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# For Lasting Peace in Comfort, Samsung Air Conditioner

The fresh, purified air is one of the most important element for staying healthy.  
Samsung air conditioner lets you live in a pleasant environment with completely  
purified comfortable air.





# 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.

## Best Global Brand

1. Coca Cola
2. IBM
3. Microsoft
- ...
18. Marlboro
- 19. SAMSUNG Electronics**
20. Honda
- ...
33. Canon
34. Sony
42. Philips Electronics

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.



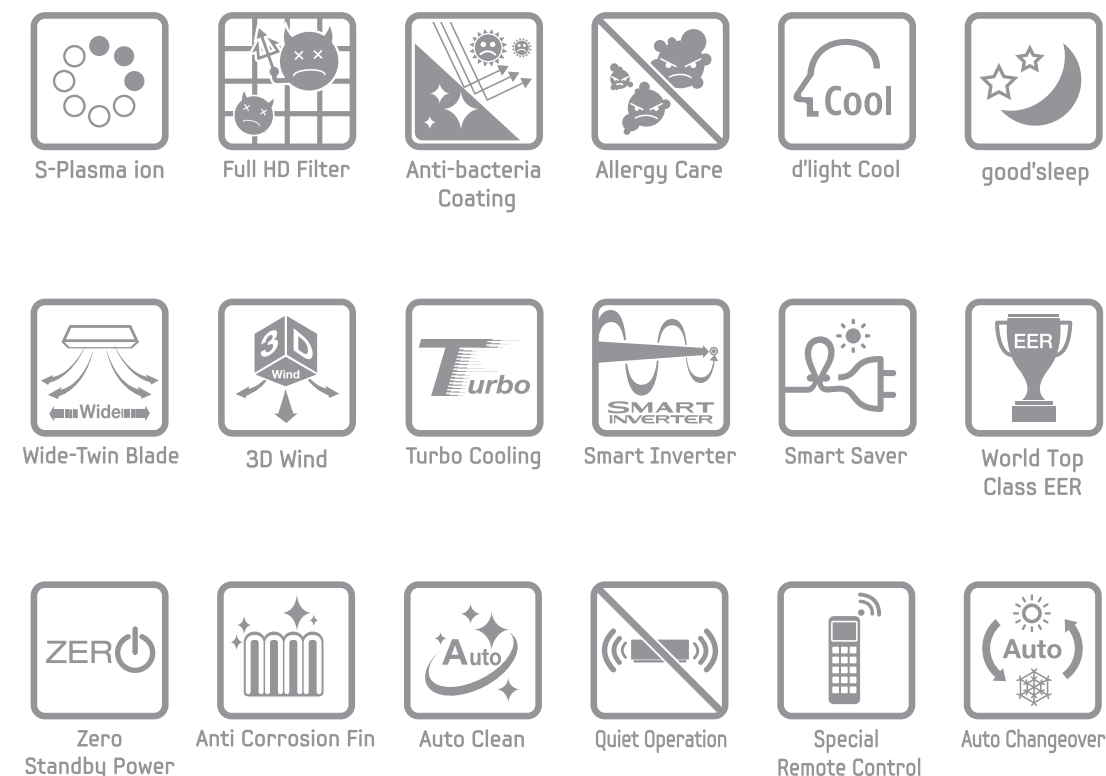
## World Widely Recognized!

### Samsung Air Conditioner



## ICONS | 2011 SAMSUNG AIR CONDITIONER

Samsung air conditioners offer advanced performance.





# Double Saving

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



## Smart Inverter (World Top Class Efficiency(5.2)) Jungfrau-Flagship & Smart Saver (Save up to 31% Energy)



## Zero Standby Power

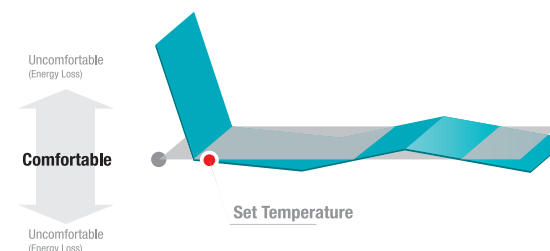


## What is Smart Inverter?

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.

