

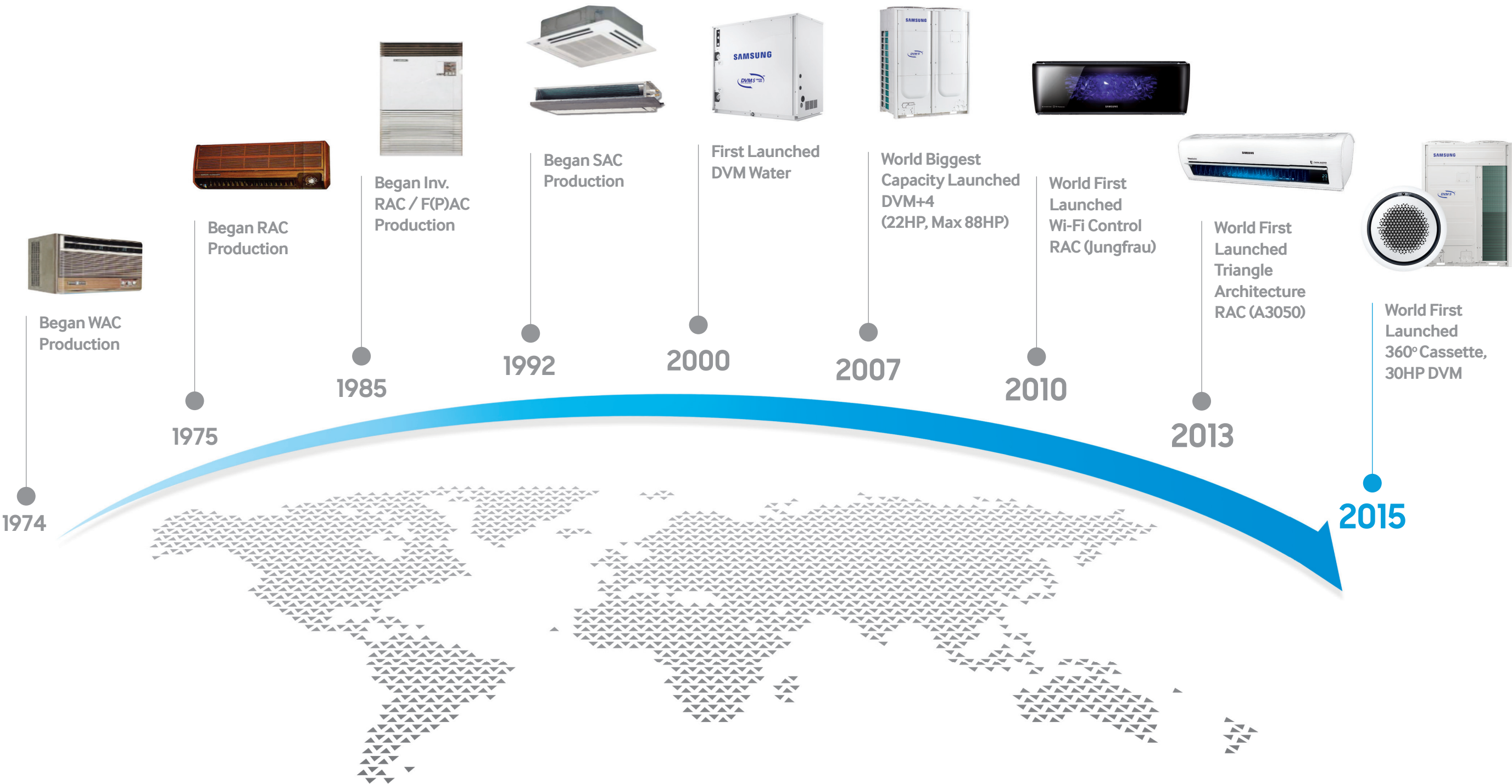


**2016 SAMSUNG
AIR CONDITIONER**

SAMSUNG

SAMSUNG AIR CONDITIONER HISTORY

SAMSUNG has been running air conditioner business for over 40 years



SAMSUNG AIR CONDITIONER ACHIEVED WORLDWIDE RECOGNITIONS!

Samsung air conditioner is recognized as world-leading product by receiving global recognitions with its stunning design and advanced performance.



iF Product Design Awards 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 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.



Good Design Awards 2011

Good Design Award is a comprehensive program for the evaluation and encouragement of design organized by Japan Institute of Design Promotion (JDP). This has been a program advancing lifestyle and industrial activity by selecting outstanding design. Samsung air conditioner, Y series, has advanced to the finals for the year 2011.

