

2011 SAMSUNG AIR CONDITIONER

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ICONS

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www.samsung.com



2011 Samsung Air Conditioner



For Lasting Peace in Comfort, Samsung Air Conditioner

The fresh, purified air is one of the most important elements to stay healthy.
Samsung air conditioner lets you live in pleasant environment with completely
purified comfortable air.



One step ahead for Better Air-Solution

Samsung air conditioner is a perfect solution for your desired environment. The refreshing air delivers the utmost comfort to keep you invigorated. Stay comfortable all day long with clean and healthy breeze brought to you by Samsung air conditioner.

2011 SAMSUNG AIR CONDITIONER

ICONS

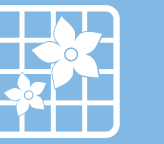
Samsung air conditioners offer advanced performance of cooling.



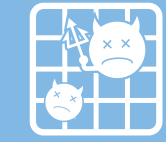
S-Plasma ion



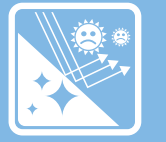
Catechin Filter



Deodorizing Filter



Full HD Filter



Anti-bacteria Coating



Allergy Care



UTR Plus™



d'light Cool



good'sleep



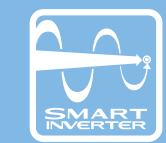
Wide-Twin Blade



3D Wind



Turbo Cooling



Smart Inverter



Stabilizer-Free



Smart Saver



World Top Class EER



Zero Standby Power



Triple Protector



Anti Corrosion Fin



Multi Channel Condenser



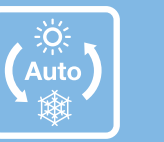
Auto Clean



Quiet Operation



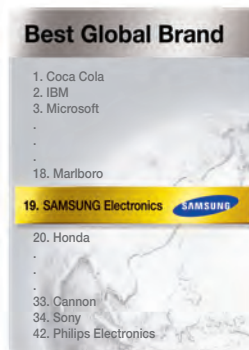
Special Remote Control



Auto Changeover

Samsung is moving with and ahead of our customers

A brand is created by its customers and that's the novel perspective at Samsung. With all the customer attention, Samsung had another successful year. Business Week and Interbrand ranked Samsung 19th in Global Brands.

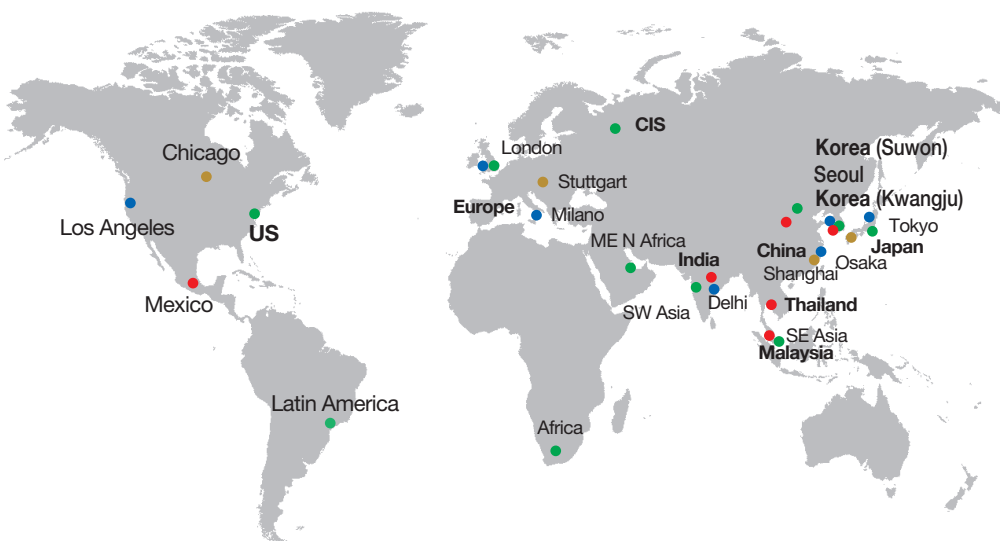


Samsung has been on the forefront of digital and design, developing new products and increasing its presence in all its markets. Its sales growth, even in tough economic times, demonstrates its ability to effectively hedge its portfolio of businesses. This year, Samsung saw strong mobile phone sales. In the U.S., it also placed number one for HDTV shipments and French-door refrigerators. But while Samsung continues to carve a reputation for itself and has maintained its price premiums, it would benefit from better brand consistency, as well as a unified brand promise.

As a global leader, Samsung will continue to create future with its customers.

Global Business Network

● 6 Global Operation Centers ● 7 Design Centers ● 11 Global Headquarters ● 4 HA R&D Centers



'Eco-friendly' Samsung



Preserves the nature you live in.

Thinking of you and the environment, Samsung plans for the future. Realizing your hopes for a greener, healthier life for you and the generations that follow, Samsung's environmentally friendly technologies work to make the world a more beautiful place.



Air & Water Conservation

As a leading innovator of environment-friendly products and technologies, Samsung products already drastically reduce the strains on nature's valuable resources. Samsung uses R-600, a natural refrigerant, and cyclopentane insulation in its refrigerators, which do not promote global warming and does not add to the greenhouse effect. Samsung's water-efficient washing machines also use less detergent and water without effecting cleanliness, helping to conserve water.



Use Less, Save More

Samsung products are energy efficient, receiving Energy Grade A+ in the EU and ENERGY STAR in the U.S. Samsung washers with its ceramic heaters use less power, which saves you energy, money, and time. This energy-efficient technology protects you and nature, giving you a greener lifestyle.



Global Recycling

Samsung Electronics is making significant efforts to save the environment and complies with the WEEE (Waste Electrical and Electronic Equipment) directive by joining or establishing the recycling schemes for each country.

Samsung Eco-Friendly Air Conditioner

Making continuous efforts to stay eco-friendly, Samsung's air conditioners use R-410a, an environmentally friendly refrigerant to help rid the air of pollutants and restrain the use of materials with high global warming potential (GWP). Samsung air conditioners have taken a leading role in reducing energy consumption and lowered significant amount of energy. These energy-efficient air conditioners not only save you money, but help conserve the environment.



World Widely Recognized!

Samsung Air Conditioner



Galeria de Innovacion 2009

Samsung attended Europe's largest air-conditioner exhibition "Climatization" in Madrid, Spain. Samsung air conditioner's beautiful design with innovative features was awarded the "Galeria de Innovacion". The idea behind this award is to encourage innovation in the practical application of know-how and technologies in industrial development. Once again, Samsung proves its unsurpassed standards in quality.

iF Product Design Award 2009

As one of the world's oldest & prestigious design competitions, the iF product design award has stood for qualitatively outstanding design awards for over 50 years. And Samsung's air conditioner with its design innovations has won the iF product design award for the year 2009. Samsung air conditioner continues to receive worldwide recognition and awards, proving high quality of function and beauty.

Comfort & Design 2010

Organized by Fiera Milano International, 37th Mostra Convegno Expocomfort / Expobagno 2010 aimed to reward the best product that shows a high level of environmental quality, providing a complete overview of the sector along the lines of "Comfort & Living Technology". And Samsung air conditioner won the prize conferring a valid and professional recognition for the best product in the ceremony .

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Received certifications and awards





Save Energy, Save Money

SMART INVERTER

Samsung Smart Inverter technology saves up to 80% in energy while the air conditioner is on, and uses zero standby power when turned off. These great double savings reduce your electricity bill and keep you from pulling out the plug.

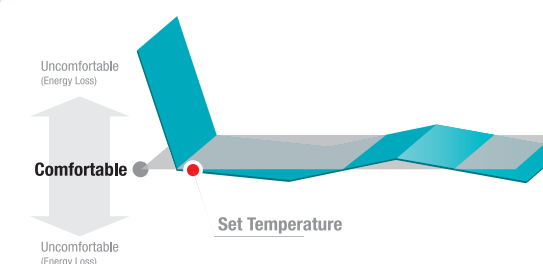


What is Smart Inverter?

Unlike non-inverter air conditioners, Samsung's air conditioner with Smart Inverter technology maintains the ideal temperature without constant shutting off and on of the compressor.

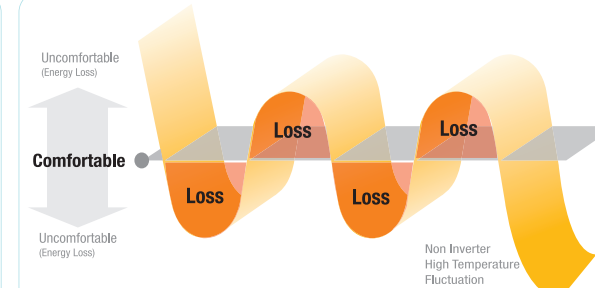
Smart Inverter

Smart Inverter technology automatically adjusts power to cope with any variances, assuring you experience less temperature fluctuation for optimal comfort.



Non-inverter

Non-inverter air conditioners shut off when the set temperature is reached and turns back on when the temperature variance is high, causing large fluctuations in temperature and in comfort.



Save energy, money, and stay stable!

The Smart Inverter allows you to stay comfortable for a long period of time while using the least amount of energy.

Save Energy

Enhanced control of Smart Inverter reduces energy consumption by up to 80%(K series) so you can save more money on your electricity bill.



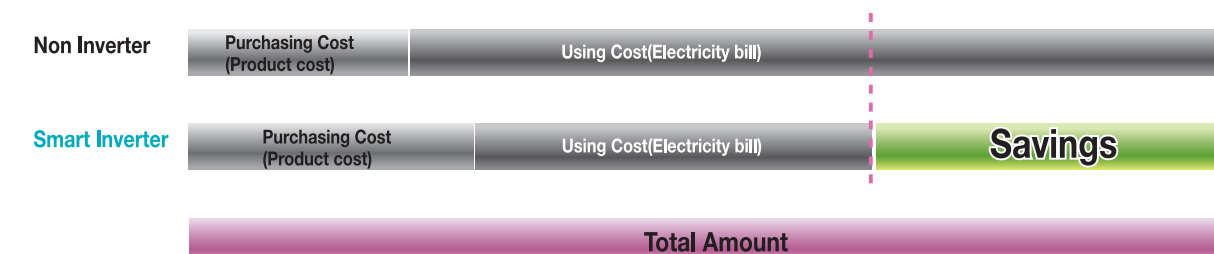
Stay Comfortable

The set temperature is maintained without extreme temperature fluctuations so you stay consistently comfortable.



