

For Immediate Release

5 Star Energy Rating Air Conditioners

Cool down in style with the eco-inspired, energy-saving ENVIO!

Kuala Lumpur, 1 October 2009 – Panasonic Malaysia Sdn Bhd, a leader in home appliances, announced the introduction of ten new models of air conditioners which are part of the 5 star energy saving rating products tested by SIRIM and approved by Malaysian Energy Commission.

The Envio Inverter series use an inverter technology that can save energy up to 50% and are equipped with a variety of enhanced features from efficient cooling to exceptional air purifying capabilities. The new air conditioners are also stylish with a unique, eco-inspired design to address the preferences of discerning homeowners.

“A closed environment research was carried out by the Research and Development arm for Panasonic air conditioners between two Panasonic air conditioner models of similar horse powers, one model with the Inverter Technology and the other a non-Inverter model, for the same time span simultaneously. At the end of the research duration, results showed that the model with the Inverter Technology had saved up to fifty percent of energy in total as compared to the non-Inverter model air conditioner”, explained Tony Endoh, Managing Director of Panasonic Malaysia.

“Other measures taken by Panasonic towards developing eco-friendly products is by using the ozone-friendly R410A refrigerant in the Envio Inverter series of air conditioners, thus avoiding further ozone depletion”, added Tony Endoh.

“By incorporating Inverter Technology with eco-inspired design for greater savings and advanced air purification for cool, clean air, we want our consumers to have a ‘one stop solution’ for air conditioner that harmonizes the atmosphere of any room interior”.

The savings are made possible by regulating compressor rotation speeds with precision to deliver the right amount of cooling power, adjusted to meet changes in room temperature. To further optimize power consumption without compromising comfort, the Inverter also assures quick and powerful cooling upon start-up. Comfortable cooling can now be achieved 1.5 times faster, which means less energy is spent on reaching a set temperature.

With all these features combined, the Envio Inverter model not only helps to lower electricity bills, it also helps preserve the environment with lower CO₂ emission. In addition, it also comes with a Mild Dry Cooling feature which helps to maintain a relative humidity (RH) of 10% higher than regular cooling. This retains room humidity while maintaining a desired temperature, and helps alleviate dry skin and dry throat, assuring more comfort to users.

But what’s the point of energy savings without cool and healthy air?

Tony Endoh added that: “The Panasonic Inverter air conditioners feature the ADVANCED⁺PLUS e-ion Air Purifying System with Newly Designed Patrol Sensor which is able to monitor and indicate air quality. If the amount of air borne particles rises to an unhealthy level, it triggers the air purifying process automatically by releasing active e-ions. With a new larger cross flow fan for improved air flow and air purifying performance, Envio deactivates 99% of airborne particles and draw these particles back to the positively-charged filter for cleaner and healthier air”.

“The colour brightness indication display on Envio’s Patrol Sensor has been redesigned to be non-disruptive to sleep, and can even be dimmed for further comfort. The ADVANCED⁺PLUS e-ion Air Purifying System can be turned on independently as an air-conditioner or just an air purifier without cooling operation, or both simultaneously.”

“Collectively, all the features of the new Envio series reflect Panasonic’s dedication in meeting consumer and environmental needs, while supporting the Group’s eco-driven corporate directions. Under the theme of "Eco-Ideas", Panasonic is offering creative solutions for consumers and demonstrate how its stylish and environmental-friendly designed products, supported by technological excellence allows consumers to enjoy their daily lives while being mindful of the environment in which they live.”

Seeing that the response and demand for air conditioners with the Inverter Technology is consistently increasing, Panasonic offers 5 models options in the Inverter Deluxe series and another 5 in the Inverter Standard series. With such options, rooms of various sizes, regardless big or small, can be cooled down effectively to suit different consumer preferences.

The pricing for Envio Inverter Deluxe series are:

Models	HP	ASP (RM)
CS-S10JKM-5	1.0	1,289
CS-S13JKM-5	1.5	1,639
CS-S15JKM-5	1.75	2,079
CS-S18JKM-5	2.0	2,489
CS-S24JKM-5	2.5	2,939

The pricing for Inverter Standard series are:

Models	HP	ASP (RM)
CS-PS9JKM-5	1.0	1,229
CS-PS12JKM-5	1.5	1,559
CS-PS15JKM-5	1.75	1,979
CS-PS18JKM-5	2.0	2,369
CS-PS24JKM-5	2.5	2,799

About Panasonic Malaysia Sdn Bhd

Panasonic Malaysia Sdn Bhd is a sales, service and marketing company for the Panasonic brand of electrical and electronic products ranging from audio visuals, home appliances, air conditioners, digital and video cameras, professional broadcasting equipment, business systems, telecommunications, health and beauty care to batteries and lightings. All Panasonic products are available through our authorized dealers nationwide. For more information on Panasonic brand and products, visit our website at www.panasonic.com.my or call our Customer Care Center at 03-5543 7600

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