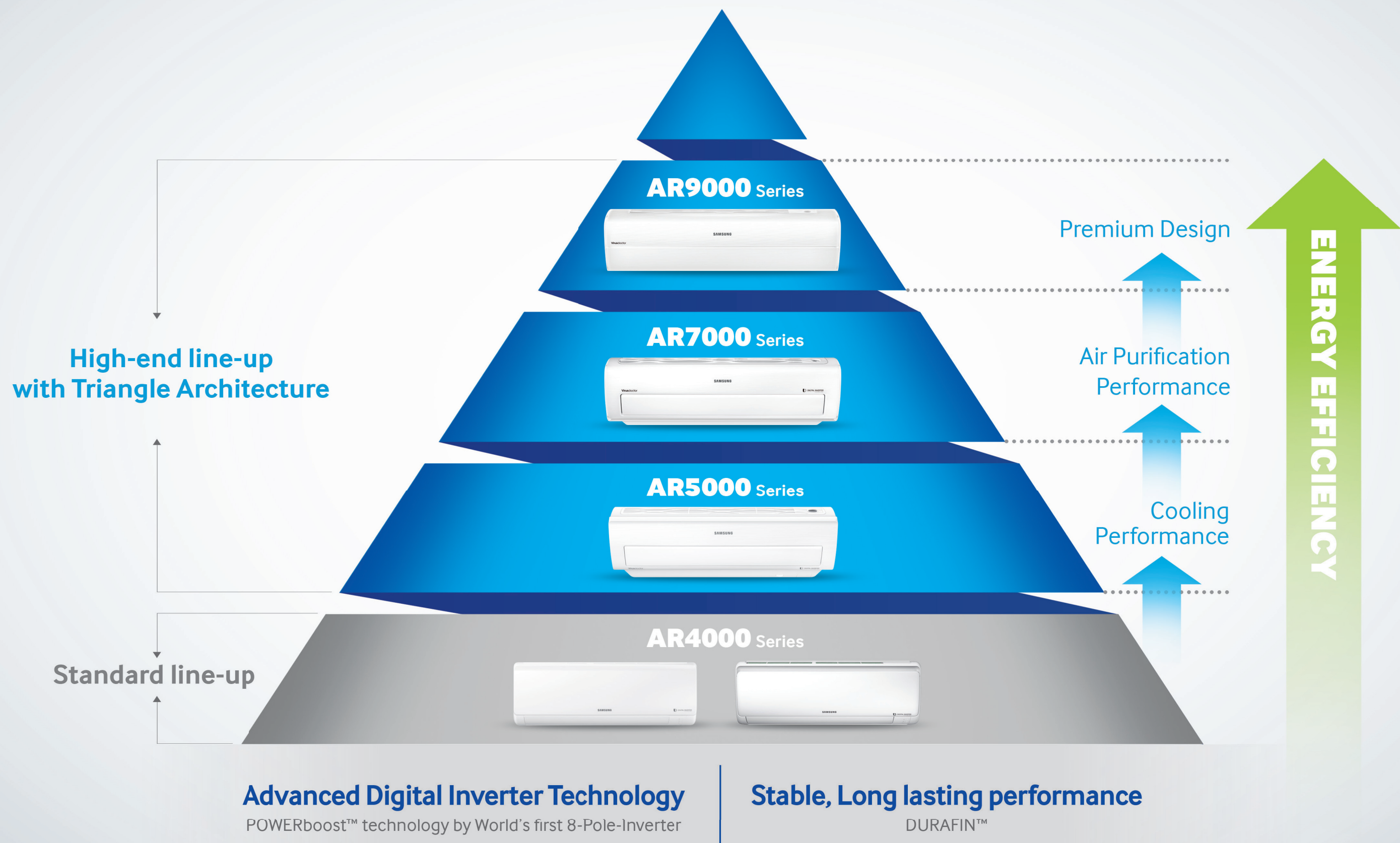


CES Innovation Awards 2015

CES Award is given to products submitted to CES based on product design and technological innovation. The award is jointly evaluated by US industrial design association and USA CEA(Consumer Electronics Association). Samsung Air conditioner A3050(AR5500) has been awarded in the field of "Eco-design and Sustainable Technologies" during 2015 CES.



2016 SAMSUNG RAC MAPPING



*Features may vary by regions and models.

INSTANTANEOUS COOLING

The new Samsung Air Conditioner powered by advanced Digital Inverter Technology cools you down much faster than ever before.*



Contents

Key Feature

- 1_ Superior Cooling Performance
- 2_ Energy Efficiency
- 3_ Air Purification
- 4_ Smart Functions
- 5_ Durability
- 6_ Heating
- 7_ Additional Features

Line-up

* Tested on AR12KSWDHWK, compared with Samsung Conventional model AR12EASER.

SUPERIOR COOLING PERFORMANCE

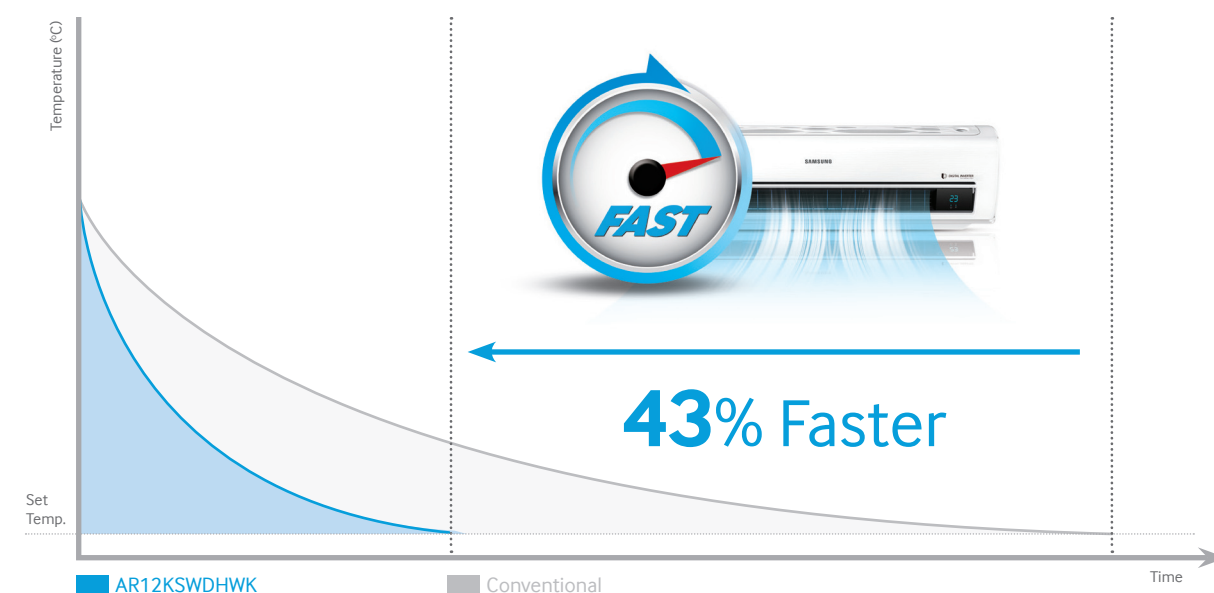
Cools you down 43% faster *



With 2016 advanced Digital Inverter Technology, Samsung air conditioner Cools you down even faster



Fast cooling is the ultimate benefit of the Samsung air conditioners, and this is clearly the main strength across all of the models in the range. It's significantly enhanced through the use of POWERboost Technology™ and the world's first 8-pole inverter, used in the advanced Digital Inverter Technology, which is being introduced globally in 2016.



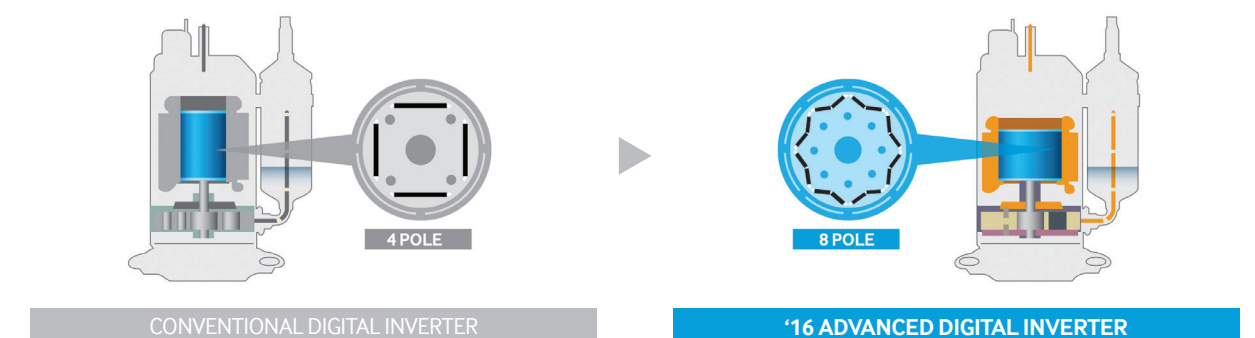
* Tested on AR12KSWDHWK, compared with Samsung Conventional model AR12EASER.