Save more with Smart Inverter

Although the unit price of Samsung's Smart Inverter air conditioner is initially higher than a non-inverter air conditioner, it pays for itself in time with the money you save in electricity bills.





Double Saving

Samsung's Smart Inverter helps you save energy twice, once while the air conditioner is on and again when it's off. Double your savings with Samsung's Smart Inverter.



World Top Class EER, save up to 80%

By avoiding energy wasting start up and shut down and with increased control technology, Samsung air conditioner helps you significantly reduce energy waste. This smart inverter air conditioner achieves World Top Class EER by saving up to 80% in energy usage. So, enjoy cool comfort with better savings!

Samsung EER/COP 5.2 / 5.2

* K Series 9k Btu

Greatest energy efficiency!

You'll be amazed by the comparison. Samsung's air conditioner receives the World Top Class EER for high energy efficiency.



Samsung

EER/COP **5.2/5.2**



Competitor A

EER/COP 5.0/5.1



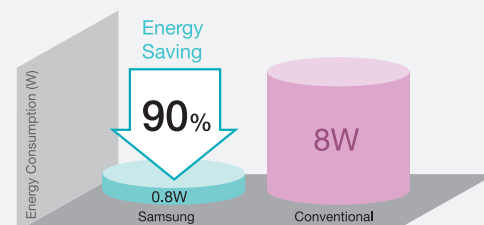
Competitor B

EER/COP 5.15/5.25



Zero Standby Power, save up to 90%

All Samsung's air conditioners save you money even when it's off. The improved control board uses miniscule amounts of energy when off, resulting in 90% more savings than conventional air conditioners, which use an incredible 8W.



*Samsung Lab test result

More saving, bigger pleasure

With the saved energy by using almost zero standby power for a month, you can power these appliances for FREE!



15 days
of lamp use



4 days of washing
machine use



3 days of Note PC
use



Smart Saver

You don't have to worry about your electricity bills when using a Samsung air conditioner. You no longer have to turn off your air conditioner when you feel the room is cool enough and turn it on again when the air is not cool enough simply to save electricity.

Save up to 31% on Your Electricity Bill!

In Smart Saver mode, the air conditioner's compressor operates in the least amount of time to cool the room, which saves electricity. With the Smart Saver, you can stop worrying about your electricity bill and start enjoying cool comfort.

*outdoor Temperature
at 30 degree

Up to **31%** Saving!

Set Temperature	Mode	Power Consumption (4hr)	Power Saving Rate (Compared to regular mode)
26°C	Regular Mode	1778	-
	Smart Saver	1230	31%
24°C	Regular Mode	2201	-
	Smart Saver	1930	12%

Samsung Test Result

This is when you need Smart Saver!

When you repeatedly turn the air conditioner on and off to save energy.



When you don't want to waste energy cooling an empty room.



When you debate turning on the air conditioner because it's not unbearably hot.



Preserve nature with Samsung!

Samsung's air conditioner presents the new Smart Saver function, never seen before, for efficient cooling with less energy consumption. With this function, users significantly save energy and money. Feel proud that you are doing your part in preserving the environment by using a product that helps save nature's resources.



Double Cleaning

Samsung enhanced purifying system with advanced filter and smart S-Plasma ion. S-Plasma ion further cleans the air that has already been filtrated by the Full HD Filter to ensure a fresher and healthier environment.

STEP 1.

FULL HD FILTER

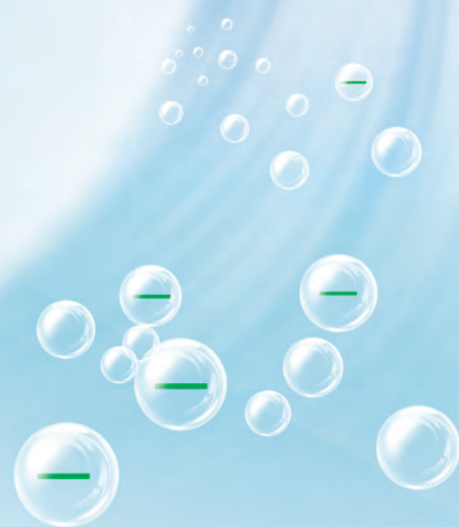
Samsung's high density filter blocks out dust and allergy-causing bacteria.



STEP 2.

S-Plasma ion

The air purifying device eliminates 99% of contaminants, bacteria and viruses in the air.



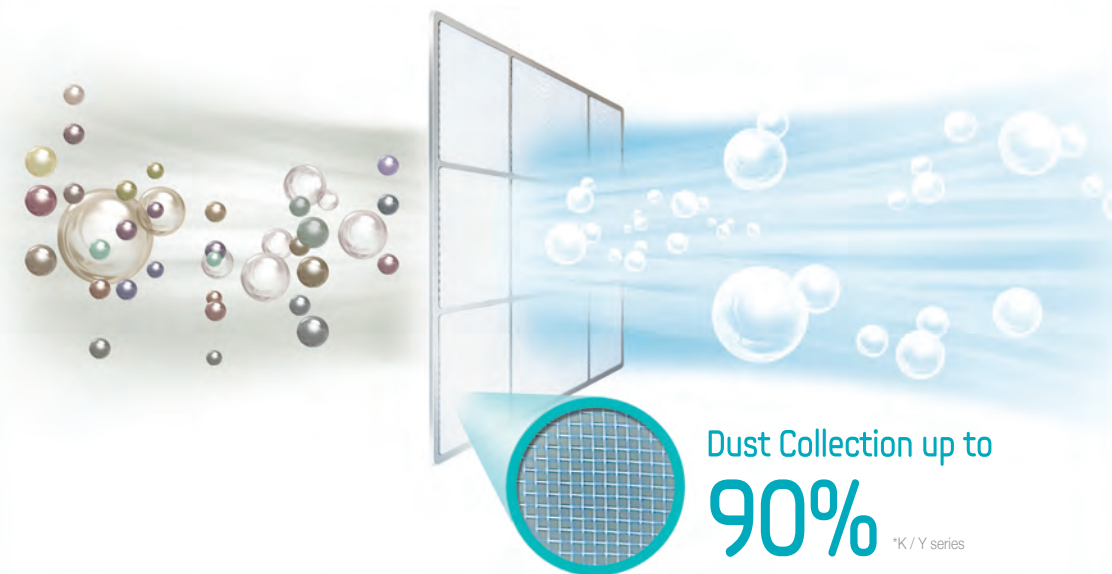
FULL HD FILTER

With Samsung's advanced Full High Density Filter, you can ensure your room is kept fresh and clean. The Full HD Filter offers improved filtration by removing even the smallest microscopic dust particles and transforming polluted air into clean energized air.

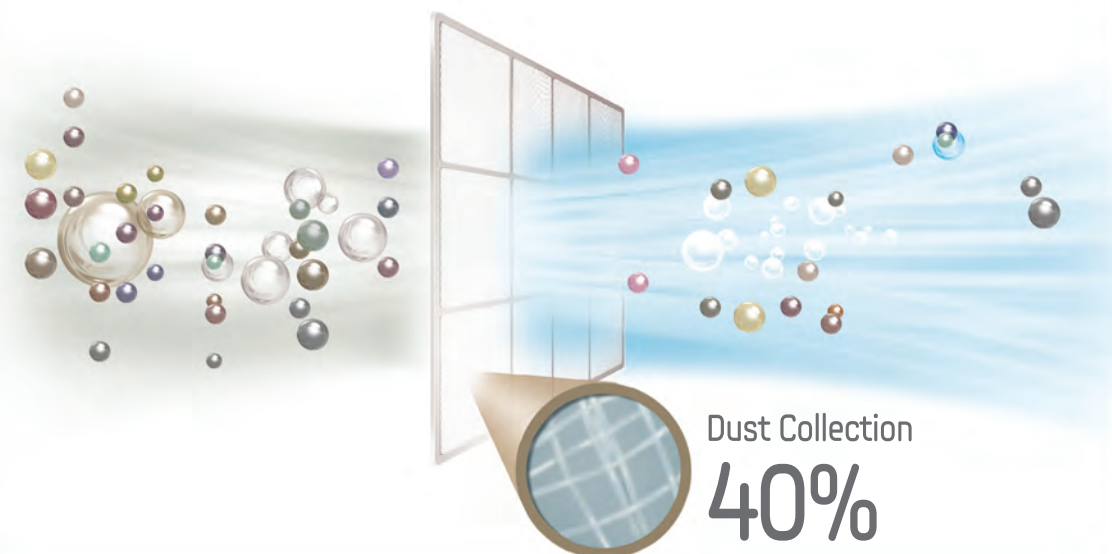
Improved dust removability!

Samsung's Full HD Filter creates cleaner air with outstanding dust collection!

FULL HD FILTER


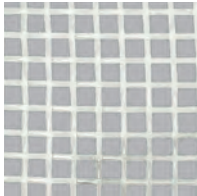
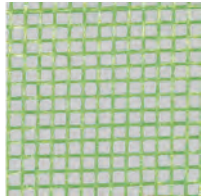
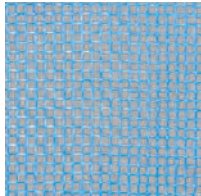
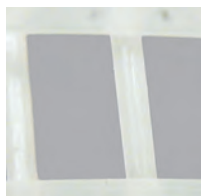

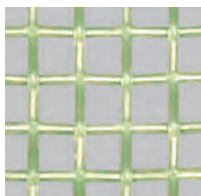
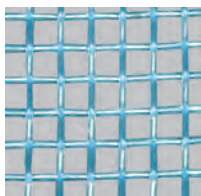


Competitor Filter



Type of Full HD filter

There are three different types of Full HD Filters. The ultra-compact filters remove even the smallest dust particles. Also the anti-bacteria coating and allergy care system not only remove bacteria and house dust but also eliminate allergens.

	Conventional	Full HD Filter		
		Full HD 60	Full HD 80	Full HD 90
x 40				
x 150				
Application Model		Max	P, T series / Crystal	K, Y series
Filament Dia. (μm)	211	134	60	57
Dust Collection	40%	60%	80%	90%
Feature	Anti-Bacteria coating			Allergy Care

Anti-Allergy tested by National Food analysis center of Japan

Easier and care-free filter cleaning

All you need to do is simply wash out the dirt with flowing water to clean the filter. Always keep your air clean and fresh with simple and easy care of the filter.

Anti-bacteria Coating

Due to the anti-bacteria coating's unique structure, this filter can collect even the smallest dust particles and viruses. Enjoy complete protection from unwanted bacteria so you breathe cleaner, fresher air.