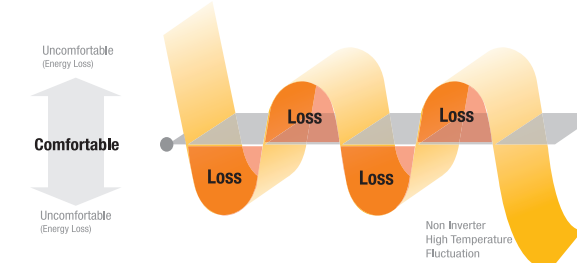
### Smart Inverter

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!

### 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.



## Greatest 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



## Smart Saver

## 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.

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%

\* outdoor Temperature at 30 degree

Up to  
**31%**  
Saving!

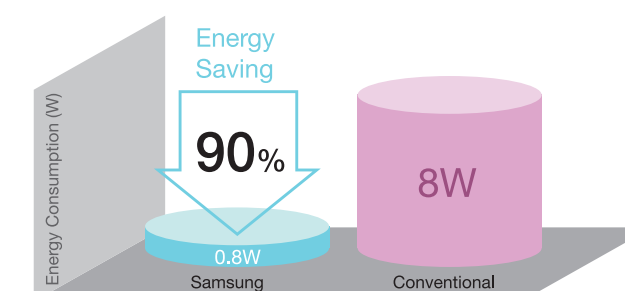
Samsung Test Result



## Zero Standby Power

## 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



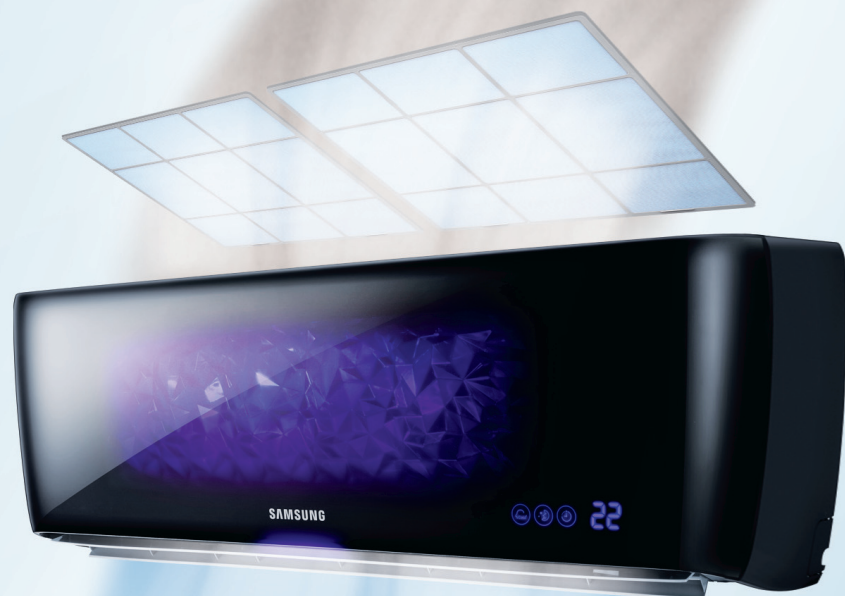
# Double Cleaning

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.

