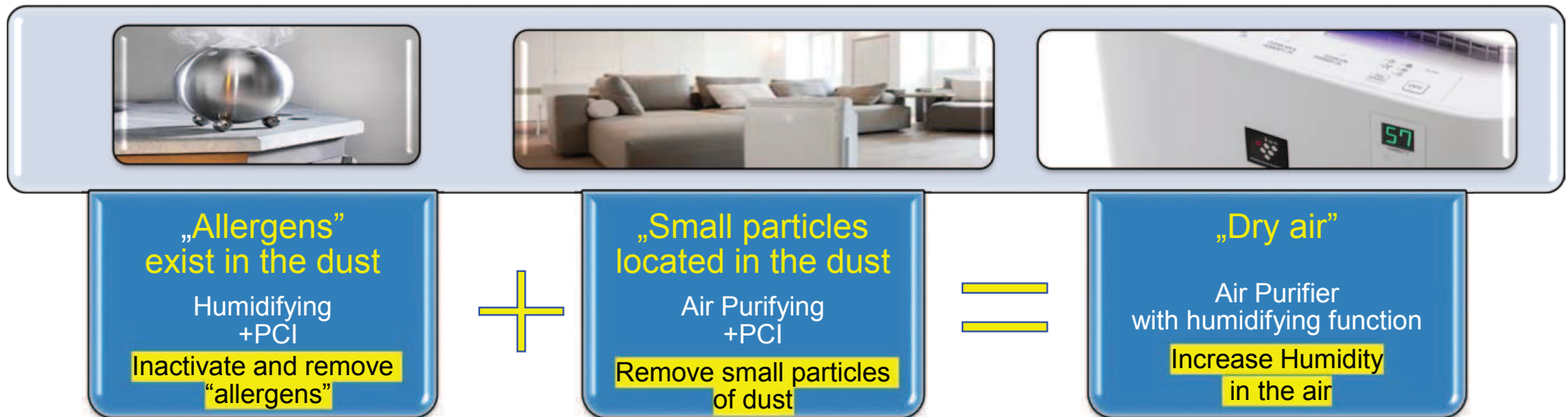
### „Dry air ”

Dry air worsens the symptoms of allergies, because it decreases the body's resistance.

# CAUSES OF ALLERGIES

## Three main factors deepening allergy

- In 80% cause of allergies are dust



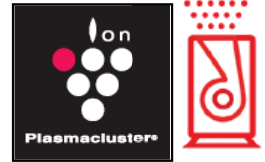
Air Purifier with humidifying function is efficient to minimize allergy impact, by using Plasmacluster Ions in connection with humidifying



# Why do we like to go to a forest...?

**UNUSUAL PHENOMENON  
IN NATURE  
AIR CLEANING SYSTEM**

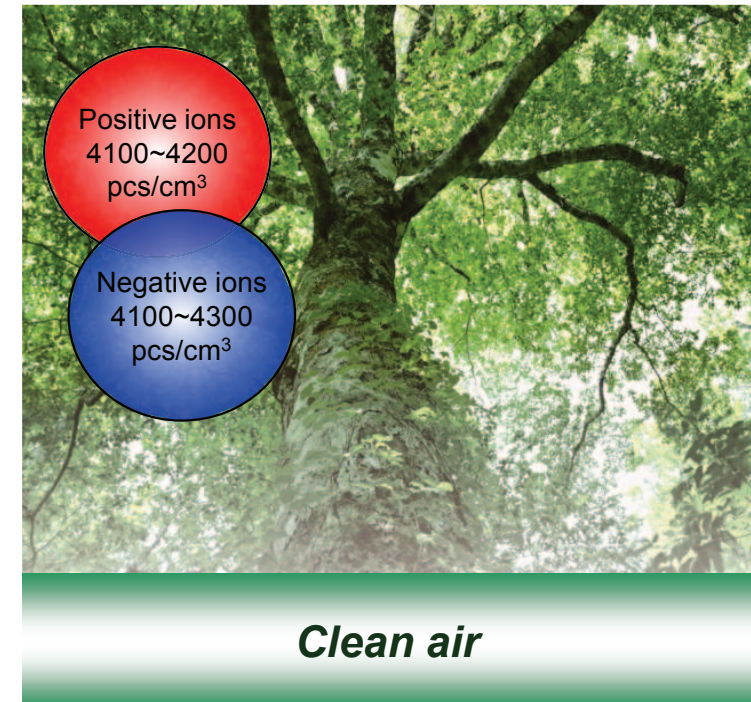
# NATURAL AIR CLEANING SYSTEM



- In nature (forest), in every cubic centimeter are approx. 4.200 positive and negative ions. Most of them stay in equilibrium (as many positive ions as negative ones).
- In nature are many factors that cause ionization: sunlight, wind rubbing trees bark, drops of water etc.
- Many Positive and Negative ions in the Forest!
- Thanks to so large numbers of ions, the air is cleaned.