Allergy Care

Samsung's new allergy care filter removes not only bacteria and dust particles but also reduces allergy symptoms. The special coating helps protect against allergies and keeps your environment fresh.



S-Plasma ion

Samsung's S-Plasma ion eliminates harmful airborne substances such as bacteria, viruses and fungi. This outstanding air purification device improves indoor air quality to provide a more comfortable and healthier environment.



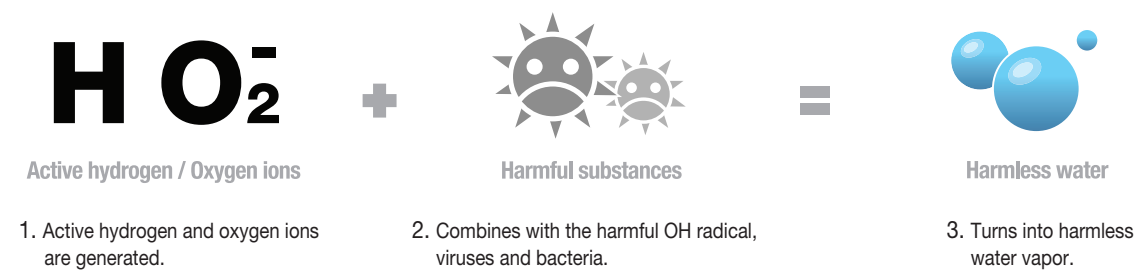
What is S-Plasma ion?

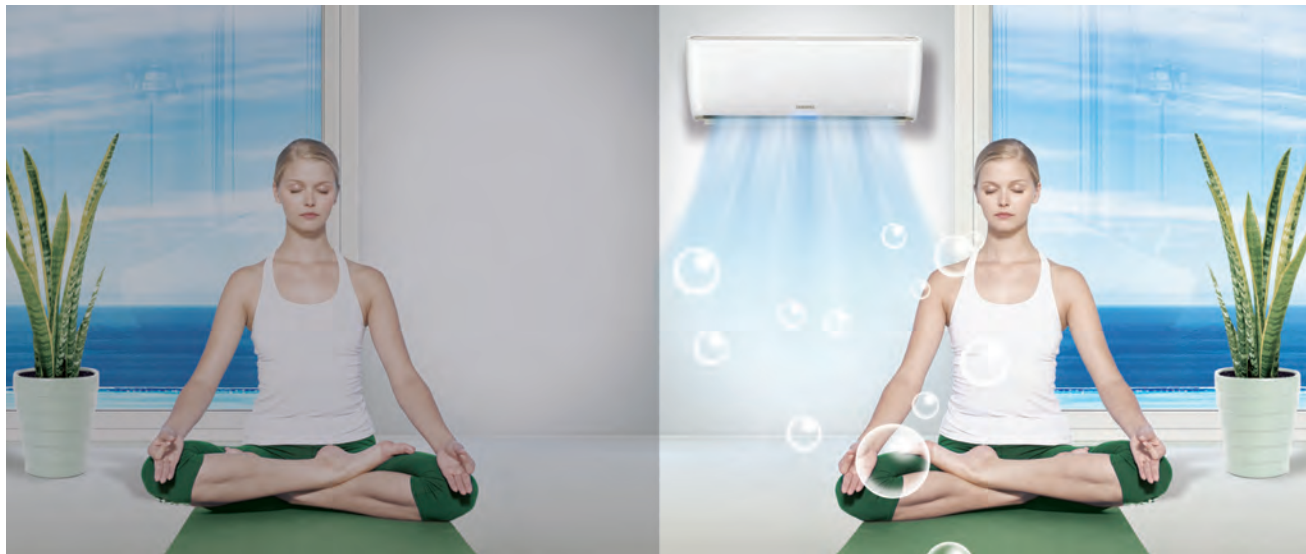
There are seriously harmful air contaminants in the air we breathe. Samsung S-Plasma ion is an air purifying device which neutralizes the biological contaminants in the air and turns them into water vapors. This outstanding device eliminates all the contaminants left in the air and substances that could not be percolated with physical filtration.



How does S-Plasma ion eliminate biological contaminants?

The S-Plasma ion generates active hydrogen and oxygen ions, which form Hydroperoxy radicals (HOO⁻). It reacts with virus and turns into harmless water vapor, H₂O. Also the active hydrogen (H) combines with OH-radical and forms a water vapor, neutralizing harmful OH-radical.





What kind of harmful particles does S-Plasma ion eliminate?

Samsung's unique S-Plasma ion technology eliminates biological contaminants such as viruses bacteria, molds and allergens. Protect your family from toxins that cause sickness with outstanding S-Plasma ion technology.

Airborne bacteria and viruses :
Causes various diseases such as influenza, chicken pox, SARS even bird flu.

Bacteria : Causes a variety of diseases and symptoms

Molds : Nurtures and spreads harmful viruses and ticks

Active oxygen : Speeds up the skin aging process

High-allergen agents :
Causes diverse allergies

Ticks : Causes skin irritations and respiratory problems

Dust in the air : Causes asthma, headaches, and bronchitis

Influenza A virus subtype H1N1
Eliminates 99.99% of this virus strain assured by the team that first developed the H1N1 flu vaccine.

19.16m³ Superb coverage

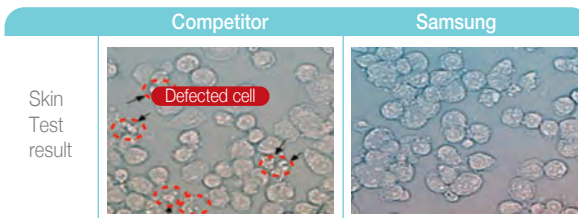
The S-Plasma ion purifies over 19.16m³ of space unlike its competitors. You can always have completely clean, healthy air even in large spaces.

Competitor	Samsung S-Plasma ion
4 m ³	19.16 m ³



Skin-friendly S-Plasma ion

Unlike competitor ionizers, which produce harmful OH radicals, Samsung's unique S-Plasma ion only emits active hydrogen and oxygen ions into the air, removing toxins and even neutralizing OH radicals. Keep your environment cleaner, healthier, and safer with Samsung's S-Plasma ion.



*Sejong Univ. Lab test result



World wide patents and certifications

S-Plasma ion is a unique and effective technology that is certified from all around the world. Patents have been received from many countries and the certifications obtained from academic research centers prove the superb technology of the S-Plasma ion.

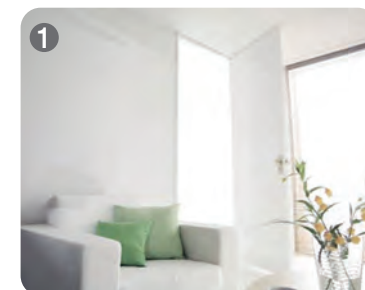
Target Species	Effectiveness	Institute	
Influenza virus type A	99.7%		Kitasato Environmental Science Center (Japan, '04.07)
	99.6%		Yeonsei University (Korean, '05.04)
Corona Virus (SARS)	99.8%		Kitasato Medical Center (Japan, '09. 10)
Avian Flu (H5N1 virus)	99.9%		Retroscreen (U.K, '09.05)
Influenza virus A subtype H1N1 (Swine flu)	99.9%		Chungnam National University (Korea, '09.09)
Allergen (Dust Mite / Cat / Dog Allergen)	confirmed		BAF (U.K.) Seal
	confirmed		RTI Test (U.S.)

Stay healthy with pure air designed by Samsung

In limited spaces like automobiles, airplanes and elevators, S-Plasma ion shows its outstanding technology by providing the highest level of fresh clean air. Keep your environment free from bacteria, mold and other contaminants with Samsung's innovative S-Plasma ion.

1. Home Environment

S-Plasma ion protects your family from airborne bacteria and viruses.



2. Medical Facilities

With S-Plasma ion, patients are safe from getting sick from contaminated air.



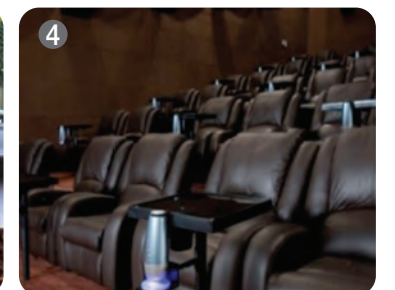
3. Transportation

S-Plasma ion provides comfortable and healthy indoor air while travelling for long periods of time.



4. Public Spaces

S-Plasma ion eliminates the toxins in the air of public places.



3D Wind

With Samsung's Wide Twin Blades, the air flows throughout the room evenly. The wider and longer blades provide advanced airflow in the room allowing you to experience a cooler environment in a shorter time.



120° wide airflow
The airflow covers 120° angle for complete comfort.



90° airflow to the floor
Two blades individually flows air down to the floor at 90°.



13m Longer distance coverage
The air distributes further throughout the room with long-range airflow.



Wide-Twin Blade

Samsung's Wide-Twin Blade can open up to 90 degrees for a more effective and reaching air flow. The longer twin blade ensures air reaches every corner of the room being cooled and more control in flow. Samsung offers the perfect solution in effective cooling with the Wide-Twin Blade.

120° wider coverage

Unlike conventional models, Samsung's Wide-Twin blade expands air coverage to 120 degrees. This improved distribution of cooling air lets you feel comfortable faster.



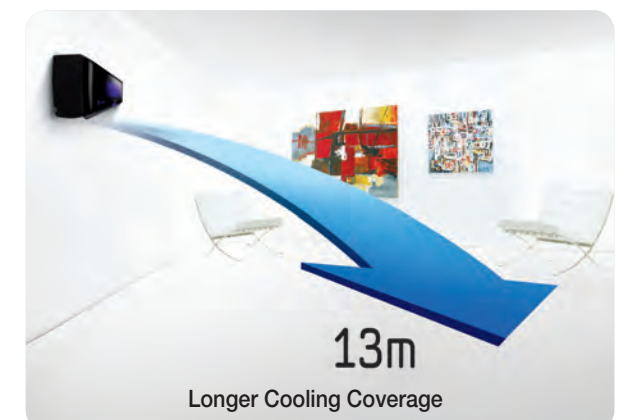
90° vertical airflow

Samsung's Wide-Twin Blade individually controls the airflow at optimum angles. The double layered blade provides long range airflow to deliver heating or cooling for larger spaces.



13m Long range cooling

With the long-range air-flow, you can feel cool air instantly no matter how far you are from the air conditioner. The air conditioner can reach 13m so you are always cool and comfortable anywhere in the room.