POWERboost Technology™ by 8-Pole Inverter



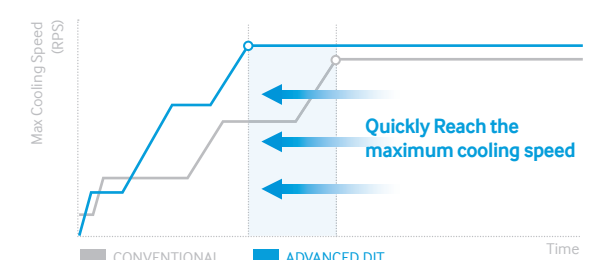
The newly introduced 8-pole inverter is the core technology of Samsung's advanced Digital Inverter Technology. It's the world's first to utilize an 8-pole motor instead of a 4-pole motor in the compressor of an outdoor unit, so it produces less torque fluctuation. This ensures a more effective and efficient operation with less vibration and noise, resulting in faster cooling. It also reduces energy consumption.

* Based on internal testing of compressor motors of Samsung air conditioner and leading air conditioners in the global market as of October 2015.



POWERboost Technology™ dramatically shortens the time that it takes for a compressor to reach the maximum Hz when it starts operating*. So you can enjoy coolness even faster!

* Tested on model AR12KSWDHWK compared with Samsung conventional model AR12FSSSBWK.



SUPERIOR COOLING PERFORMANCE

Cools you down 43% faster *

Triangle Architecture for powerful cooling performance

The Samsung air conditioner has been designed from the ground up to be outstandingly efficient. Its unique triangle architecture has a wider intake, so more air can be drawn in. The improved width and angle of its outlet, extra v-blades and a bigger fan also ensure that air is cooled and expelled faster, farther and wider*. So refreshingly cool air reaches every corner of your room.

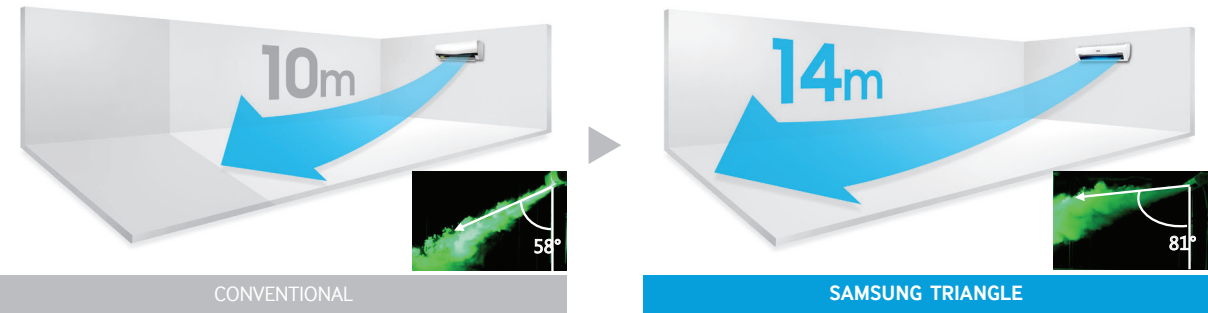
* Tested on model AR09KSWDHWK compared with Samsung conventional model AQV09TWS.



Cools farther and wider

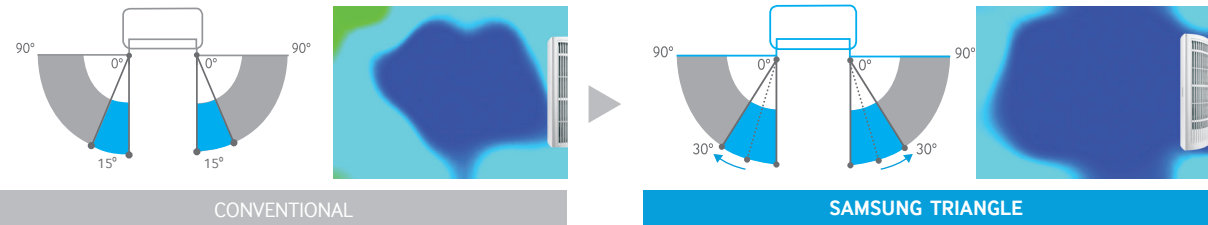
The outlet angle is different compared with conventional models, enabling a long air flow of 14 meters.

* Tested on AR09KSWDHWK compared with Samsung conventional model AQV09TWS.



The improved width and angle of its outlet also ensure that air is expelled wider, minimizing blind spots.

* Tested on AR09KSWDHWK model. Compared with Samsung conventional model AQV09TWS.



Cools quickly and be comfortable

Samsung air conditioner's 2 Step Cooling Mode begins cooling the air fast using its Fast Cool mode. It then automatically changes to Comfort Cool mode to maintain the desired temperature, so don't have to keep changing the settings.

| 2 Step Cooling Mode |



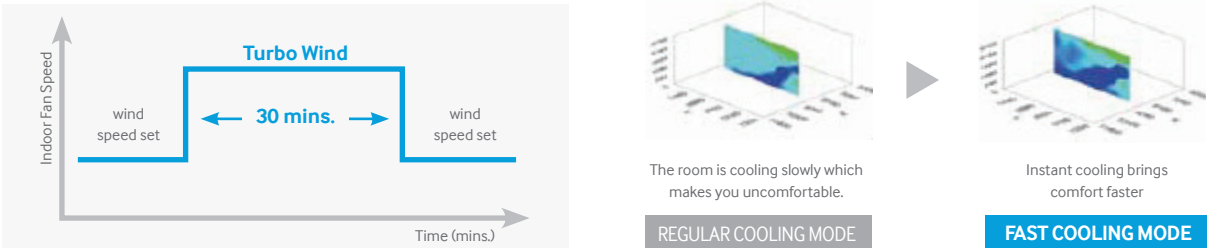
When it's turned on, the Samsung air conditioner begins cooling every corner much faster using its fast cool mode. It works at the maximum Hz, while the ultra turbo setting powerfully spreads the air across a wide area by swinging its blades.

when it reaches the target temperature it automatically changes the mode to comfort cool, which blows the air gently and adjusts the angle of blades upwards, so it keeps you comfortable without feeling cold.

Fast cool

With fast cooling mode, it cools the room much faster by running the compressor at the maximum level with the fastest fan speed for 30 minutes. So it provides immediate relief from the sweltering heat outside.

| Fast Cooling Mode |



* Tested on AR09KSWDHWK.

* Tested on AR18KCFHGWK.

ENERGY EFFICIENCY

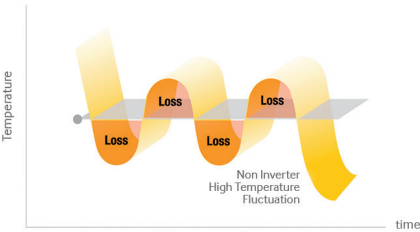
Works smart. Saves energy.



What is the Digital Inverter?