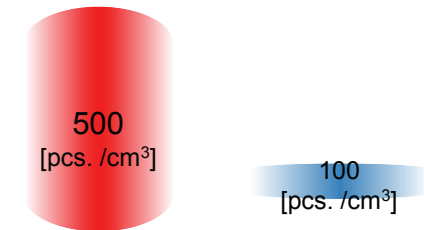
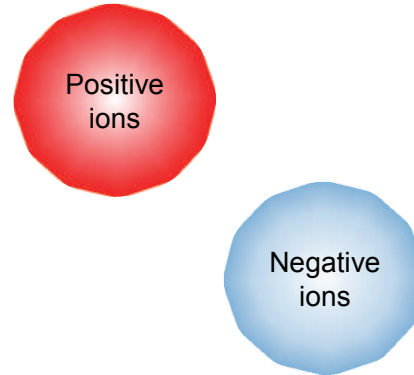
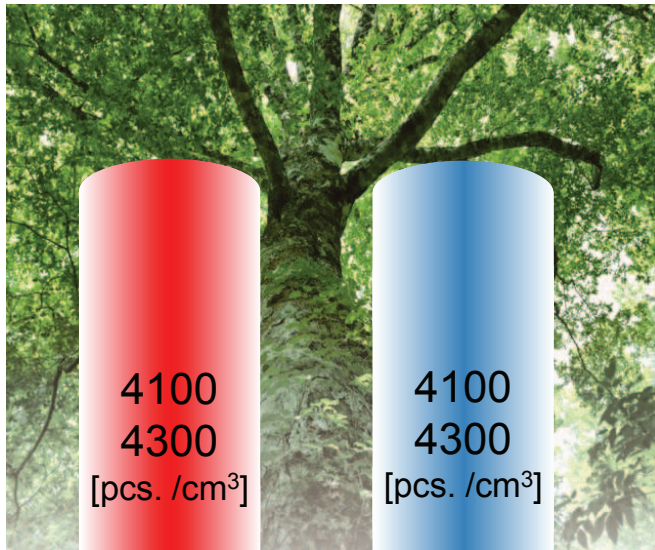
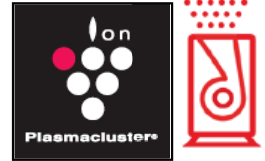
## Balanced Ions decide about:

- Level of humidity
- Level of static electricity
- Efficiency of remove bacteria, mold, spores, etc.
- Efficiency of remove smell



\*State on the basis of Sharp's internal researches

## AIR QUALITY



In nature (forest), in every cubic centimeter are approx. **4.100 - 4300** positive and negative ions, each.

The numbers of positive and negative ions per cubic centimeter in towns are respectively **500** and **100**.

# SHARP



## New Standard for Clean Air

### Plasmacluster – Only from Sharp



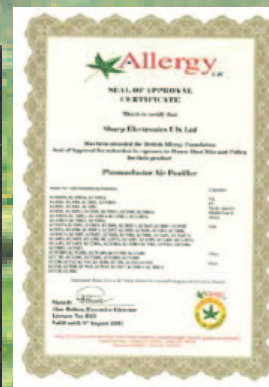
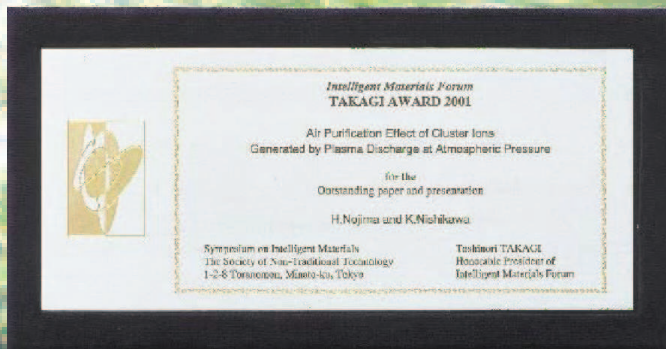
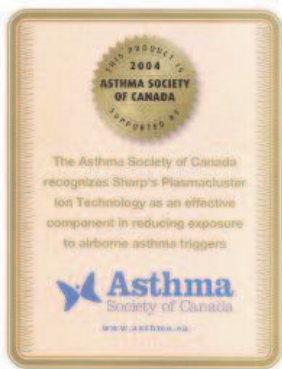
# PREMIUM FEATURES. PLASMACLUSTER ION SYSTEM



## Plasmacluster Ion system

Plasma discharge generates and emits the same positive and negative ions that occur in nature. Plasmacluster technology is Sharp's original air disinfecting technology for suppressing the effects of airborne viruses, and breaking down and removing airborne mold.