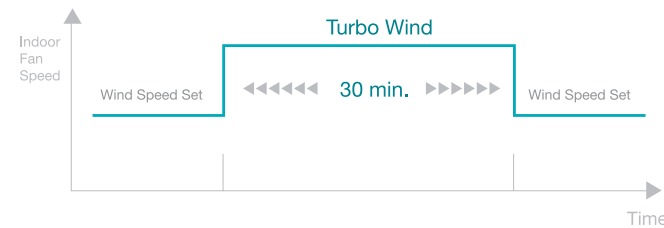
Turbo Cooling

Samsung's new air conditioner operates in its maximum speed in Turbo Cooling mode to quickly reach the set temperature. Instantly cool down your space with Samsung's Turbo Cooling technology.



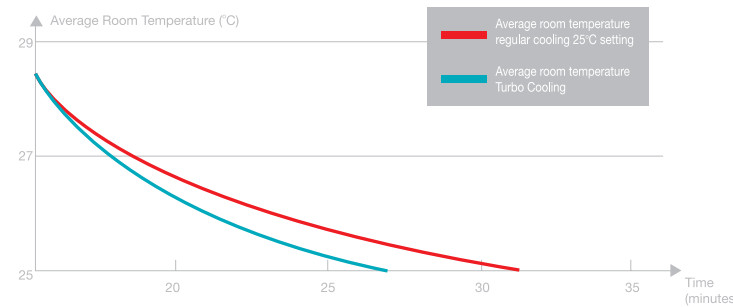
Maximum cooling!

When you enter your home or office after returning from the sweltering heat outside, you want immediate cool relief. When you turn on the air conditioner in Turbo Cooling mode, the compressor fan operates in its maximum speed for 30 minutes to cool down your space quickly.



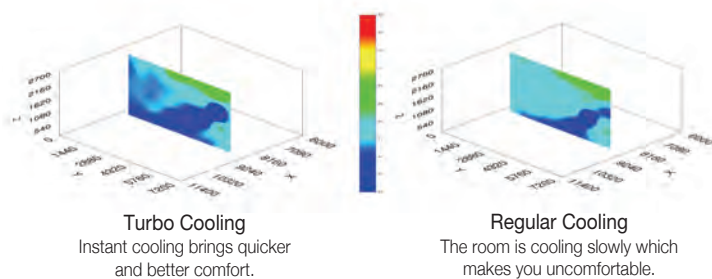
Cool down faster than ever

Compared to normal operation mode, Turbo Cooling mode cools down the space 15% faster. When you need instant cooling, Samsung air conditioner's Turbo Cooling mode is the perfect answer.



Even cooling

As you can see in the distribution table, Samsung's cool air evenly distributes throughout your room quicker than just regular cooling. Enjoy the comfortable cooling provided by Samsung air conditioner.



* More blue color means better cooling operation.

good'sleep

Samsung's good'sleep mode ensures that the most comfortable environmental temperature is maintained for your good night's sleep.



Best temperature for deep sleep

01 Falling asleep stage

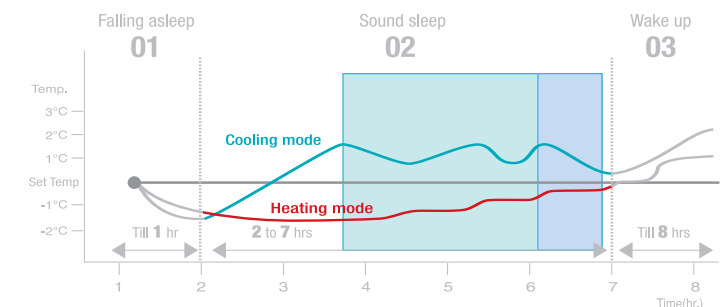
Eases you into sleep by dropping the temperature.

02 Sound sleep stage

Relaxes your body and raises your temperature slightly.

03 Wake up stage

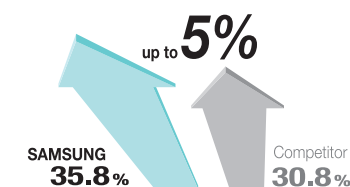
Allows you to wake up from comfortable intermittent air and makes you feel refreshed.



Everything improved!

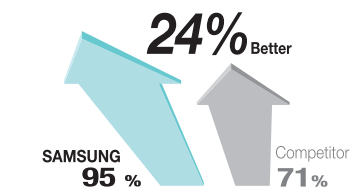
Sleep efficiency

The good'sleep mode increases sleep efficiency compared with competitors.



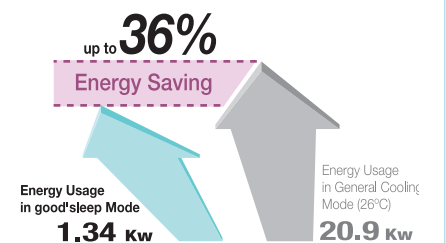
Pleasant skin temperature

The temperature setting of good'sleep maintains pleasant skin temperature, making your body more relaxed and comfortable.



Energy saving

The good'sleep mode reduces up to 36% of electricity consumption compared with a normal cooling mode.



Enjoy a pleasant night's sleep

Concerning your health, good'sleep offers ideal temperatures needed to quickly fall asleep, maintain a comfortable sleep environment, and to awake refreshed. Unlike other product's sleep mode, Samsung good'sleep considers the rhythms of human sleep.

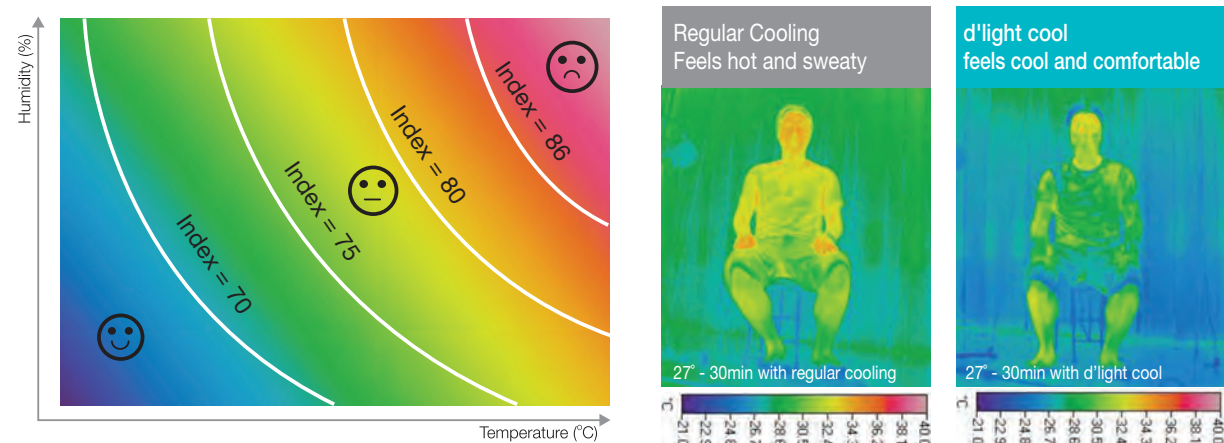
d'light cool

Too much air conditioning is not only hazardous to your health, but harmful to the environment since it wastes energy. Samsung's air conditioner uses the least amount of energy to maintain comfort levels so you and the environment stay healthy.



Optimum temperature for best comfort

People can feel comfort or discomfort even at the same temperature due to the varying level of humidity in the air. Samsung's d'light cool system automatically checks the current humidity and temperature and adjusts for the most pleasant environment.



How d'light cool works

1. It first measures the humidity and temperature in the room.
2. It calculates what temperature and humidity is needed to reach the comfort index.
3. It adjusts the temperature and humidity automatically until the comfort index is reached.



No more wasteful cooling

1. Accurately measure humidity & temperature to maintain the ideal comfort index.
2. No need to reset the temperature with automatic temperature control.
3. Customized cooling, which reduces energy waste.

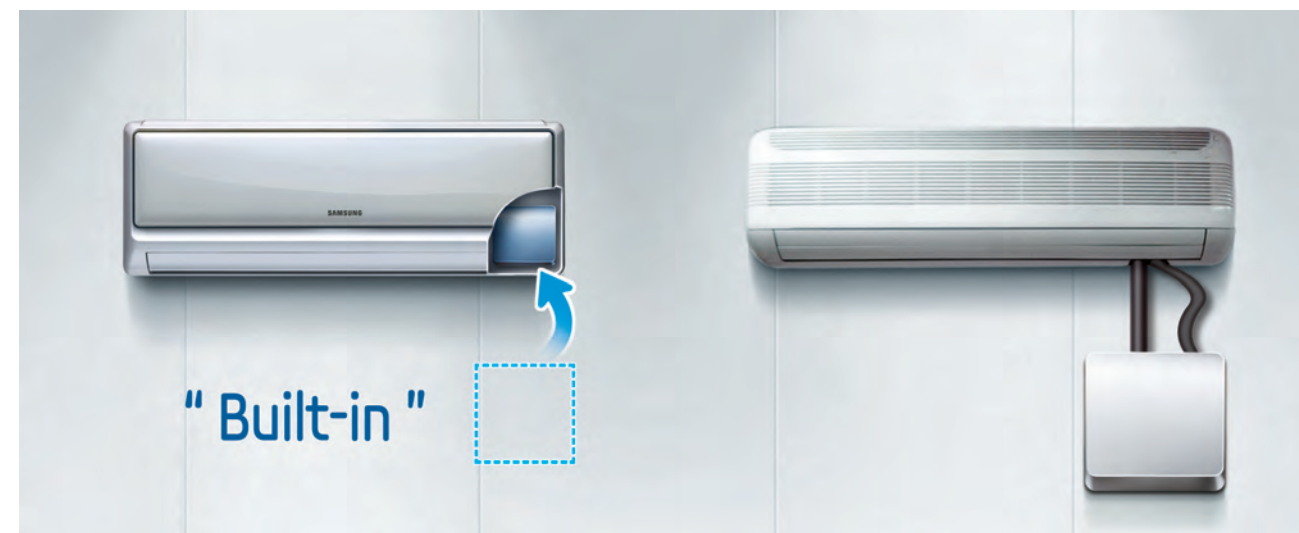
d'light cool Up to **15%** Saving

General Cooling Mode

Power Consumption (Operation : 2hrs)

Stabilizer-Free Operation

Samsung's air conditioner with built-in stabilizer lets you have cool fresh air without sacrificing interior style. With the Stabilizer-Free Operation, never worry about power failures while keeping your room looking good.