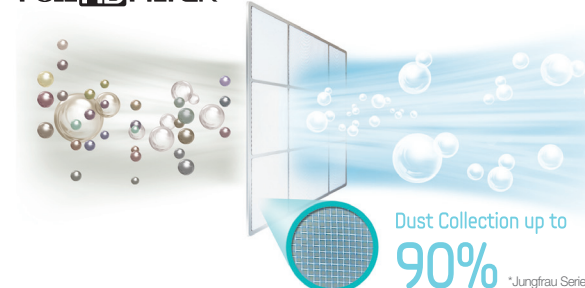
### S-Plasma ion

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



### FULL HD FILTER

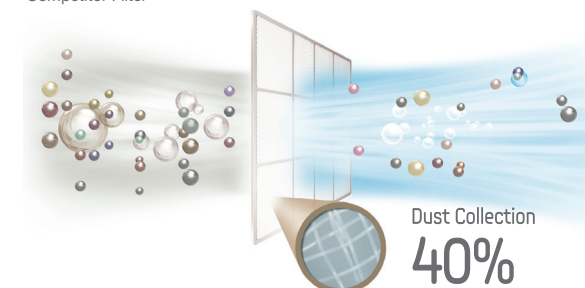
#### FULL HD FILTER



Dust Collection up to  
**90%**

\*Jungfrau Series

#### Competitor Filter



Dust Collection  
**40%**

## 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 80	Full HD 90
x 40			
x 150			
Application Model		Madlives, Boracay	Jungfrau Flagship, Premium
Filament Dia. (μm)	211	60	57
Dust Collection	40%	<b>80%</b>	<b>90%</b>
Feature	Anti-Bacteria coating	Anti-Bacteria coating	Allergy Care

\*Anti-Allergy tested by National Food analysis center of Japan



### S-Plasma ion

## 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, H<sub>2</sub>O. Also the active hydrogen (H) combines with OH-radical and forms a water vapor, neutralizing harmful OH-radical.



## 4 Times Bigger Coverage

The S-Plasma ion purifies over 19.16m<sup>3</sup> of space unlike its competitors. You can always have completely clean, healthy air even in large spaces.



## 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%	Yonsei University (Korean, '05.04)
Corona Virus (SARS)	99.8%	Kitasato Medical Center (Japan, '09. 10)
Avian Flu (H5N1 virus)	99.9%	Pietroscreen (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.)



## 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.



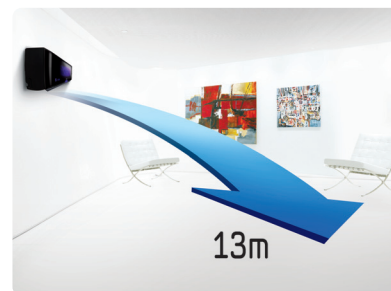
### 120° wide airflow

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° airflow to the floor

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 Longer distance coverage

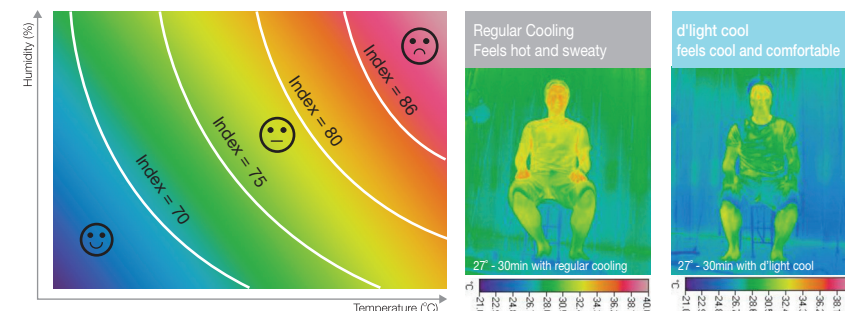
With the long-range air-flow, you can feel cool air instantly no matter how far you are from the air conditioner. The air conditioner can reach 13m so you are always cool and comfortable anywhere in the room.



### d'light cool

#### 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.



#### 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

General Cooling Mode

Up to **15%** Saving

Power Consumption (Operation : 2hrs)



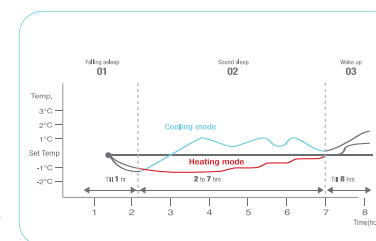
### Good'sleep

#### 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.

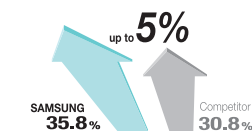
03 Wake up stage  
Allows you to wake up from comfortable intermittent air and makes you feel refreshed.



#### Everything improved!

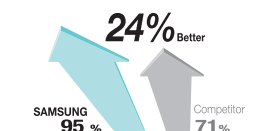
Sleep efficiency

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



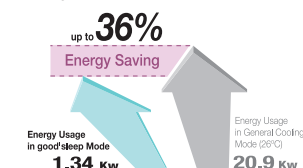
Pleasant skin temperature

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.