- Natural system for air cleaning
  - The mechanism of its formation has been observed in the forest
  - The water molecule is a source of positive ( $H^+$ ) and negative ions ( $O^-$ ).
- The effectiveness of these unique solutions invented by Sharp in 2000 was proof by more than 90 patents**



Academic evidence

# PREMIUM FEATURES. PLASMACLUSTER ION SYSTEM



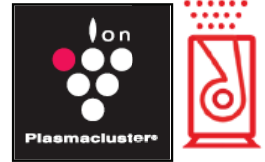
## Plasmacluster Ion system

The diagram illustrates the Plasmacluster Ion system. On the left, a small device emits a stream of ions, represented by red and blue spheres. A circular inset shows a cluster of these ions, including  $H^+$  (red),  $O_2^-$  (blue), and  $H_2O$  (blue) molecules. The main part of the diagram shows a central, textured sphere representing a mold spore or bacteria. It is surrounded by various ions and radicals:  $H^+$  (red),  $O_2^-$  (blue), and Hydroxide (OH) radicals (blue). Labels indicate 'Hydroxide (OH) radical', 'Protein', and 'Hydrogen (H)'. To the right, several water molecules ( $H_2O$ ) are shown, along with a smaller, fragmented version of the central sphere, indicating the breakdown of the mold or bacteria. The background is a dark blue gradient.

**Ion emission**  
Plasma discharges are used to create and release into the air the same positive and negative ions that occur in nature.

**Effect on mold and viruses**  
Only when the ions come into contact with the surface of a mold spore, bacteria or virus do they transform into OH radicals with extremely powerful oxidation properties. The OH radicals instantly steal hydrogen (H) from the proteins on the bacteria surface, breaking down the proteins.

**Ions turn into water and return to the air**  
The combining of an OH radical with hydrogen (H) creates water ( $H_2O$ ), which returns to the air.



# PURIFICATION SYSTEMS COMPARISON

- Comparison with other cleaning systems

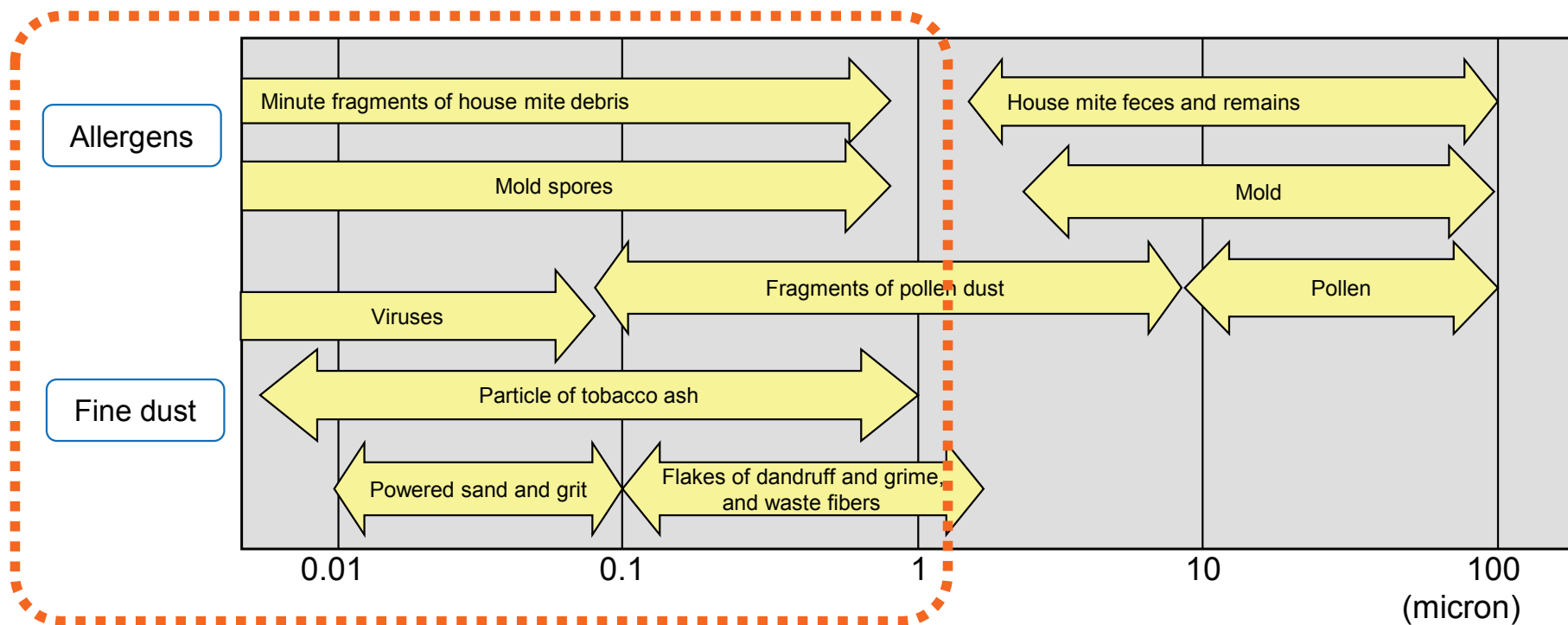
Feature	Sharp	Others
Size of absorbed dust particles and other impurities.	<b>PLASMACLUSTER TECHNOLOGY</b> Above 0,01 micron High effectiveness!!!	<b>HUMIDIFIERS</b>  Above 10 microns (after filtering, much more impurities remains in the atmosphere – compared to Sharp air purifier with humidifying function)
	<b>FILTERING</b>  HEPA filters Above 0.3 micron	