"Built-in" stabilizer!

The Stabilizer-Free air conditioner improves the look of your home since you don't need to install a separate stabilizer. With Samsung, you don't have to sacrifice style for consistent comfort.



Exceptional comfort with powerful air

Stabilizer-Free Operation gives you fresh, powerful air in any circumstance. With the built-in stabilizer, this air conditioner regulates the voltage keeping it stable to prevent surges in voltage and power outages. So, leave your worries behind and rely on Samsung for healthy and clean air.



Built-in stabilizer to save money

Samsung's Stabilizer-Free air conditioner automatically stabilizes voltage to prevent power failures, so you don't need to invest in a separate stabilizer. Even with a voltage surge of up to 290V or as little as 135V, the Stabilizer-Free air conditioner provides consistently cool, powerful, fresh air.



UTR Plus™

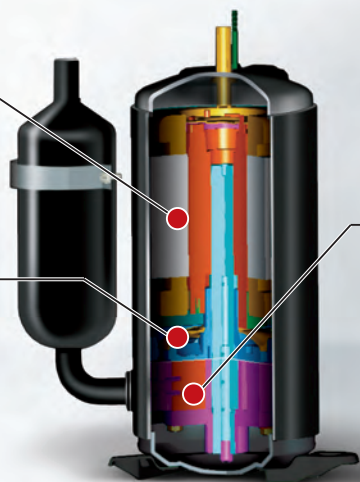
The UTR (Ultra Tropical Rotary) Plus™ provides incredibly powerful performance that quickly brings greater comfort even in severely hot weather. The stable operation of UTR Plus™ delivers reliable performance for a long time without any breakdowns.

High Torque Motor

- Increased maximum Torque
- Increased starting Torque for low voltage start

Low Noise Parts

- Valve stopper improvement
- Inclination muffler structure

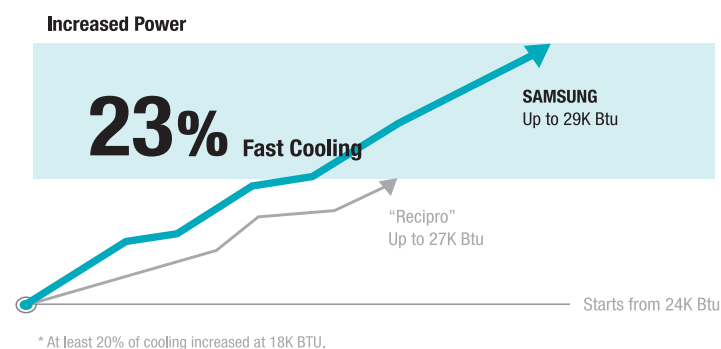


High Reliability Mechanical Parts

- Fixed upper bearing
- Special coated shaft and vane
- Internal OLP for high sensitivity

Consistent cooling in any kind of weather

The UTR Plus™ with its strong motor can quickly cool the air even in severely hot climates of 54°C. This outstanding compressor can cool down 23% faster than the conventional "Recipro" compressor.



Long-lasting coolness without breakage

Samsung's UTR Plus™ compressor extends its lifespan by enhancing its welding method with new durable material. You can enjoy the powerful performance of your air conditioner for a longer period of time.

Samsung UTR Plus Compressor			Reciprocating Compressor		
Components	Wear Rate (%)	Judgement	Components	Wear Rate (%)	Judgement
Shaft	5%	Excellent	Shaft	200%	Poor
Roller	15%	Good	Connecting Rod	90%	Not Satisfactory
Vane	1%	Excellent	Wrist Pin	48%	Good
Upper Bearing	17%	Excellent	Lower Bearing	108%	Not Satisfactory
Lower Bearing	12%	Good	Upper Bearing	82%	Not Satisfactory
Cylinder	11%	Excellent	Piston	85%	Not Satisfactory

Certifications for reliability and performance

Samsung UTR Plus™ received many certifications, which prove its outstanding reliability and strong performance. Keep your place cool and comfortable with Samsung's recognized UTR Plus™!

Certified by Maryland CEE (Max 9% higher EER than Reciprocating comp)



All of the UTR are licensed by KSA (Kingdom of Saudi Arabia)

Anti Corrosion fin

When corrosion starts, it shortens the life of the heat exchanger by reducing durability and allowing bacteria to grow. Samsung's heat exchanger fin is designed to resist corrosion so you have cool, comfortable air for a long long time.



Outstanding anti corrosion protection

The Anti-corrosion Fin Condenser is designed with strong corrosion-resistant material to protect itself from rusting. This smart fin strongly protects the condenser from corrosion to give you cool clean air without worries of wear. Stay comfortable all the time with Samsung's long-lasting air conditioner.



Samsung's Anti Corrosion fin



conventional

Higher reliability from wear

Samsung's anti-corrosion fin proves outstanding wear resistance compared to competitor's corrosion-resistant material. The anti-corrosion Fin Condenser with its unique corrosion-resistant material protects the heat exchanger against rust so you can have clean cooling and enjoy fresh air for a long time of period.



Triple Protector

Samsung's integrated protection technology offers better durability and reliability. Its powerful cooling system (Engine Protector), constant volt control (Controller Protector), and effective anti-corrosion coating (Fin Protector) allow you to have perfectly fresh cooling air for a longer period of time.



Engine protector

Samsung's distinctive engine protector prevents compressor from being overloaded by heat in severely hot weather or unstable electricity circumstances. So, you have a cool, comfortable room quickly and you can forget that it's a hot summer day.

Controller protector

Samsung's advanced digital controller adjusts to avoid breakdowns from unstable power supplies. This special technology withstands power fluctuations from 80V to 400V so you always have unbeatable coolness regardless of circumstance.

Fin protector

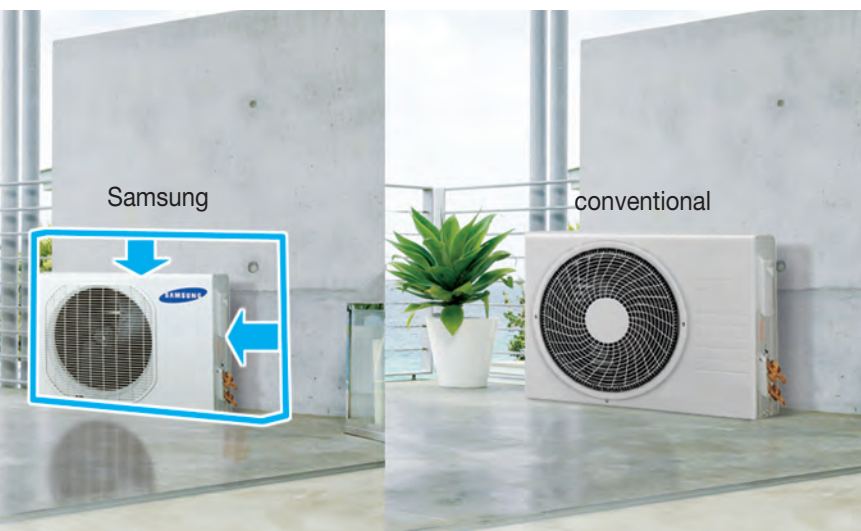
With time, the condenser of the air conditioner gets rusty and breaks down. Whereas this problem could be overlooked, Samsung made sure to protect even its interior with anti-corrosion fin to ensure consistent, long lasting performance.

MCC (Multi Channel Condenser)

Samsung's innovative MCC heat exchanger has an enlarged heat exchange surface which increases the cooling efficiency. The MCC's new flat surface design delivers quick cooling, so you can always have cool fresh air anytime you want.

Smaller size for easier installation

With Samsung's enhanced MCC, the heat exchanger does not need to be as large as before. The down-sized heat exchanger also makes the outdoor unit smaller, which allows easier transfer and convenient installation.



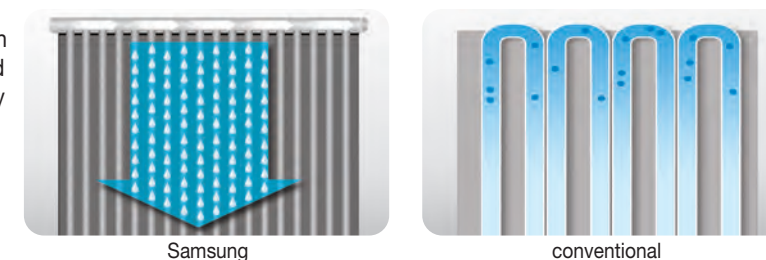
Remarkable innovation in heat exchanger!

Samsung's Multi Channel Condenser increases the heat exchange surface with multi channel flow. Moreover, with its new flat surface design, it reduces the air resistance compared to conventional heat exchangers. The large flat surface and multiple channels enhance its cooling efficiency. Thanks to MMC's smaller size, it's widely used in cars, which require higher efficiency even in limited spaces.



Instant heat exchange for faster cooling!

Compared to conventional heat exchangers, Samsung MCC's faster performance results in faster heat exchange, so your space is cooled instantly. With fast cooling of your space, stay cool and comfortable all the time.





Quiet Operation

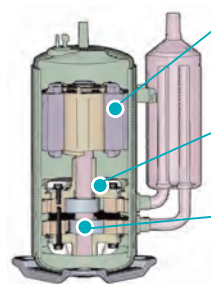
For greater comfort, Samsung made improvements to reduce vibration and noise level coming from the air conditioner. With Samsung's highly innovative air conditioner, you can always have quiet, peaceful life while staying comfortably cool.



Immensely low vibration with TBLDC

Samsung air conditioner applied the twin BLDC compressor with stable moving parts. This highly efficient motor provides extremely low vibration which reduces variation by 40% compared to the conventional single BLDC compressor.