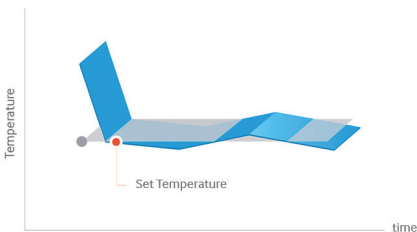
Samsung Digital Inverter Technology saves energy while the air conditioner is on by maintaining the ideal temperature without constant shutting off and on of the compressor.

Non Inverter Non-Inverter air conditioners are continuously shutting down when it reaches the set temperature, which causes large fluctuations in temperature and comfort.



* Tested on AR09HSSDAWK. Compared with Samsung conventional model AQ09TSB.

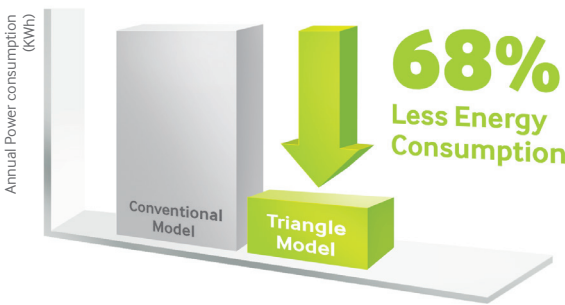
Inverter Digital Inverter Technology automatically adjusts power to cope with any temperature variances, assuring you have optimal comfort.



Works smart. Saves energy

An upgraded Digital Inverter consumes only 32% energy compared to conventional models*. It maintains the desired temperature without frequently turning off and on, so it's much quieter and more durable.

* Tested on AR09HCFSTWK compared with Samsung conventional model AR09HSSDAWK.



Save energy even when alone



The Single User mode uses less compressor capacity, reducing power consumption.* So you can use it when you're alone without worrying about the electricity bill.

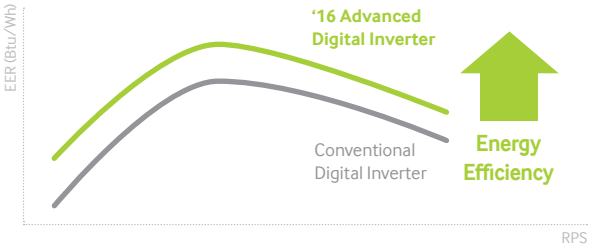


* Based on AR09KSWDHWK. * Based on accumulated power consumption of normal mode vs. single user mode.

Better energy efficiency

With the 2016 advanced Digital Inverter Technology, It achieves better energy efficiency

* Based on UG9AJ5090FER compared with Samsung conventional model, UG9A090FUAER.



Save more with the Digital Inverter



Although the unit price of Digital Inverter air conditioner is initially higher than a non-inverter air conditioner, It may pay for itself in time with the money you save on electricity bills.

	Total Amount	
Non Inverter	Purchasing Cost(product cost)	Using Cost(Electricity bill)
Digital Inverter	Purchasing Cost(product cost)	Using Cost(Electricity bill) SAVINGS

* Based on AR12HVSPBSN compared with Samsung conventional model AR12HCSUAWQ. It may vary upon the region and the electricity pricing system.

Digital Inverter Compressor

The Digital Inverter Compressor provides more credible durability with its 10 year warranty

* The warranty policy may vary upon model & region.



AIR PURIFICATION

Feel cool, feel fresh



Step 2_Filters dust, airborne contaminants and allergens



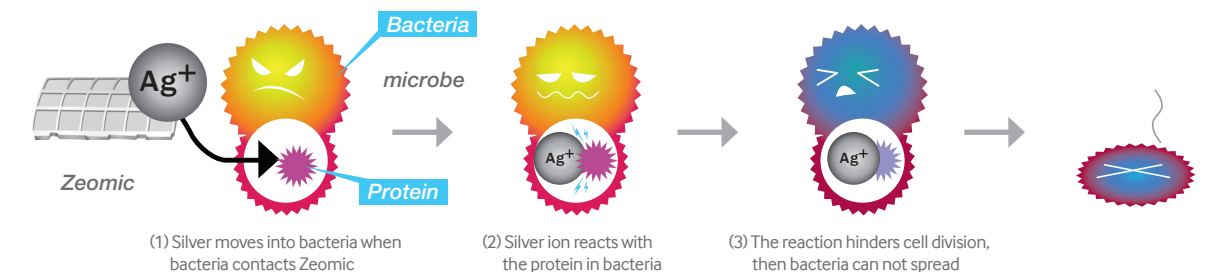
The Samsung air conditioner has a superior filter mesh that keeps your air fresh and the unit clean. It covers 100% of the air inlet hole and is coated with a unique anti-bacterial and anti-virus material.

* Tested on TG07 ZEOMIC compared with TG07. Tested by FITI for Staphylococcus aureus, Klebsiella pneumoniae and Aspergillus niger.

Tested by Japan Food Research Laboratories for H5N1. Tested by Institute of Tokyo Environmental Allergy for Cry J1, Derf1.

** Filter name may vary upon models & regions. (Easy filter, Easy filter Plus, 3 Care filter)

Antimicrobial Function



Step 3_Reduces up to 99% of viruses

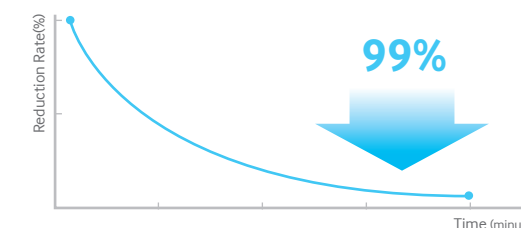


Virus Doctor reduces up to 99% of certain harmful viruses, bacteria, mold and airborne allergens.*

* Based on SPI device, Tested in Kitasato Environmental Science Center (Japan) & Chungnam National University (Korea)

Data has been measured under specific testing conditions and may differ based on environmental factors. (Size of chamber : 500cc~1m³, Device only, Measurement time 60~300min)

Influenza subtype A H1N1 Inactivation Test



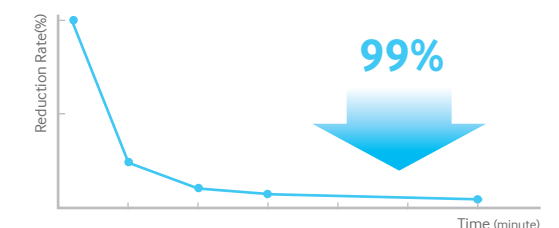
* Research carried out by : Professor Seo Seng-hui of Chungnam National University (Developed the world's first H1N1 vaccine for the human body)

* Test Sample : Device only *Size of chamber : 500cc

* Subtype A H1N1, A/California/04/09

MRSA (Antibiotic-resistant bacterium)

Virus doctor reduces 99% of MRSA, which is resistant to antibiotics



* Testing Institute : Kitasato Environmental Science Center

* Measurement time : 2 hours * Test sample : Device only * Size of chamber : 1m³

* MRSA(Staphylococcus aureus ATCC 33591)

100% Filter Coverage



Samsung air conditioners feature a wide filter that covers 100% of the air inlet hole. Unlike conventional models that only have partial filters, Samsung Air Conditioner's PM2.5 Filter completely filters all of the air coming in, so it captures fine dust more effectively and emits clean air.