# PURIFICATION SYSTEMS COMPARISON

High effectiveness of PCI in comparison with other solutions.

- **Neutralization of molecules larger than 0.01 micron** vs. filtering – neutralization of molecules larger than 0.3 micron and Humidifier – above 10 microns.
- **Active cleaning of air is more effective** in comparison to passive cleaning





# PURIFICATION SYSTEMS COMPARISON

- Comparison with other cleaning systems

Academic evidence

Function	Sharp	Others
Area of activity		
Inactivate Influenza Viruses (PCI technology)	Yes	No
Inactivate Airborne Mold (PCI technology)	Yes	No
Fresh Air Positive and negative ions exist with good balance. (PCI technology)	Yes	No
Cleaning air from Dust and Pollen	Yes	Yes

# PURIFICATION SYSTEMS COMPARISON

- Comparison with other cleaning systems

Academic evidence

Function	Sharp	Others
Features		
Silent operation	Yes	No
Multi mode types of operation	Yes	No
Sensors Dust/ Odor/ humidity /Pollen sensors	Yes	No
Sensor indicates filter's clean	Yes	Yes

# PLASMACLUSTER ION SYSTEM. SUMMARY



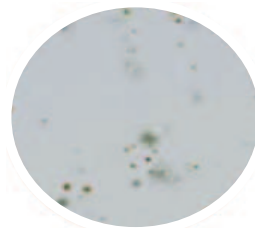
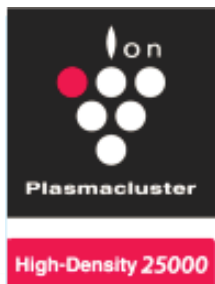
## Purifying air around you

- Remove static electricity
- Power dust extraction
- Remove adhering odor (cigarette smoke)
- Remove allergens, viruses
- Remove airborne mold
- Remove adhering mold

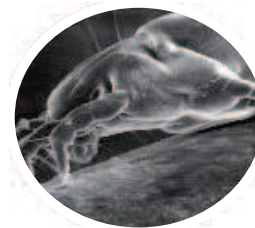


## 3 beautifying effect using PCI High density 25000

- Skin moisture (+6%)
- Skin elasticity
- Skin texture



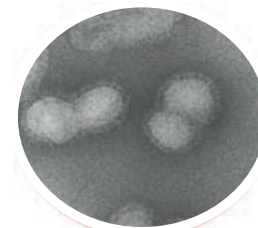
mold



Allergens  
(e.g.dust mite feces)



adhering odors



viruses



A romantic couple is shown in a close embrace on a dark green sofa. The man, wearing a dark shirt, has his arms around the woman, who is wearing a white dress. They are in a dimly lit room with plants visible in the background. The overall mood is intimate and peaceful.