BLDC (Twin Rotary) Compressor

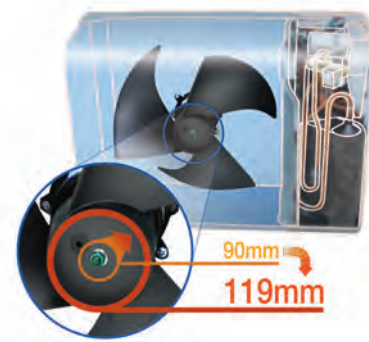


- Highly Efficient BLDC Motor**
 - Creative motor core design
 - High density neodymium magnet
 - Concentrated type stator
- Extremely Low Vibration**
 - Twin eccentric cams
 - 2 balance weights
- Highly Stable Moving Parts**
 - Optimal material matching rollers and vanes
 - Highly robust bearings
 - Coated vane - Coated shaft

*K,Y Series(All model), P Series(18K~24K Btu model)

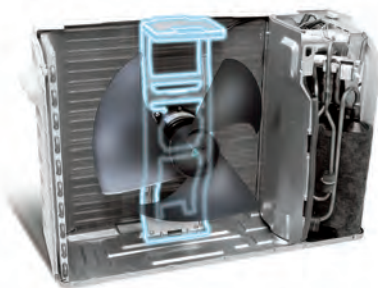
More stable fan spinning

New pan hub's depth is increased from 45 mm to 62mm and diameter is widened by 32%. The reinforced fan hub makes the spinning more stable, reducing the vibration noise when the air conditioner is in operation.



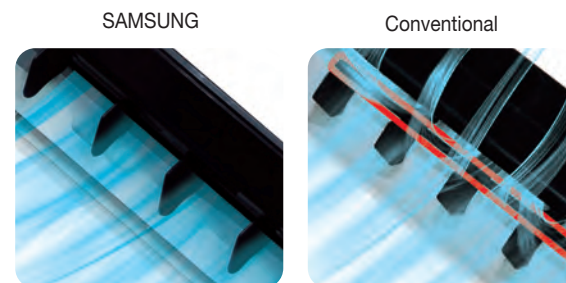
Stronger body pillar

The body pillar inside the outdoor unit supports the outer case. Once the air conditioner is turned on, the outdoor unit's case makes a high level of noise due to the vibration and loose-jointed parts. Samsung strengthened the body pillar to hold out the case more tightly to inhibit vibration and add durability.



Seamless airflow

The air conditioner's air path has been widened and streamlined to reduce air friction surface. This reduced a frictional whizzing sound without compromising Samsung air conditioner's powerful blasting wind.

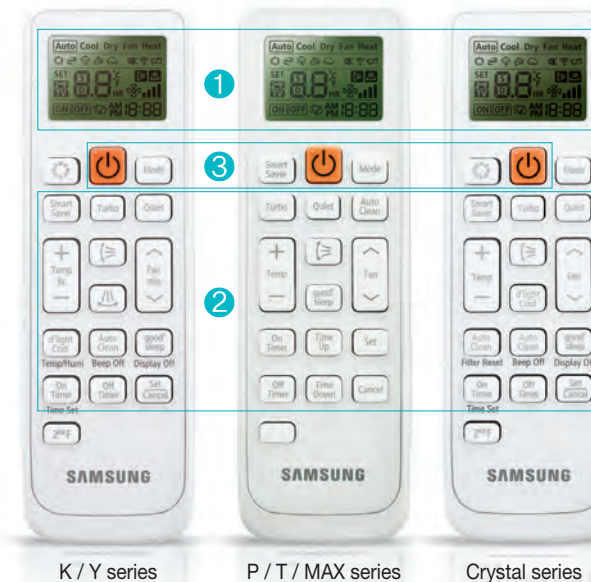


Special Remote Control

It's an ergonomic and innovative remote control with better design, easy grip, soft touch buttons, easy-view display, and more. All these convenience and simple design are in the palm of your hand.

Ergonomically design for better control

Simple minimal design is easy to use and the size is comfortable to grip.



01 Easy View Display
Bigger, clearer numbers and icons allow for better visibility.



02 Bigger Buttons
Larger buttons for easier use.



03 Power Button
Orange colored power button makes it easy to see.



Auto Changeover

The Auto Changeover automatically selects the operating mode (Cooling or Heating) according to the temperature setting. Thus, when a temperature is selected to the auto mode, the air conditioner heats and cools as required to maintain the set temperature.



Split Type

K-SERIES	33
Jungfrau Flagship	
Y-SERIES	37
Jungfrau Premium	
P-SERIES	41
Maldives	
T-SERIES	45
Boracay	
CRYSTAL	49
MAX	53



Extreme Saving with Style

K Series

(Jungfrau Flagship)



You can recreate your space with utmost modern beauty even with extreme energy saving.

Samsung's new air conditioner is designed with dark purple color gradation and specially created unique pattern to deliver the luxuriousness. Also the smart technologies support the air conditioner to reduce energy consumption to save your money. Make your space beautiful in low energy usage.



New Beauty Emerges from Samsung

Samsung guarantees to support your stylish life with peerless beauty of the new air conditioner. Samsung's new air conditioner is delicately designed with high-gloss panel in purple black color. The dark gradation of color delivers enchanting beauty.

K Series (Jungfrau Flagship)



Features



Inimitable Design

The elaborately designed Samsung's new air conditioner is a perfect solution for your stylish and modern living room.



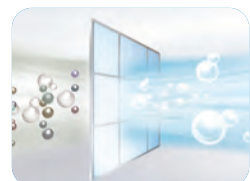
World Top Class EER

The new air conditioner achieved world top class Energy Efficiency Ratio by saving 80% in energy.



Zero Standby Power

The air conditioner uses almost 0W of energy when it's off, that results 90% saving.



Full HD Filter

The Full High Density Filter collects up to 90% of dust and allergy causing bacteria.



S-Plasma ion

S-Plasma ion eliminates up to 99% of the biological contaminants in the air such as dust, bacteria and even H1N1 virus.



d'light cool

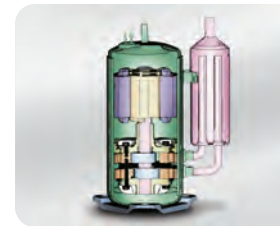
This system automatically adjusts the temperature and humidity level to maintain the most pleasant degree.



3D Wind

The Wide Twin Blades and 4 Way Auto Swing provide advanced airflow all around the room for even distribution.

Additional Features



Twin BLDC Compressor

Twin BLDC Rotary compressor extremely reduces vibration of outdoor unit by 40%.

- Smart Saver
- Auto Changeover
- Anti Corrosion Fin



good'sleep

good'sleep automatically adjusts temperature to create most comfortable environment at night.

- Dehumidification
- Auto Clean
- Quiet Mode



Turbo Cooling

Turbo Cooling maximizes the speed of cooling and heating to quickly reach the set temperature.

- Auto Wind
- Natural Breeze
- Triple Protector (Option)



Allergy Care

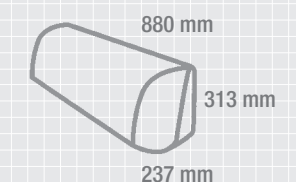
The specially coated filter eliminates allergy causing agents and reduces your allergy symptoms.

- Auto Restart
- Real Time Timer
- Remote Controller

Available Colors & Dimensions



9,000BTU / 12,000 BTU
/ 18,000 BTU



Remote Control & Outdoor Unit



Inverter



9K BTU



12K BTU



18K BTU

Extreme Saving with Style

Y Series

(Jungfrau Premium)



Samsung's new air conditioner saves extreme money with natural beauty. The simple and neat design with snow white color brings complete elegance. Also the unbeatable technologies are applied to this unique air conditioner, which reduce energy consumption to save your money and nature at the same time. Keep your place look more stylish with less money spending on energy.



Natural Beauty

Beautify your space with refulgent style by Samsung's delicately designed air conditioner. The snow white color and the sophisticated design bring soft, tender atmosphere to your place.



Y Series (Jungfrau Premium)



Features



Inimitable Design

The elaborately designed Samsung's new air conditioner is a perfect solution for your stylish and modern living room.



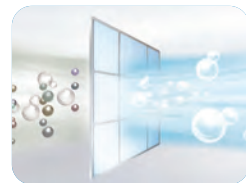
Smart Inverter

Smart Inverter maintains ideal temperature without constant shutting off and on the compressor.



Zero Standby Power

The air conditioner uses almost 0W of energy when it's off, that results 90% saving.



Full HD Filter

The Full High Density Filter collects up to 90% of dust and allergy causing bacteria.



S-Plasma ion

S-Plasma ion eliminates up to 99% of the biological contaminants in the air such as dust, bacteria and even H1N1 virus.



d'light cool

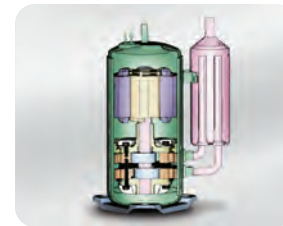
This system automatically adjusts the temperature and humidity level to maintain the most pleasant degree.



3D Wind

The Wide Twin Blades and 4 Way Auto Swing provide advanced airflow all around the room for even distribution.

Additional Features



Twin BLDC Compressor

Twin BLDC Rotary compressor extremely reduces vibration of outdoor unit by 40%.

- Smart Saver
- Auto Clean
- Auto Wind



good'sleep

good'sleep automatically adjusts temperature to create most comfortable environment at night.

- Dehumidification
- Natural Breeze
- Quiet Mode



Turbo Cooling

Turbo Cooling maximizes the speed of cooling and heating to quickly reach the set temperature.

- Auto Restart
- Real Time Timer
- Triple Protector (Option)



Allergy Care

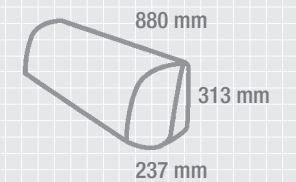
The specially coated filter eliminates allergy causing agents and reduces your allergy symptoms.

- Auto Changeover
- Anti Corrosion Fin
- Remote Controller

Available Colors & Dimensions



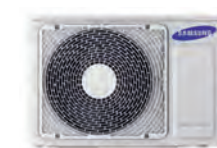
9,000BTU / 12,000 BTU
/ 18,000 BTU



Remote Control & Outdoor Unit



Inverter



9K BTU



12K BTU



18K BTU

Maximize Cooling, Minimize Energy

P Series

(Maldives)



Samsung's new air conditioner provides better and more well-being air. This unique air conditioner is not only beautiful as pure snow but also delivers you the most fresh, clean, purified air even with low energy consumption.