* Tested on AR10KVSSLWK models compared with AS-1267.

Step 1_Captures up to 99% of fine dust



A PM2.5 Filter keeps your air clean by capturing 90% of fine dust in 40 minutes and 99% in 100 minutes. It covers 100% of the air inlet hole and is also washable, so it's easy and cost-effective to maintain.

** Tested by China household appliances detection.

Based on AR13KVSSLWKST.

* Size of chamber : 30m³



SMART FUNCTIONS

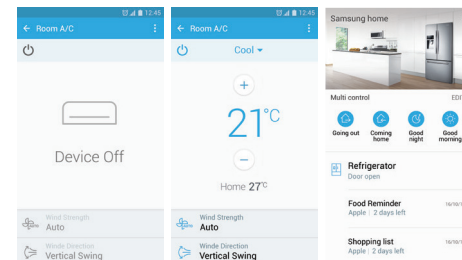
Control it anywhere, anytime



Control it anywhere

The Samsung air conditioner offers Wi-Fi control using a Smart Home App on your smartphone, which lets you remotely turn it on and off, control the functions and schedule its operation at anytime and anywhere.*

* Available on iPhones and Android devices. A network connection is required. Samsung application account is necessary.



Create your home condition with a app

The Smart Home App also lets you centrally control all of your Samsung smart appliances with a range of useful tools. With Master key, you can schedule your air conditioner to start in the morning or when you get home.

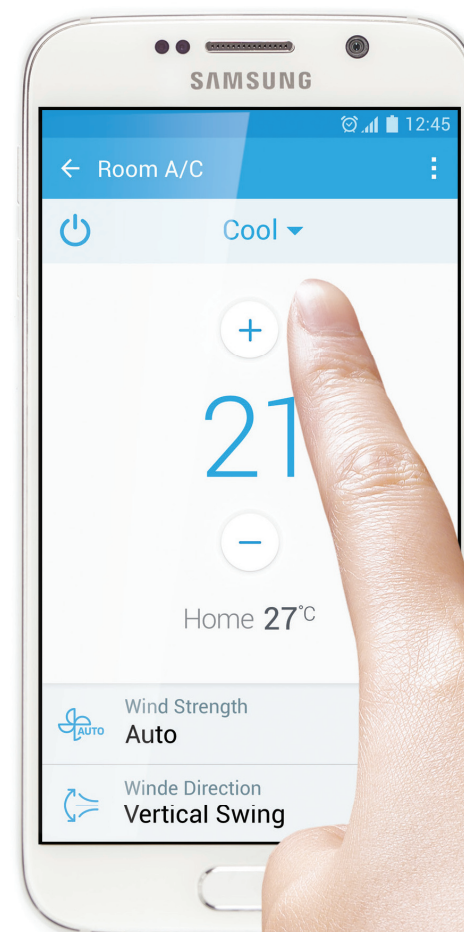
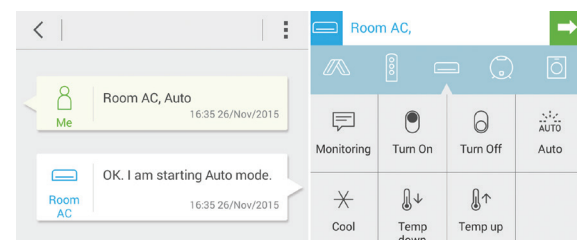
* Available on iPhones and Android devices. A network connection is required. Samsung application account is necessary.



Real time update from your AC

Smart Chat gives you live feedback about how it's operating. You can check and control your air conditioner as if you were chatting.

* Available on iPhones and Android devices. A network connection is required. Samsung application account is necessary.



Actively monitor energy use

With Energy monitor, you can check the amount of electricity consumed daily, weekly or monthly. You can also limit the power consumption to ensure maximum energy efficiency.

* Available on iPhones and Android devices. A network connection is required. Samsung application account is necessary.
* Based on rated wattage when operating. The usage shown on a Smart Home APP may slightly differ from the amount of electricity actually consumed.



Easy troubleshooting

The Smart Check automatic error-monitoring system detects and diagnoses problems and provides easy troubleshooting solutions using a smartphone App. So it saves you time and potentially expensive repair bills.*

* This function operates for certain error mode only and is not substitute for periodic service checkup. Samsung application account is necessary.



Ensure proper installation

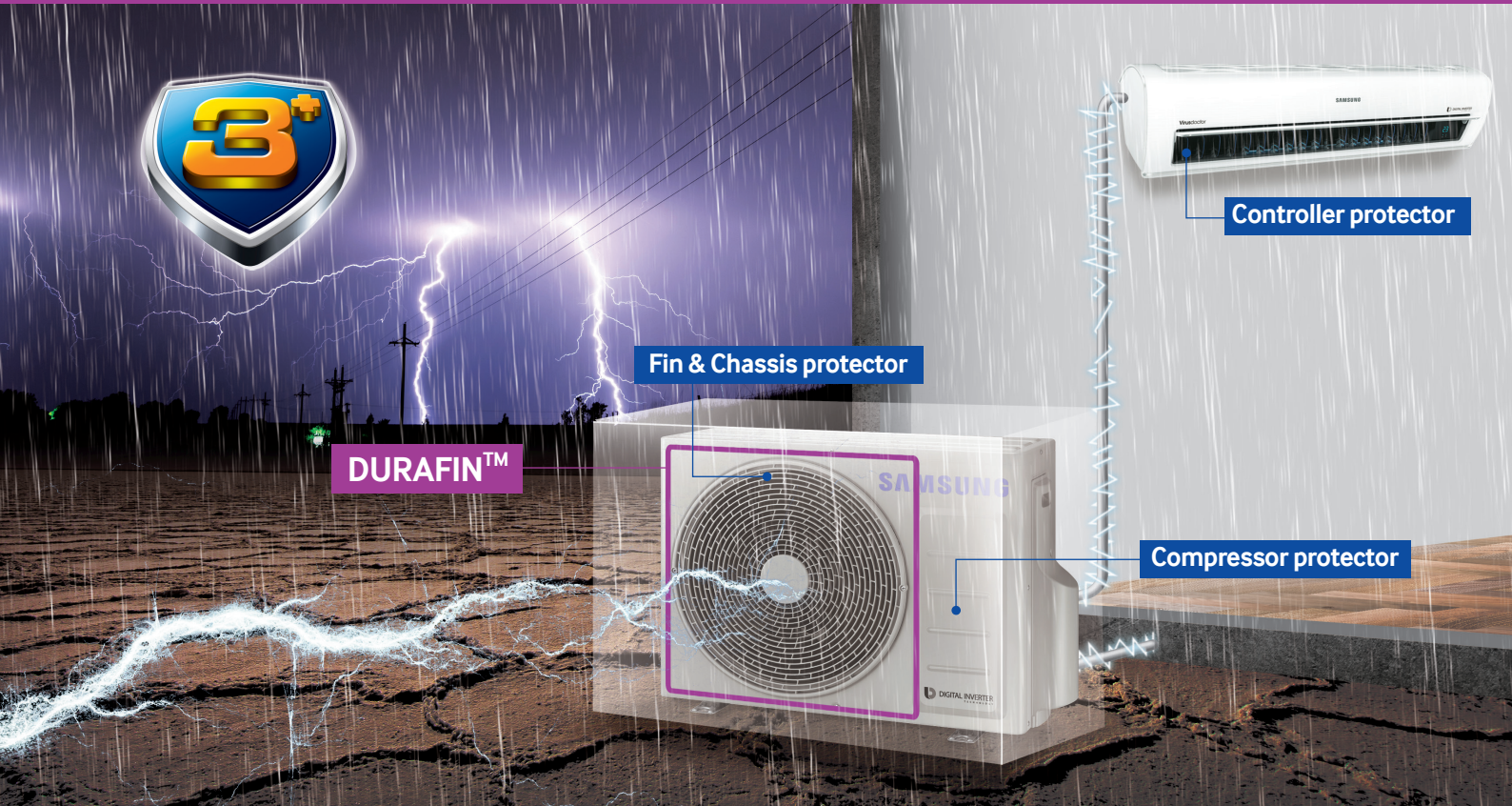
Smart Installation is a self-diagnosis feature that ensures your Samsung Air Conditioner is installed perfectly by your service engineer. It automatically checks for installation faults that can cause problems when using the air conditioner.