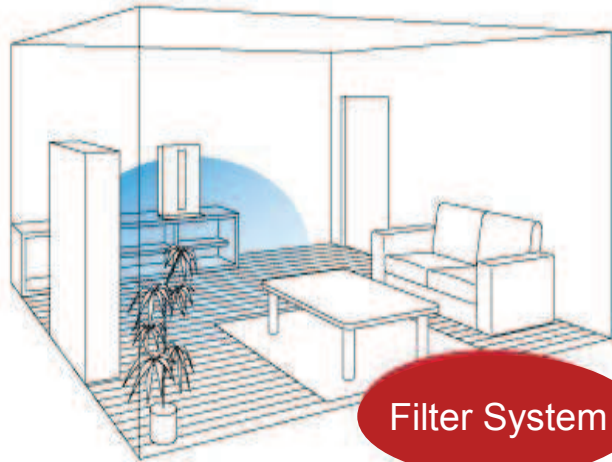
**SHARP**

AIR PURIFIERS  
For comfort, harmony, health

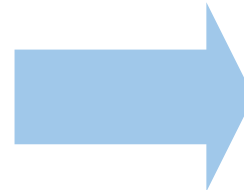
For Life

# PURIFICATION SYSTEMS

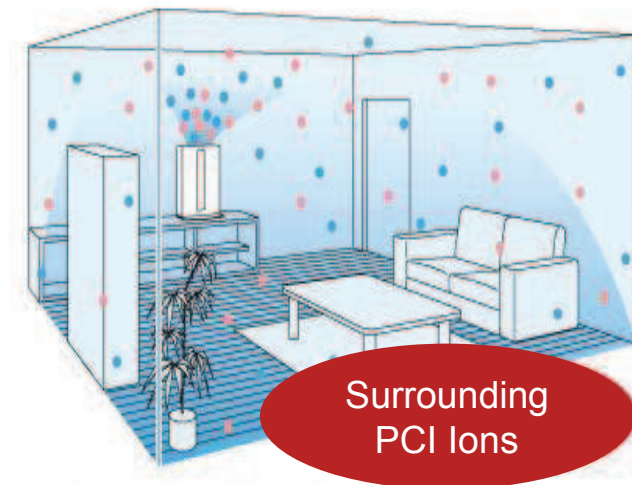
- Purification systems comparison



Effective only for inhaled air  
= Passive Purification



Plasmacluster system  
– active purification of air



Plasmacluster Ion reaches everywhere in the room  
= Active Purification

# SHARP AIR PURIFIERS



Air Purifiers can be used year around

- SPRING – Effective for Pollen
- SUMMER – Effective for unpleasant smell of sweat
- AUTUMN – Effective for allergy
- WINTER – Effective for virus



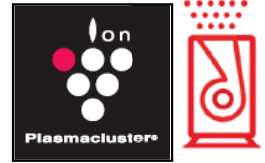
**SHARP**



**New Standard for Clean Air**  
**Plasmacluster – Only from SHARP**

**AIR PURIFIERS LINE UP**

## KC-A60EUW / KC-A50EUW



### Air Purifiers with humidifying function

- Electronic Display
- High Density 7000 Plasmacluster Ion System
- BAF SEAL OF APPROVAL
- Humidity Monitor i / Odour Monitor / Dust Monitor
- Clean Ion Shower / Clean Air & Humidify
- Mode: Auto / Pollen / Max / Med / Low
- Sensors: Dust / Odour / Temperature & Humidify

### Filters:

- Dust Collection: HEPA Filter with Microbial control filter
- Deodorization: Washable Deodorizing filter

### Filter replacement timing

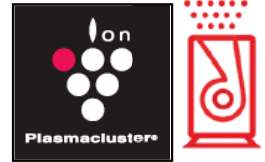
- HEPA filter: About 10 years after opening
- Deodorizing filter: About 10 years after opening
- Humidifying filter: About 10 years after opening

- Caster (4 location)
- Accessory included: Slipper (4pcs)
- Cord length: 2m
- White





## KC-A60EUW

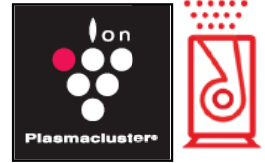


### Air Purifier with humidifying function

- WXDXH= 41,6 x 29,5 x 64,3 [cm]
- Noise: 19dB(A) (LOW)
- Clean Air Fan speed: 396m<sup>3</sup>/h
- Clean Air & Humidify: 17,52lt/day
- Water tank capacity: 4lt



## KC-A50EUW



### Air Purifier with humidifying function

- WxDxH= 399,9 x 27,3 x 60,3 [cm]
- Noise: 16dB(A) (LOW)
- Clean Air Fan speed: 306m<sup>3</sup>/h
- Clean Air & Humidify: 14,4lt/day
- Water tank capacity: 3,6 lt



# KC-A40EUW



## Air Purifier with humidifying function

- Electronic Display
- High Density 7000 Plasmacluster Ion System
- BAF SEAL OF APPROVAL
- Humidity Monitor i / Dust Monitor
- Clean Ion Shower / Clean Air & Humidify
- Mode: Auto / Pollen / Max / Med / Low
- Sensors: Dust / Temperature & Humidify

## Filters:

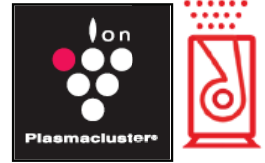
- Dust Collection: HEPA Filter with Microbial control filter
- Deodorization: Washable Deodorizing filter

## Filter replacement timing

- HEPA filter: About 10 years after opening
- Deodorizing filter: About 10 years after opening
- Humidifying filter: About 10 years after opening
- White



# KC-A40EUW

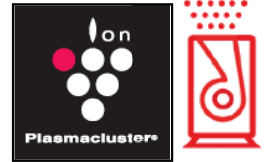


## Air Purifier with humidifying function

- Noise: 16dB(A) (LOW)
- Clean Air Fan speed: 216m<sup>3</sup>/h
- Clean Air & Humidify: 10,8lt/day
- Water tank capacity: 3,0 lt



# APPLICABLE FLOOR AREA



## Indicator of dust collection speed.

- The applicable floor area of a household air purifier in Japan is determined by JEM 1467 standard
- The value is calculated based on the standard of a room size that can be suitably cleaned in 30 minutes.
- Therefore, the customer will feel that capacity is inadequate if the system is used in a room of the indicated size.