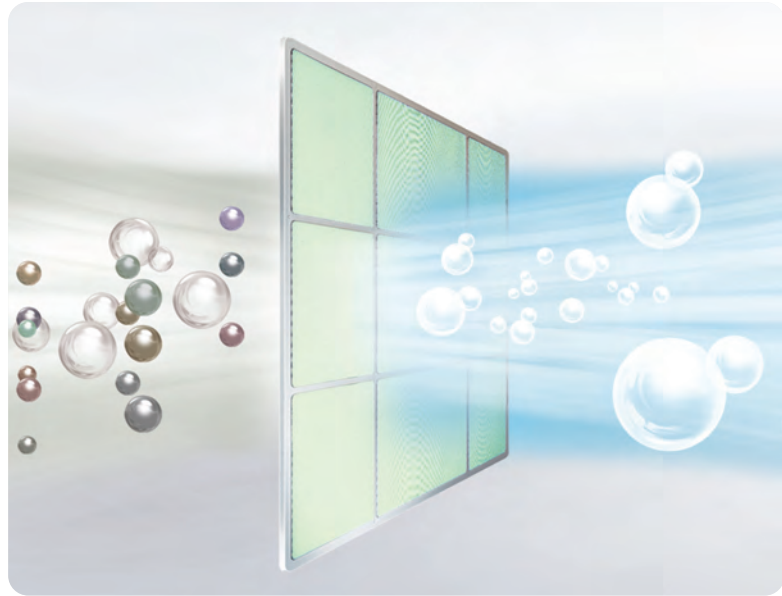
Maximize the cooling but minimize the energy use!

Samsung's air conditioner delivers you the super comfort with completely purified air. Even with less energy consumption, you can always have healthy air by Samsung air conditioner.

P Series (Maldives)



Features



Full HD Filter

The Full High Density Filter collects up to 80% of dust and allergy causing bacteria.



Smart Inverter

Smart Inverter maintains ideal temperature without constant shutting off and on the compressor.



good'sleep

good'sleep automatically adjusts temperature to create most comfortable environment at night.



Smart Saver

In Smart Saver mode, the compressor of the air conditioner operates in the least amount of time to cool the room, which saves electricity.



Zero Standby Power

The air conditioner uses almost 0W of energy when it's off, that results 90% saving.



Quiet Mode

With less noise and vibration, you can always have quiet, peaceful life while staying comfortably cool.



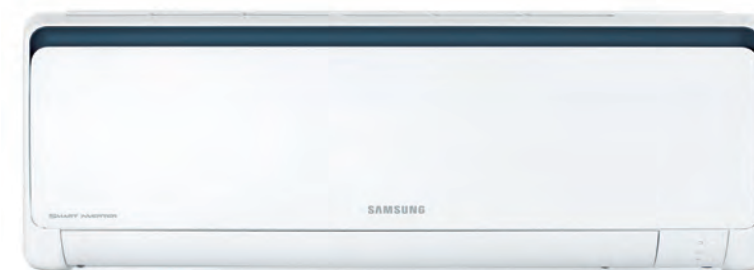
Triple Protector

The powerful cooling system, constant volt control and effective anti-corrosion coating offers fresh cooling air for a long time.

Additional Features

- Anti Bacteria Coating
- Dehumidification
- Anti Corrosion Fin
- Remote Controller
- Auto Clean
- Auto Wind
- Auto Changeover
- Natural Breeze
- Turbo Cooling
- Zero Standby Power
- Auto Restart
- 24-hour Timer
- S-Plasma ion(Optional)

Available Colors & Dimensions



Blue

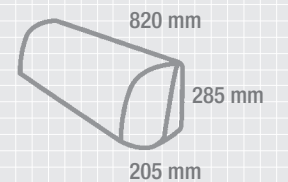


Silver

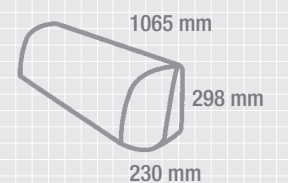


White

9,000BTU / 12,000 BTU



18,000 BTU / 24,000 BTU



Remote Control & Outdoor Unit



Inverter



9K BTU



12K BTU



18K BTU



24K BTU

Cool & Fresh Air

T Series

(Boracay)



During severely hot summer, you need cool air as fast as you can. Samsung's new air conditioner cools your space quickly to make you feel better and nice. Also even in severe weather, the air conditioner delivers pleasant cooling all day long without sudden power outage.



Rapid Cool Down to Comfort You as Quickly as Possible !

Samsung's air conditioner cools down your space fast enough to give you pleasure on time. Also with stronger durability of the air conditioner, you can have fresh clean cool air stably all day long.



T Series (Boracay)

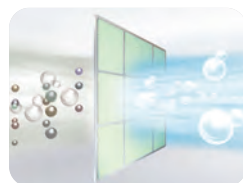


Features



Turbo Cooling

Turbo Cooling operates compressor fan in its maximum speed to cool or heat down your space quickly.



Full HD Filter

The Full High Density Filter collects up to 80% of dust and allergy causing bacteria.



good'sleep

good'sleep automatically adjusts temperature to create most comfortable environment at night.



Smart Saver

In Smart Saver mode, the compressor of the air conditioner operates in the least amount of time to cool the room, which saves electricity.



24-hour Timer

24-hour Timer allows you to set the air conditioner to turn on up to 24hrs in future.



UTR Plus (option)

UTR features incredible power that can quickly cool the air even in severe hot climates.



Triple Protector

The powerful cooling system, constant volt control and effective anti-corrosion coating offers fresh cooling air for a long time.

Additional Feature

- Slim Solution
- Auto Wind
- Quiet Mode
- Remote Controller
- Dehumidification
- Anti Bacteria Coating
- 24-hour Timer
- Auto Restart
- Auto Clean
- Anti Corrosion Fin
- Auto Changeover
- Natural Breeze
- Zero Standby Power

Available Colors & Dimensions

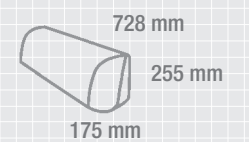


Silver



Blue

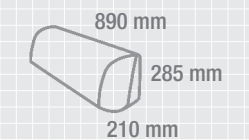
7,000 BTU



9,000 / 12,000 BTU



18,000 BTU



24,000BTU



Remote Control & Outdoor Unit



On / Off



7 / 9 K BTU

12 K BTU

18 K BTU

24K BTU

Feel Pure Ideal Comfort

Crystal

Samsung air conditioner dazzles with its high glossy panel, making your home sparkle with luxury. What's more, you can enjoy clean, refreshing air with its strong power and purifying functions. Samsung air conditioner allows you to have clean, comfortable air all the time.



d'light cool

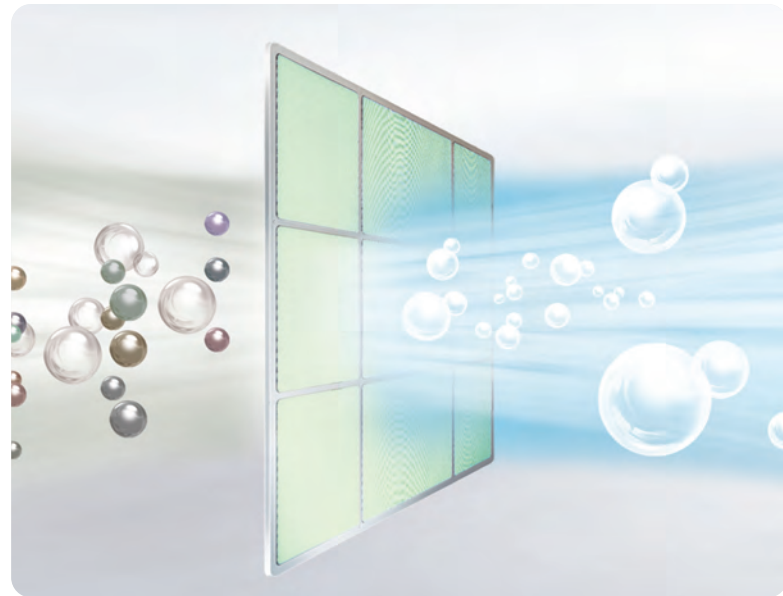
You can always enjoy pure comfort with the automatic temperature adjustment of Samsung air conditioner. With perfect balance of temperature and humidity level, the air is always comfortably refreshing.



Crystal



Features



Full HD Filter

The Full High Density Filter collects up to 80% of dust and allergy causing bacteria.



S-Plasma ion

S-Plasma ion eliminates up to 99% of the biological contaminants in the air such as dust, bacteria and even H1N1 virus.



Smart Inverter (option)

Highly efficient Smart Inverter technology maintains precise temperature even with 50% less energy consumption.



Filter Cleaning Indicator

The indicator automatically alerts you when the filter needs to be cleaned by illuminating blue light.



Smart Saver

In Smart Saver mode, the compressor of the air conditioner operates in the least amount of time to cool the room, which saves electricity.



good'sleep

good'sleep automatically adjusts temperature to create most comfortable environment at night.



Multi Filter System

Multi Filter system is composed of Catechin, Deodorizing, and optional DNA filters, and S-Plasma ion to keep your air clean and fresh.

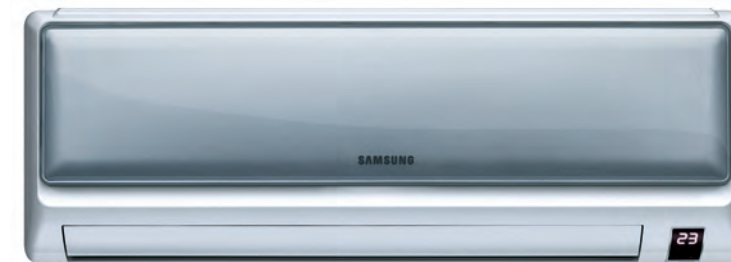
Additional Feature

- Turbo Cooling
- Real Time Timer
- Auto Changeover
- UTR Plus(Optional)
- Anti Bacteria Coating
- Auto Wind
- Auto Restart
- Zero Standby Power
- Auto Clean
- Quiet Mode
- Anti Corrosion Fin
- Remote Controller
- Natural Breeze
- 24-hour Timer
- Dehumidification

Available Colors & Dimensions



White

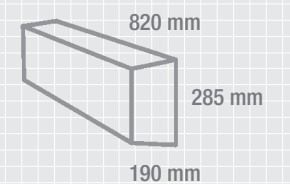


Silver

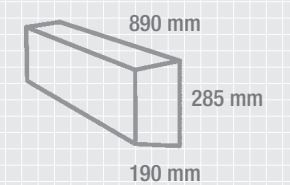


Blue

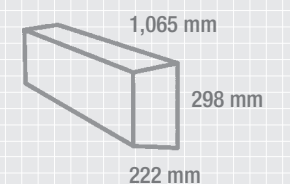
9,000 / 12,000 BTU



18,000 BTU



24,000 BTU



Remote Control & Outdoor Unit



Inverter



9K / 12K BTU

18K / 24K BTU

On / Off



9K BTU

12K BTU

18K BTU

24K BTU

Ideal Air for Perfect Coolness

Max

Enjoy exceptional cooling power with Samsung air conditioner. Samsung air conditioner quickly cools the room with strong refreshing air. Also its unique technologies prevent waste of unnecessary energy consumption and control the temperature automatically so you can sleep comfortably throughout the night.