* Available on iPhones and Android devices. A network connection is required. Samsung application account is necessary.



DURABILITY

Stable, long lasting performance

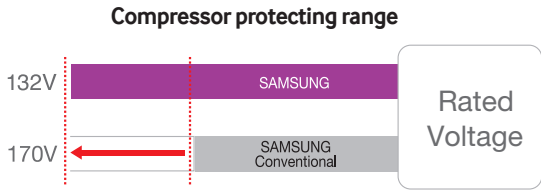


Triple Protector Plus

Compressor protector

Samsung's distinctive compressor protector prevents compressor from being overloaded by unstable electricity circumstances.

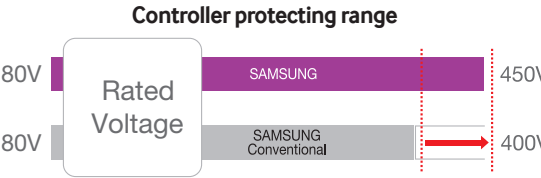
* Based on AR18KCFHGWK compared with Samsung conventional model AS18ULA.



Controller protector

Samsung's advanced controller adjusts to avoid breakdowns from voltage surge. This special technology withstands power fluctuations from 80V to 450V.

* Based on AR18KCFHGWK compared with Samsung conventional model AS18FCMID.



Fin & Chassis protector

Anti-corrosion fin condenser and MCC* are designed with strong corrosion-resistant material to protect itself from rusting. This fin strongly protects the condenser from corrosion to give you cool and clean air without worries of being worn.

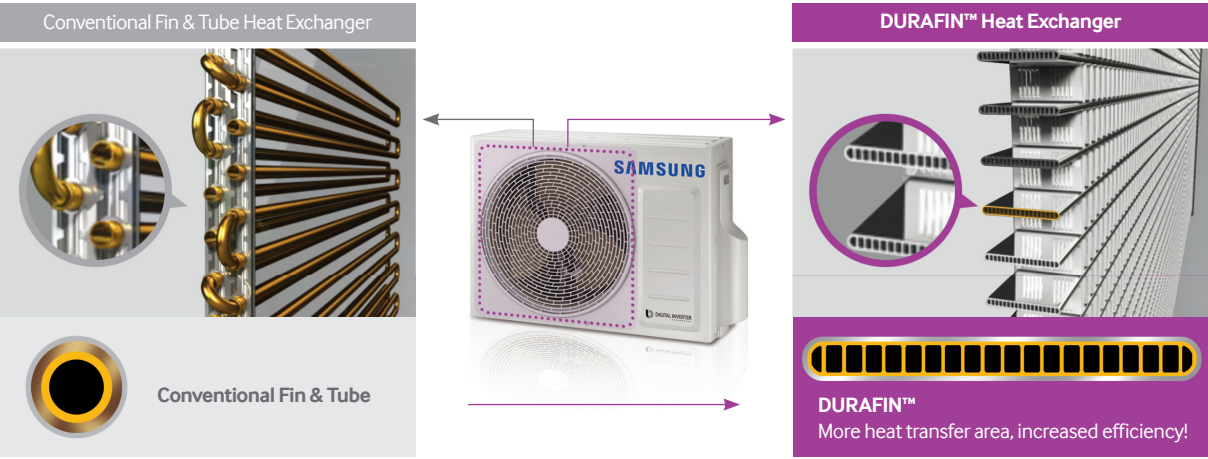
* MCC : Multi Channel Condensor

* Tested on AR18KCFHGWK. Compared with Samsung conventional model AS183UGC.



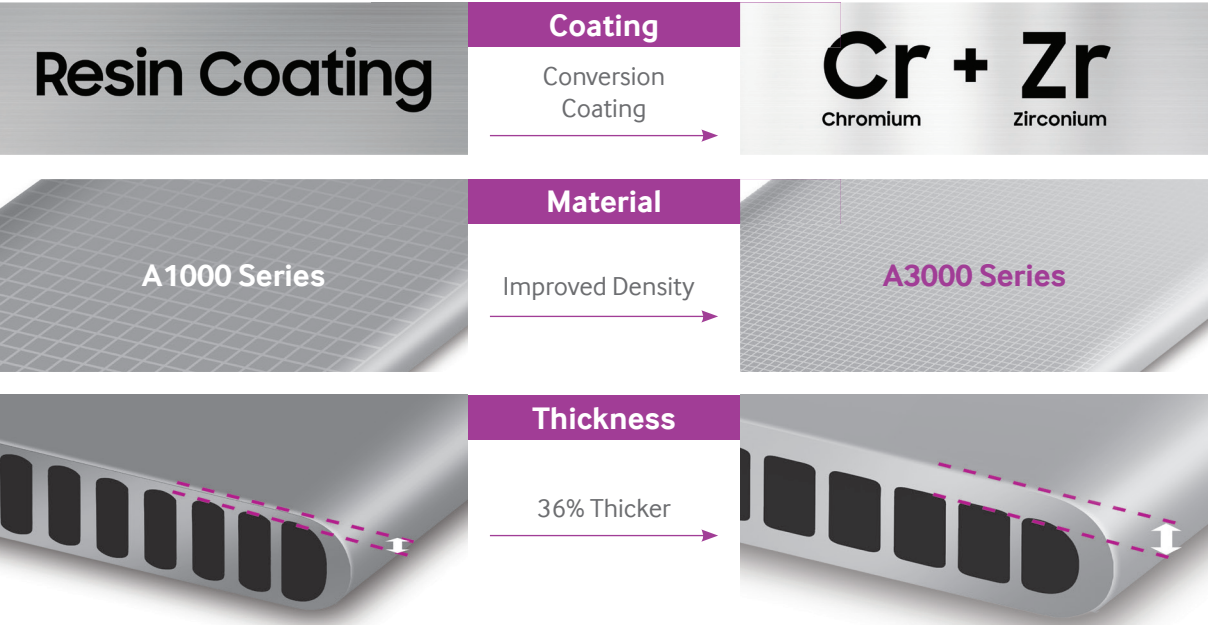
DURAFIN™

DURAFIN™ enhances the heat exchanger's performance and has more corrosion resistance. It's made of a much denser material and thicker in design, and has an improved coating that inhibits heat loss.*



* Based on AR18KRFNEWK compared with Samsung conventional model AR18JRFNFWK.