Applicable Floor area (approximate target) / Flor area	Up to 48m <sup>2</sup>	Up to 40m <sup>2</sup>	Up to 31m <sup>2</sup>	Up to 20m <sup>2</sup>	Up to 15m <sup>2</sup>
48m <sup>2</sup>	30				
40m <sup>2</sup>	26	30			
36m <sup>2</sup>	24	28			
31m <sup>2</sup>	21	25	30		
26m <sup>2</sup>	18	22	26		
23m <sup>2</sup>	16	19	24		
10m <sup>2</sup>	14	17	21	30	
15m <sup>2</sup>	11	13	16	24	30
13m <sup>2</sup>	10	12	15	22	27

# AIR PURIFIERS WITH HUMIDIFYING FUNCTION



- Specification

Model Name	Part	Metric	KC-A60EU-W	KC-A50EU-W	KC-A40EU-W
Air Purification System			PCI Generator & Fan	PCI Generator & Fan	PCI Generator & Fan
Plasmacluster Ion Modes			ON/OFF	ON/OFF	ON/OFF
Humidification	Humidifying System		Natural Vaporization	Natural Vaporization	Natural Vaporization
	Tank Capacity		4.0 liters	3.6 liters	3.0 liters
	Humidification Capacity*1	mL/hour	730	600	450
Applicable Room Size *1	without humidifying		48m <sup>2</sup>	38m <sup>2</sup>	26m <sup>2</sup>
	with humidifying *2		34m <sup>2</sup>	27m <sup>2</sup>	21m <sup>2</sup>
High-density PCI Applicable Room Size *3			35m <sup>2</sup>	28m <sup>2</sup>	21m <sup>2</sup>

# AIR PURIFIERS WITH HUMIDIFYING FUNCTION



- Specification

Model Name	Part	Metric	KC-A60EU-W	KC-A50EU-W	KC-A40EU-W
Air Flow (Max / Med / Low)	without humidifying	m3/hour	396 / 270 / 84	306 / 216 / 60	216 / 168 / 48
	with humidifying *1		366 / 270 / 120	288 / 216 / 90	180 / 144 / 60
Noise Level (Max / Med / Low)	without humidifying	dB(A)	49 / 40 / 19	49 / 41 / 16	46 / 40 / 16
	with humidifying *1		47 / 40 / 24	47 / 41 / 23	42 / 35 / 20

# AIR PURIFIERS WITH HUMIDIFYING FUNCTION



- Specification

Model Name	Part	Metric	KC-A60EU-W	KC-A50EU-W	KC-A40EU-W
Special Program Mode			High-density Plasmacluster Ion Shower *5	High-density Plasmacluster Ion Shower *5	High-density Plasmacluster Ion Shower *5
Filter Type	Dust Collection ( HEPA is defined by the JEM 1467standard)*4		Antimicrobial HEPA	Antimicrobial HEPA	Antimicrobial HEPA
	Deodorization		Washable Deodorizing	Washable Deodorizing	Washable Deodorizing
	Pre-Filter		YES	YES	YES
	Humidifying		YES	YES	YES
Filter Life	HEPA / Deodorizing Filter		up to 10 years	up to 10 years	up to 10 years
	Humidifier Filter		up to 10 years	up to 10 years	up to 10 years



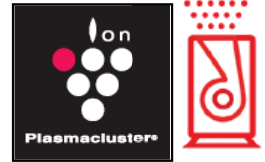
# AIR PURIFIERS WITH HUMIDIFYING FUNCTION



- Specification

Model Name	Part	Metric	KC-A60EU-W	KC-A50EU-W	KC-A40EU-W
Sensor	Odor		YES	YES	NO
	Dust		YES	YES	YES
	Temperature & Humidity		YES	YES	YES
Sensor Sensitivity Adjustment			YES	YES	YES
Automatic Operation based on Sensor(s)			YES	YES	YES
Clean Sign Indicator	Dust Monitor		YES (5 steps)	YES (5 steps)	YES (5 steps)
	Odor sign		YES (3 steps)	YES (3 steps)	NO
Lights Control Button			YES (bright / dim /off)	YES (bright / dim /off)	YES (bright / dim /off)
Power Cord Length		(m)	2	2	2
Net Weight		kg	11	9,2	8,1