White

Max



Features



Smart Inverter (option)

Highly efficient Smart Inverter technology maintains precise temperature even with 50% less energy consumption.



Smart Saver

In Smart Saver mode, the compressor of the air conditioner operates in the least amount of time to cool the room, which saves electricity.



Turbo Cooling

Turbo Cooling maximizes the speed of cooling and heating to quickly reach the set temperature.

Additional Feature

- Zero Standby Power
- good'sleep
- UTR Plus(Optional)
- Anti Bacteria Coating
- Auto Clean
- Dehumidification
- Quiet Mode
- Auto Restart
- Real Time Timer
- Full HD Filter
- 24-hour Timer
- Auto Changeover
- Remote Controller

Available Colors & Dimensions



Gray



Light Blue

* For white models, refer to the image on left page.

7,000 BTU	9,000 / 12,000 BTU	18,000 BTU	24,000 BTU
728 mm 255 mm 190 mm	820 mm 285 mm 190 mm	890 mm 285 mm 190 mm	1065 mm 298 mm 222 mm

Remote Control & Outdoor Unit



Inverter



On / Off



Specifications



EUROPE	81
CIS	88
AMERICA	95
SOUTH-EAST ASIA	113
MIDDLE EAST	133
AFRICA	160
SOUTH-WEST ASIA	173

Europe

MODEL			Neo Forte	Neo Forte	Neo Forte	Neo Forte		
Model Code			AQ09N*DN	AQ12N*DN	AQ18N*AN	AQ24N*AN		
AC Type			HP	HP	HP	HP		
Refrigerant Type			R410A	R410A	R410A	R410A		
Performance								
Capacity	Cooling	Btu/hr.	9,384	12,000	17,404	23,205		
		(min~max)						
		cal/hr.	2,365	3,010	4,386	5,848		
		(min~max)						
		kW	2.8	3.5	5.1	6.8		
		(min~max)						
		Heating	Btu/hr.	9,896	12,968	19,793	23,888	
			(min~max)					
cal/hr.	2,494		3,268	4,988	6,020			
(min~max)								
		kW	2.9	3.8	5.8	7		
		(min~max)						
		Energy Efficiency	Cooling	EER(Btu/W)	11.0	11.0	9.6	9.6
				EER(W/W)	3.21	3.22	2.82	2.81
	Heating	COP(W/W)	3.61	3.62	3.22	2.81		
Moisture Removal		ℓ /hr.	1.0	1.6	1.8	2.4		
Air Circulation (Max)		m³/min	8	9.61	13	17		
Noise Level	Indoor High/Low	dB	32/24	35/26	40/31	42/33		
	Outdoor High	dB	47	48	52	54		
Electrical Data								
Power Source		V/Hz/ø	220~240/50/1	220~240/50/1	220~240/50/1	220~240/50/1		
Power Consumption	Cooling	W	855	1090	1810	2420		
	Heating	W	803	1110	1800	2490		
Operating Current	Cooling	A	4.4	5	8.3	10.8		
	Heating	A	4.1	5	8	11.2		
Dimension & Loading Q'ty								
Net Dimension (WxHxD)	Indoor	mm	825*285*189	825*285*189	1065*298*218	1065*298*218		
	Outdoor	mm	660*470*240	720*548*265	790*548*285	790*548*285		
Net Weight	Indoor	kg	8.4	8.4	13	13		
	Outdoor	kg	26	33.8	39	41		
Shipping Weight	Indoor	kg	10.6	10.6	16	16		
	Outdoor	kg	27.5	35.6	43	45		
Technical Information								
SVC Valve	Liquid	OD	ø6.35mm	ø6.35mm	ø6.35mm	ø6.35mm		
	Gas	OD	ø9.52mm	ø12.7mm	ø12.7mm	ø15.88mm		
Piping Length	Max	m	15	15	15	20		
Piping Height	Max	m	7	7	8	8		
Features								
Air Purification	S-Plasma ion							
	Auto Roof Shutter							
	Full HD Filter		60	60	60	60		
	DNA Filter							
	Deodorizing Filter							
	Catechin Filter							
	Allergy Care							
Air Flow	Anti-bacteria Coating		•	•	•	•		
	Auto Clean							
	Wide Twin Blade							
	Optimal Single Blade		•	•	•	•		
	Fan speed(Steps)		4	4	4	4		
	Air Direction (Up/Down)		Auto	Auto	Auto	Auto		
	Air Direction (Left/Right)		Manual	Manual	Manual	Manual		
Operating Mode	Natural Breeze		•	•	•	•		
	d'light Cool							
	good'sleep		•	•	•	•		
	Smart Saver							
	Turbo		•	•	•	•		
	Dehumidification		•	•	•	•		
	Auto Mode		•	•	•	•		
Convenience	Fan Mode		•	•	•	•		
	Quiet							
	Filter Cleaning Indicator							
	Indoor Temp. Display							
	Remote Controller		•	•	•	•		
	Display On/Off							
	Beep On/Off							
Outdoor Unit	Real-time Timer							
	24-Hour Timer		•	•	•	•		
	Auto Restart		•	•	•	•		
	Auto Changeover		•	•	•	•		
	Compressor Type		Rotary	Rotary	Rotary	Rotary		
	Anti-corrosion Fin		•	•	•	•		
	Multi-channel Condensor							
Low Ambient	Cooling	°C	15~43	15~43	15~43	15~43		
	Heating	°C	-5~24	-5~24	-5~24	-5~24		

CIS

MODEL			K-series (Jungfrau-F)	K-series (Jungfrau-F)	P-series (Maldives)	P-series (Maldives)		
Model Code			AQV09K*ANSER	AQV12K*ANSER	AQV09P*BNSER	AQV12P*BNSER		
AC Type			INV. HP	INV. HP	INV. HP	INV. HP		
Refrigerant Type			R410A	R410A	R410A	R410A		
Performance								
Capacity	Cooling	Btu/hr.	8,530	11,942	8,530	11,942		
		(min~max)	3378~11260	3378~13648	3310~11260	3310~13648		
		cal/hr.	2,150	3,010	2,150	3,010		
		(min~max)	850~2840	850~3870	830~2840	830~3440		
		kW	2.5	3.5	2.5	3.5		
		(min~max)	0.99~3.3	0.99~4.0	0.97~3.3	0.97~4.0		
		Heating	Btu/hr.	10,918	13,648	11,260	13,648	
			(min~max)	3378~20472	3378~23884	3310~16036	3310~18425	
cal/hr.	2,752		3,440	2,838	3,440			
(min~max)	850~5160		850~6020	830~4040	830~4640			
		kW	3.2	4.0	3.3	4.0		
		(min~max)	0.99~6.0	0.99~7.0	0.97~4.7	0.97~5.4		
		Energy Efficiency	Cooling	EER(Btu/W)	17.7	15.4	13.7	11.3
				EER(W/W)	5.20	4.50	4.02	3.30
	Heating	COP(W/W)	5.20	4.50	4.10	3.70		
Moisture Removal		ℓ /hr.	0.8	1.3	0.9	1.4		
Air Circulation (Max)		m³/min	9.6	10.1	9.0	9.8		
Noise Level	Indoor High/Low	dB	39/20	41/20	36/21	38/21		
	Outdoor High	dB	45	45	45	45		
Electrical Data								
Power Source		V/Hz/ø	220~240/50/1	220~240/50/1	220~240/50/1	220~240/50/1		
Power Consumption	Cooling	W	480	780	620	1060		
	Heating	W	620	890	800	1080		
Operating Current	Cooling	A	2.4	3.8	3	4.8		
	Heating	A	3.0	4.1	3.8	4.9		
Dimension & Loading Q'ty								
Net Dimension (WxHxD)	Indoor	mm	880*313*237	880*313*237	820*285*205	820*285*205		
	Outdoor	mm	790*545*285	790*545*285	790*545*285	790*545*285		
Net Weight	Indoor	kg	11.5	11.5	8.8	8.8		
	Outdoor	kg	35.5	35.5	33.8	33.8		
Shipping Weight	Indoor	kg	14.1	14.1	10.8	10.8		
	Outdoor	kg	38.6	38.6	36	36		
Technical Information								
SVC Valve	Liquid	OD	ø6.35mm	ø6.35mm	ø6.35mm	ø6.35mm		
	Gas	OD	ø9.52mm	ø9.52mm	ø9.52mm	ø9.52mm		
Piping Length	Max	m	15	15	15	15		
Piping Height	Max	m	8	8	8	8		
Features								
Air Purification	S-Plasma ion		•	•				
	Auto Roof Shutter							
	Full HD Filter		90	90	80	80		
	DNA Filter							
	Deodorizing Filter							
	Catechin Filter							
	Allergy Care		•	•				
Air Flow	Anti-bacteria Coating				•	•		
	Auto Clean		•	•	•	•		
	Wide Twin Blade		•	•				
	Optimal Single Blade				•	•		
	Fan speed(Steps)		4	4	4	4		
	Air Direction (Up/Down)		Auto	Auto	Auto	Auto		
	Air Direction (Left/Right)		Auto	Auto	Manual	Manual		
Operating Mode	Natural Breeze		•	•	•	•		
	d'light Cool		•	•				
	good'sleep		•	•	•	•		
	Smart Saver		•	•	•	•		
	Turbo		•	•	•	•		
	Dehumidification		•	•	•	•		
	Auto Mode		•	•	•	•		
Convenience	Fan Mode		•	•	•	•		
	Quiet		•	•	•	•		
	Filter Cleaning Indicator							
	Indoor Temp. Display		•	•				
	Remote Controller		•	•	•	•		
	Display On/Off		•	•				
	Beep On/Off		•	•				
Outdoor Unit	Real-time Timer		•	•				
	24-Hour Timer				•	•		
	Auto Restart		•	•	•	•		
	Auto Changeover		•	•	•	•		
	Compressor Type		Twin BLDC	Twin BLDC	BLDC	BLDC		
	Anti-corrosion Fin		•	•	•	•		
	Multi-channel Condensor							
Low Ambient	Cooling	°C	-10~46	-10~46	-10~46	-10~46		
	Heating	°C	-15~24	-15~24	-15~24	-15~24		