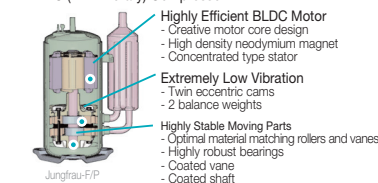


### Quiet Operation

#### Immensely low vibration with TBLDC

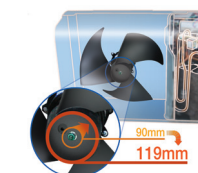
Samsung air conditioner applied the twin BLDC compressor with stable moving parts. This highly efficient motor provides extremely low vibration which reduces variation by 40% compared to the conventional single BLDC compressor.

#### BLDC (Twin Rotary) Compressor



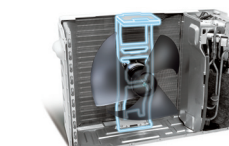
#### More stable fan spinning

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.



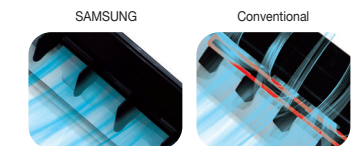
#### Stronger body pillar

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.



### Anti Corrosion fin

#### 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



## Jungfrau-Flagship

A dark purple gradated color and graceful image that no one can imitate



### Outdoor



9K btu



12K btu



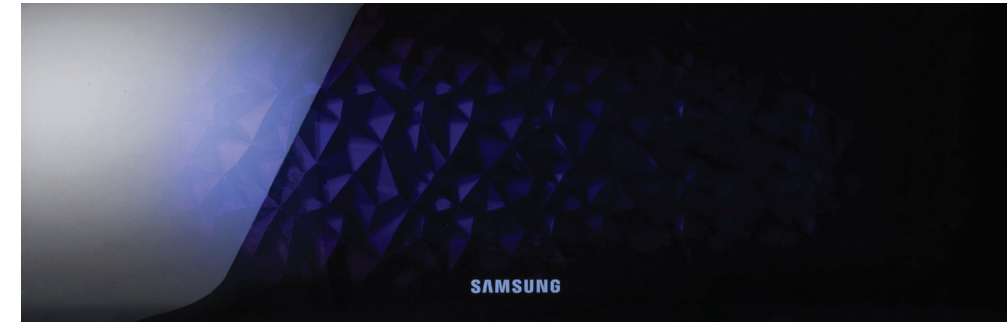
18K btu

## Specifications

Model Code			AQV09KBAN	AQV12KBAN	AQV18KBAN
AC Type			INV. HP	INV. HP	INV. HP
Refrigerant Type			R410A	R410A	R410A
Capacity	Cooling	kW	2.5	3.5	5.0
	Heating	kW	3.2	4.0	6.0
Energy Efficiency	Cooling	EER(W/W)	5.20	4.50	3.21
	Heating	COP(W/W)	5.20	4.50	3.61
Energy Label			A/A	A/A	A/A
Sound	Indoor High/Low	dB	39/20	41/20	43/26
	Outdoor High	dB	45	45	50
Power Source			V/Hz/Φ	220~240/50/1	220~240/50/1
Net Dimension (W*H*D)	Indoor	mm	880x313x237	880x313x237	880x313x237
	Outdoor	mm	790x545x285	790x545x285	790x545x285
Net Weight	Indoor	kg	11.5	11.5	11.5
	Outdoor	kg	35.5	35.5	37.7
Piping Length	Max	m	15	15	30
Low Ambient	Cooling	°C	-10~46	-10~46	-10~46
	Heating	°C	-15~24	-15~24	-15~24

## "Beauty in Depth" Bold opaque

Natural beauty is re-interpreted in the K-series with 'Beauty in Depth'. Dark purple gradation panel provides grave with quiet dignity



## Save Energy, Save More!

### Double saving system

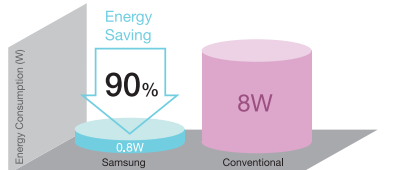


World Top Class EER, save up to 80%  
Smart Inverter air conditioner achieves World Top Class EER by saving up to 80% in energy usage.

SAMSUNG (9K - EER : 5.2) (12K - EER : 4.5)



Zero Standby Power, save up to 90%  
The improved control board uses miniscule amounts of energy when off, resulting in 90% more savings than conventional, which use an incredible 8W.