# AIR PURIFIERS WITH HUMIDIFYING FUNCTION

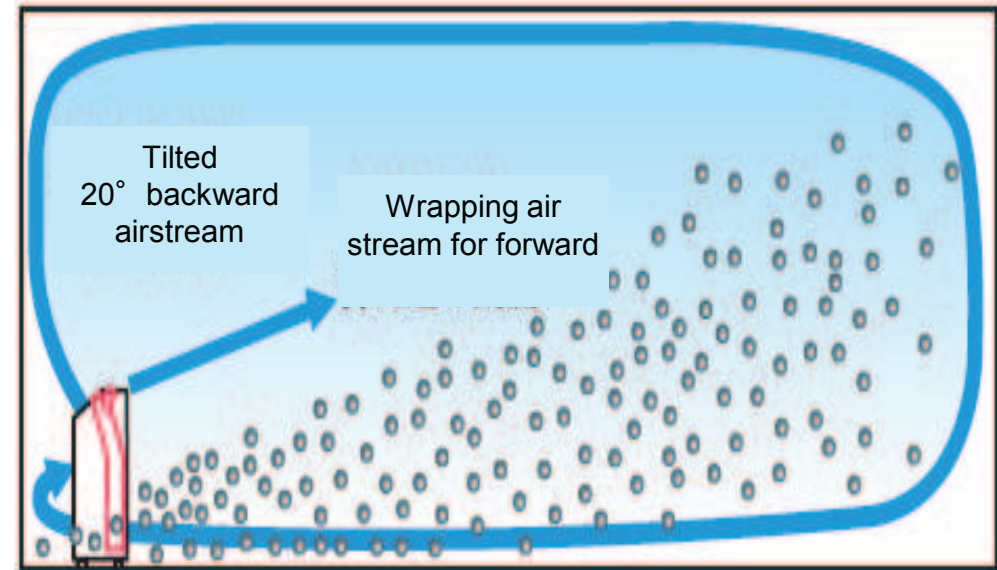


## Features:

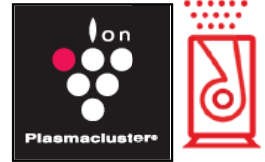
Bringing PCI to center of room

- Suction speed is approx. doubled vs. previous model
- Enable to bring PCI into center of the room effectively
- Long lifetime filters – up to 10 years
- Easy supply , Easy care ,New water tank
- Easy moving , New caster wheel

Front outlet contributes to bring PCI to center of room and to collect dust effectively as unique circulation air flow

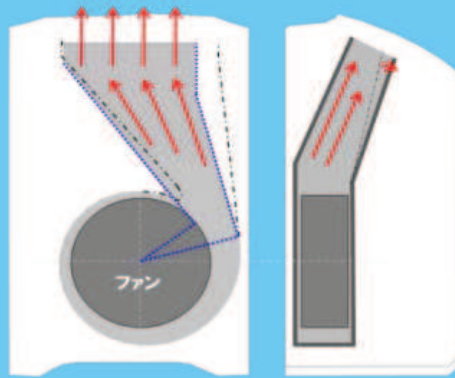


# AIR PURIFIERS WITH HUMIDIFYING FUNCTION



*Quick collection  
by increased air volume*

*New long nozzle*



*Increasing air volume  
by improved structure of nozzle*

*Effective dust draw-in  
By air flow guide*

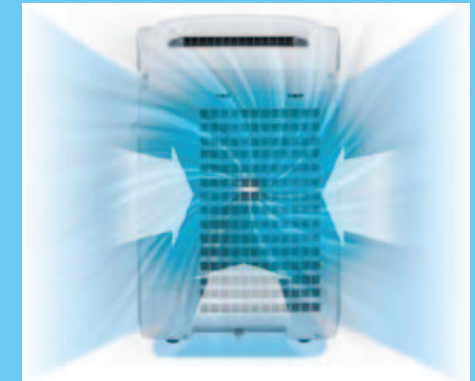
*New Air flow draw-in guide*



*Effective air drawing in  
by side & bottom guide*

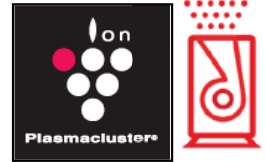
*Powerful suction  
by larger inlet area*

*Suction on entire back*



*The above combination contribute to approx. doubled suction speed*

# AIR PURIFIERS WITH HUMIDIFYING FUNCTION

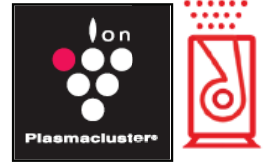


Long life filters contributes to user's maintenance easy

- HEPA up to 10 years life time.
- Dust filter up to 10 years life time.
- Humidifying filter up to 10 years life time



# AIR PURIFIERS WITH HUMIDIFYING FUNCTION



- Indicator allocation

## Humidity Monitor

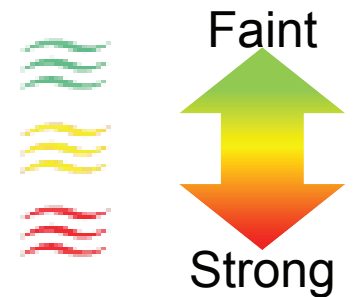
Indicates approximate humidity level in the room