In 2016, DURAFIN™ has been even MORE improved!*



* Based on AR18KRFNEWK compared with Samsung conventional model AR18JRFNFWK.

Durable even under salty air environment

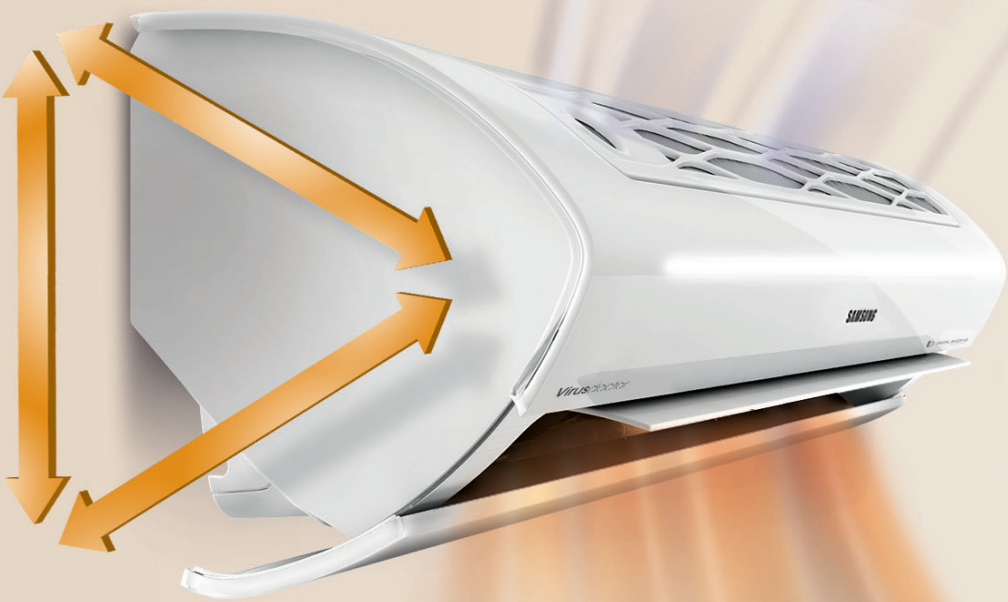
DURAFIN™ passes for Sea Water Acetic Acid Test(SWAAT) over 90days.

* Based on AR18KRFNEWK compared with Samsung conventional model AR18JRFNFWK.



HEATING

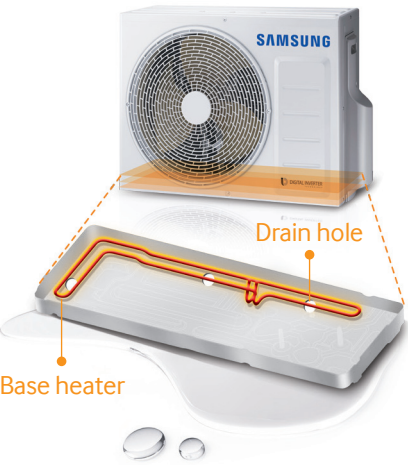
Heats faster and further



Excellent heating performance even at -25°C

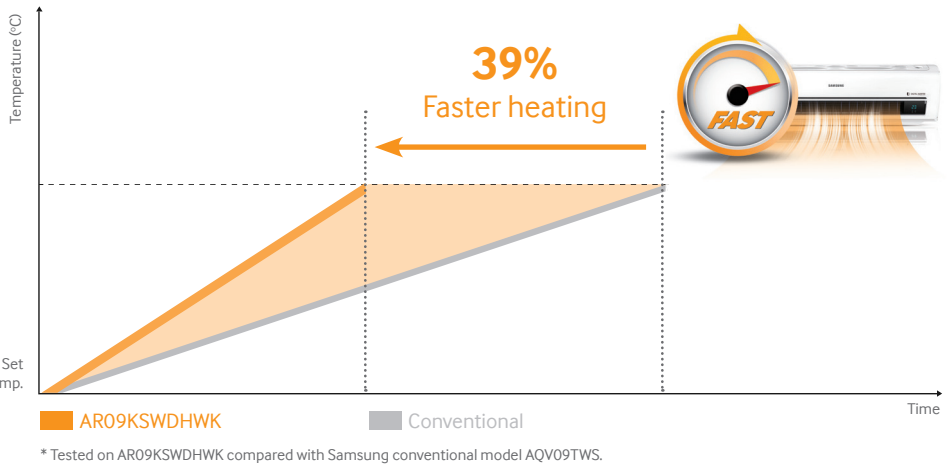
The outdoor unit is equipped with a base heater that prevents it from becoming frozen, and also has a drain hole to improve the drainage of any melted water. So even at -25°C, it continues working well in heating mode without freezing.

* Based on internal testing result, tested on AR09JSFPPWQ.

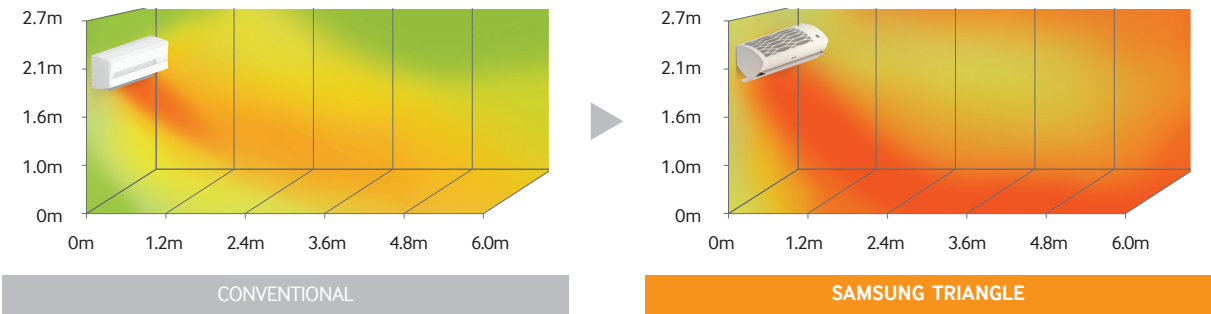


Heats faster

Fast heating mode quickly distributes warm air to every corner of your room. Thanks to the unique triangular Architecture, it heats areas quickly, reaching desired temperatures faster than conventional models.