## Completely Clean & Fresh Air

### Double cleaning system

#### Step 1\_ FULL HD FILTER

filters out dust particles by up to 90% with its ultra thin filament structure and reduces allergy symptoms with its anti-allergy coating.

#### Step 2\_ S-Plasma ion

technology eliminates biological contaminants such as bacteria, molds, allergens and viruses (even the influenza H1N1 A type virus)



### Allergy care

Samsung's new allergy care filter gets rid of causes of allergy as well as the bacteria and the dust particles thanks to its special coating feature.



## Cooling Evenly in a Shorter Time with Advanced Air Flow

### 3D Wind



90° airflow to the floor  
Two individually blades let air flow straight down at 90° for more thorough coverage



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



Longer distance coverage  
The air distributes further throughout the room with long-range



### d'light cool

Optimum temperature for best comfort

Samsung's d'light cool system automatically checks the current humidity and temperature and adjusts for the most pleasant environment.





## Jungfrau-Premium

Line of elegance and flow, as if sculpted directly by the wind.



### Outdoor



9K btu



12K btu



18K btu

## Specifications

Model Code			AQV09YWAN	AQV12YWAN	AQV18YWAN
AC Type			INV. HP	INV. HP	INV. HP
Refrigerant Type			R410A	R410A	R410A
Capacity	Cooling	kW	2.5	3.5	5.0
	Heating	kW	3.2	4.0	6.0
Energy Efficiency	Cooling	EER(W/W)	4.80	4.10	3.21
	Heating	COP(W/W)	4.80	4.10	3.61
Energy Label			A/A	A/A	A/A
Sound	Indoor High/Low	dB	39/21	41/21	43/26
	Outdoor High	dB	45	45	50
Power Source			V/Hz/Φ	220~240/50/1	220~240/50/1
Net Dimension (WxHxD)	Indoor	mm	880x313x237	880x313x237	880x313x237
	Outdoor	mm	790x545x285	790x545x285	790x545x285
Net Weight	Indoor	kg	10.5	10.5	11.2
	Outdoor	kg	31.2	31.2	37.7
Piping Length	Max	m	15	15	30
Low Ambient	Cooling	°C	-10~46	-10~46	-10~46
	Heating	°C	-15~24	-15~24	-15~24

## Save Energy, Save More!

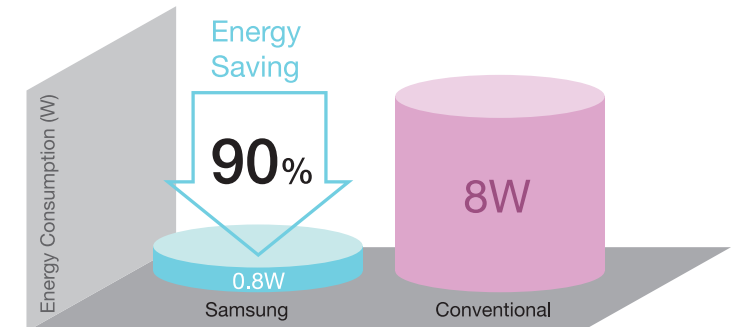
### Double saving system



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Zero Standby Power, save up to 90%  
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Longer distance coverage  
The air distributes further throughout the room with long-range



### d'light cool

Optimum temperature for best comfort

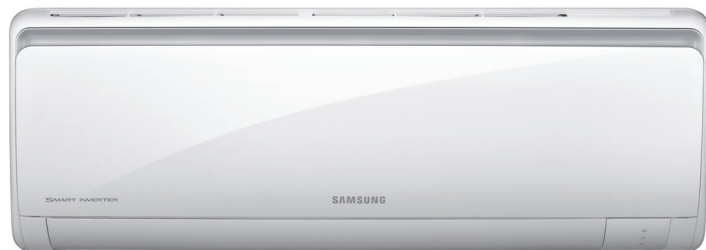
Samsung's d'light cool system automatically checks the current humidity and temperature and adjusts for the most pleasant environment.