6-31-79-99




Indicate 6-99%

## Odour Monitor

Indicates the odour intensity of the room in 3 stages colours

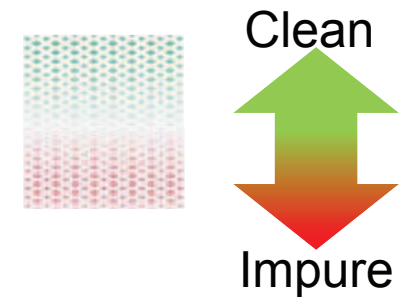


## Humidity Light

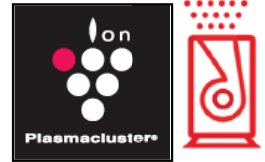
- Green – Humidity ON 
- OFF – Humidity OFF 
- Red - (Flashing) - need to supply water 

## House Dust Monitor

Indicates the air purity of the room in 5 stages colours

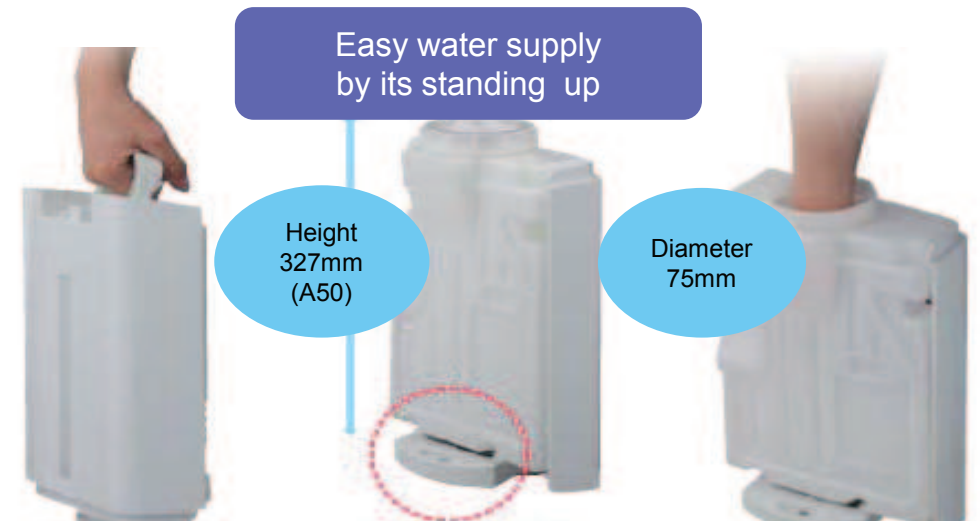


# AIR PURIFIERS WITH HUMIDIFYING FUNCTION



## Water tank

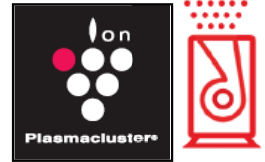
- **Easy** carry with one handle
- **Easy** water supply by its standing up
- **Easy** clean by hand inserting easily
- **Easy** moving – build caster allow to change place by ladies and children during cleaning room or changing place without leakage of water from water tank



Only side moving



# KC-930EUW



## Air Purifier with humidifying function

Perfect for all private and business applications

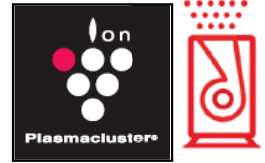
- Plasmacluster ON /OFF
- WXDXH= 37,5 x 20,5 x 53,5 [cm]
- Noise: 22dB(A) (LOW)
- Clean Air Fan speed: 180m<sup>3</sup>/h
- Clean Air & Humidify: 8,4l / day
- Water tank capacity: 2,0l
- Display: Clean sign and functions indicator
- High Density 7000 Plasmacluster Ion System
- BAF SEAL OF APPROVAL
- Mode: Auto / MAX / Med / Low
- Odour sensor
- Dust Collection / Deodorizing Filter
- Humidifying filter washable

## Filter replacement timing

- Dust Collection / Deodorizing Filter: About 2 years after opening
- Humidifying filter: About 1 year after opening



# FU-Y30EUW



## Air Purifier

Perfect for all private and business applications

- Plasmacluster ON /OFF
- WDXH= 35,0 x 18,0 x 51,0 [cm]
- Noise: 24dB(A) (LOW)
- Clean Air Fan speed: 180m<sup>3</sup>/h
- Display: Fan speed indicator
- BAF SEAL OF APPROVAL
- High Density 7000 Plasmacluster Ion System
- Odour sensor
- Dust Collection / Deodorizing Filter



## Filter replacement timing

- Dust Collection / Deodorizing Filter: About 2 years after opening