Heat efficiency comparison



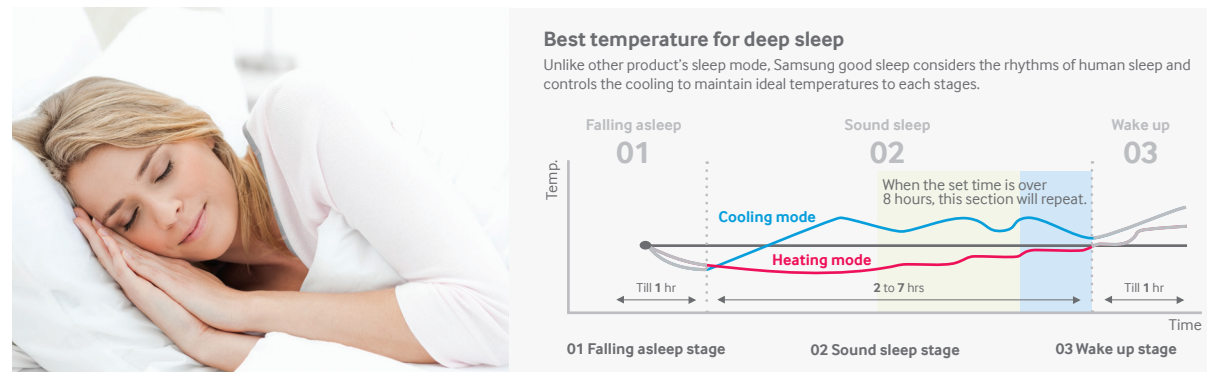
* Tested on AR09HSSDHWK/CV compared with Samsung conventional model AQ09UWBNSAM.

ADDITIONAL FEATURES

Good Sleep Mode



Good Sleep mode creates the desirable climate for a good night's sleep. With its optimal temperature control and moisture adjustment, it keeps you feeling comfortable during falling asleep stage, sound sleep stage and wake up stage and it uses less energy.



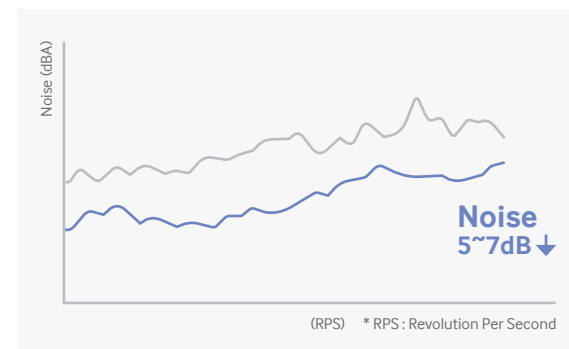
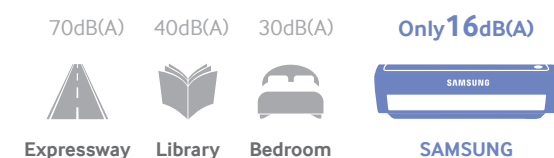
* Tested on HP-A180VC.

Quiet operation



With the newly introduced 8-pole motor, the world's first in an outdoor unit, the Samsung air conditioner works much more smoothly and quietly. Its stable operation produces less vibration and noise – only 16 dB, which is quieter than a library.

* Tested on AR12JSPFBWK.



* Based on UG9AJ5090FER compared with Samsung conventional model, UG9A090FUAER.

Stylish & innovative design



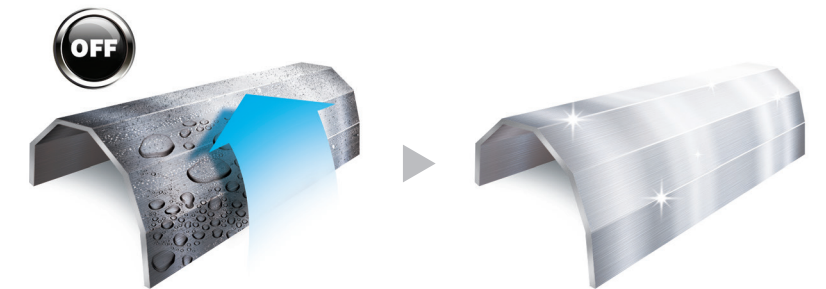
The pure Crystal Gloss™ finish and uniquely curved design deliver a premium look and performance. Encased in dual-injected, transparent material, its elegant finish blends seamlessly into any modern household.



Stay fresh



When the air conditioner is turned off, the Auto Clean function automatically runs a fan to remove dust and moisture in the heat exchanger. So it stays clean and dry, which prevents the growth of bacteria and mildew.



Automatic temperature control

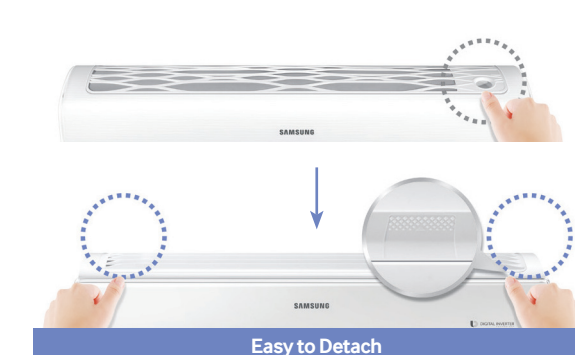


Auto Change Over automatically selects the operating mode (cooling or heating) required to maintain the set temperature. So you can enjoy a consistently comfortable environment without continually changing settings.



Easy Filter / Easy Filter Plus

The Samsung air conditioner's Easy Filter / Easy Filter Plus is located outside, on the top. So it can easily be taken out, cleaned and put back – without having to open a cover or pull hard to get it out.





AR9000

- Advanced DIT
 - 8-Pole Motor
 - POWERboost technology™
- DURAFIN™
- Triangle Architecture
- Virus Doctor
- Sliding door
- Lighting
- SHP



AR7000

- Advanced DIT
 - 8-Pole Motor
 - POWERboost technology™
- DURAFIN™
- Triangle Architecture
- Virus Doctor
- PM 2.5 Filter (Optional)
- SHP



AR5000

- Advanced DIT
 - 8-Pole Motor
 - POWERboost technology™
- DURAFIN™
- Triangle Architecture
- Virus Doctor (Optional)
- SHP



AR4000 - NEW BORACAY

- Advanced DIT
 - 8-Pole Motor
 - POWERboost technology™
- DURAFIN™



AR4000 - MALDIVES

- Advanced DIT
 - 8-Pole Motor
 - POWERboost technology™
- DURAFIN™



*Product line-up may vary upon regions.

Learn more about
Samsung **Air Conditioner** at:
www.samsung.com