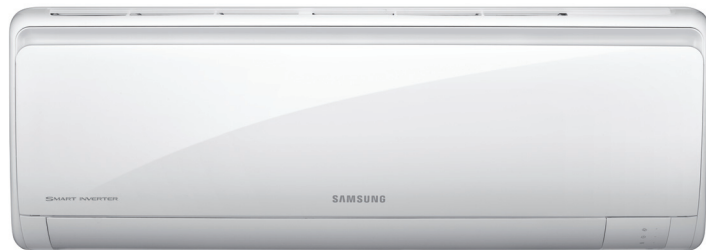


## Maldives

The blending of two contrasts, the Madlives combines glossy and matt for a beautiful synthesis of lasting beauty.



Silver



White



### Outdoor



9K btu



12K btu



18K btu



24K btu

## Specifications

Model Code			AQV09PSBN	AQV12PSBN	AQV18PSBN	AQV24PSBN	AQV09PWAN	AQV12PWAN
AC Type			INV. HP	INV. HP	INV. HP	INV. HP	INV. HP	INV. HP
Refrigerant Type R410A			R410A	R410A	R410A	R410A	R410A	R410A
Capacity	Cooling	kW	2.5	3.5	5	6.8	2.5	3.3
	Heating	kW	3.3	4.0	6.0	7.8	3.3	4.0
Energy Efficiency	Cooling	EER(W/W)	4.02	3.30	3.40	3.21	3.40	3.21
	Heating	COP(W/W)	4.10	3.70	3.61	3.61	3.63	3.61
Energy Label			A/A	A/A	A/A	A/A	A/A	A/A
Sound	Indoor High/Low	dB	36/21	38/21	40/30	41/30	35/21	37/21
	Outdoor High	dB	45	45	53	55	45	47
Power Source			V/Hz/Φ	220~240/50/1	220~240/50/1	220~240/50/1	220~240/50/1	220~240/50/1
Net Dimension (WxHxD)	Indoor	mm	820x285x205	820x285x205	1065x298x230	1065x298x230	820x285x205	820x285x205
	Outdoor	mm	790x545x285	790x545x285	790x548x285	880x798x310	720x548x265	720x548x265
Net Weight	Indoor	kg	8.2	8.2	11.5	11.5	8.2	8.2
	Outdoor	kg	30.5	30.5	38	53.5	26.5	27.5
Piping Length	Max	m	15	15	30	30	15	15
Low Ambient	Cooling	°C	-10~46	-10~46	-10~46	-10~46	16~46	16~46
	Heating	°C	-15~24	-15~24	-15~24	-15~24	-10~24	-10~24

## Save Energy, Save Money!

### Double saving system



Reducing energy waste, save up to 60%

Enjoy energy savings of up to 60% with the Smart Inverter. this AC uses 60% less energy than a traditional on/off system, saving you more money.



Zero Standby Power, save up to 90%

Thanks to the 'Zero Standby Power', even when AC is off, you can save up to 90% of electricity compared to conventional ACs.



## Completely Clean & Fresh Air

### Full HD 80 filter

filters out dust particles by up to 80% with its ultra thin filament structure and reduces allergy symptoms with its anti-allergy coating.



### Anti bacteria coating

Due to the anti-bacteria coating's unique structure, this filter can collect even the smallest dust particles and viruses.



## Best Temperature for Deep Sleep

### Good'sleep

### Best temperature for deep sleep

#### 01 Falling asleep stage

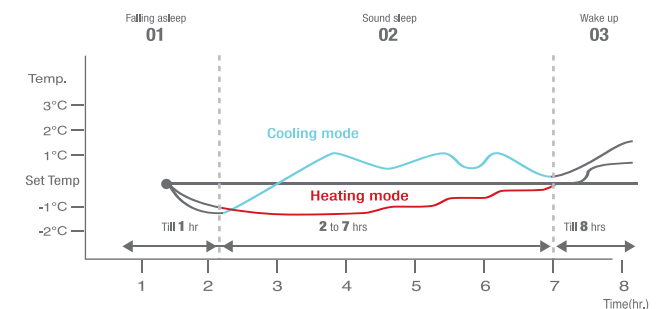
Eases you into sleep by dropping the temperature.

#### 02 Sound sleep stage

Relaxes your body and raises your temperature slightly.

#### 03 Wake up stage

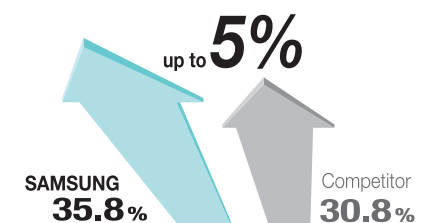
Allows you to wake up from comfortable ntermittent air and makes you feel refreshed.



### Everything improved!

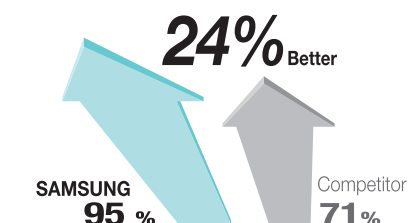
#### Sleep efficiency

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



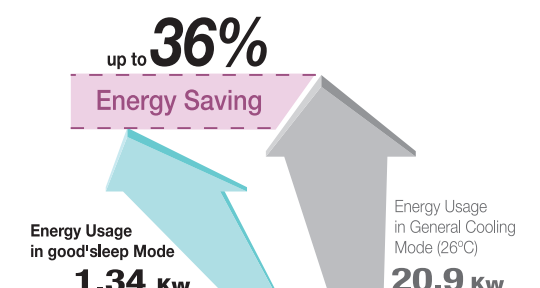
#### Pleasant skin temperature

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.





## Boracay

Expression of simple beauty through simple lines that seem to be designed by Nature.



Silver



### Outdoor



## Specifications

Model Code			AQ09TSBN	AQ12TSBN	AQ18TSBN	AQ24TSBN
AC Type			HP	HP	HP	HP
Refrigerant Type			R410A	R410A	R410A	R410A
Capacity	Cooling	kW	2.8	3.5	5.2	6.8
	Heating	kW	2.9	3.8	5.8	7
Energy Efficiency	Cooling	EER(W/W)	3.22	3.21	2.81	2.81
	Heating	COP(W/W)	3.61	3.61	3.22	2.81
Energy Label			A/A	A/A	C/C	C/D
Sound	Indoor High/Low	dB	32/24	35/26	40/31	42/33
	Outdoor High	dB	47	48	52	54
Power Source			V/Hz/Φ	220~240/50/1	220~240/50/1	220~240/50/1
Net Dimension (WxHxD)	Indoor	mm	820x285x210	820x285x210	1065x298x225	1065x298x225
	Outdoor	mm	660x470x240	660x470x240	790x548x285	880x638x310
Net Weight	Indoor	kg	8	8.4	13	13
	Outdoor	kg	23.2	25.6	40	56
Piping Length	Max	m	15	15	15	20
Low Ambient	Cooling	°C	15~43	15~43	15~43	15~43
	Heating	°C	-5~24	-5~24	-5~24	-5~24

## Completely Clean & Fresh Air

### Full HD 80 filter

Perfect purifying system with advanced filter

filters out dust particles by up to 80% with its ultra thin filament structure and removes harmful biological contaminants with its anti-bacteria coating.



### Anti bacteria coating

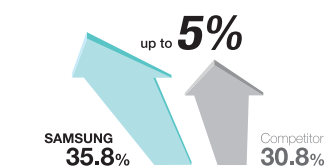
Due to the anti-bacteria coating's unique structure, this filter can collect even the smallest dust particles and viruses.



## Best Temperature for Deep Sleep

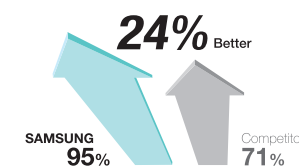
### good'sleep Mode

good'sleep mode adjusts the temperature according to your sleep pattern so that you can sleep comfortably and wake up refreshed



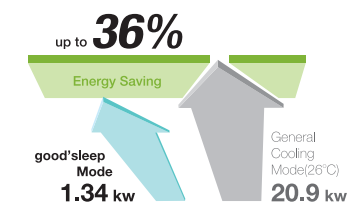
### Sleep efficiency

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.



## Save Energy, Save Money!

### Smart Saver

Smart Saver saves electricity bills up to 31% because keeping heating in the room with operation of minimum compressor.

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%

\* outdoor Temperature at 30 degree

Up to  
**31%**  
Saving!



Memo

Memo