

For Immediate Release

## **Panasonic New Advanced Intelligent Inverter Refrigerator**

*A new era in refrigerator delivering exceptional comfort and convenience with advance energy saving and powerful cooling performance.*

**Kuala Lumpur, 1 October 2009** – Panasonic Malaysia is introducing its latest range of refrigerator with the advanced INTELLIGENT INVERTER technology which achieved highest energy savings up to 40% in the industry while maintaining superior performance.

The new Intelligent Inverter refrigerator from Panasonic used advanced technologies to deliver affordable and reliable performance while protecting the environment. The Inverter technology uses a microprocessor which cleverly detects the temperature inside the refrigerator.

Each time the temperature changes due to the door opening and closing or the amount of food stored, that information is precisely transmitted to the compressor to ensure that the refrigerator adapts power to maintain the optimum temperature, thus achieving the highest energy saving level. This means it can operate at the most appropriate power level. It constantly monitors the temperature inside the refrigerator, providing the best chilling and freezing without wasting energy. Kitchen appliances account for most of an average household's energy needs, especially refrigerator which operates non-stop all year round.

“The new Intelligent Inverter series refrigerator have adopted the non-CFC refrigerant R600a, which has minimal impact on global warming and also equipped with Ag Clean filter to keep refrigerator hygienic and smelling fresh. Ag Clean filter is able to inactivate 99.9% mold and bacteria as certified by Japan Spinners Inspecting Foundation Laboratories, and the filter also eliminate unpleasant odor as well”, said Tony Endoh, Managing Director of Panasonic Malaysia.

“Panasonic Inverter refrigerators has also secured the 5-Star Energy Saving rating, tested by SIRIM and approved by Energy Commission (Suruhanjaya Tenaga), which means it is more economical to use appliances with energy saving and less harsh to the environment.” Endoh added.

The Intelligent Inverter refrigerator is able to provide quick and powerful cooling to preserve food flavor and nutrients, it can also make ice cubes in almost ½ the usual time. With Inverter, the compressor can rotate in 6-speed stages and at noise level of only 0.19sone; it operates more quietly than similar non Inverter refrigerator (less of that annoying “switching noise”).

The Inverter refrigerator also comes with innovative “Vegeator” design with easy-to-use center position vegetable case for convenient storage of heavy, space consuming vegetables and fruits.

**The advanced INVERTER series of refrigerators** are available at all authorized Panasonic dealers nationwide at affordable prices from RM2,099 to RM3,499. Details are as below:

<b>Model</b>	<b>ASP (W.M)</b>	
NR-BY601XS	RM3,499	(available in Dec 2009)
NR-BY601VS	RM3,399	(available in Dec 2009)
NR-BY551XS	RM3,199	(available in Dec 2009)
NR-BY551VS	RM3,099	(available in Dec 2009)
NR-BW464XN	RM2,499	
NR-BW464VS	RM2,399	
NR-BW414XN	RM2,199	
NR-BW414VS	RM2,099	

**Panasonic New Non-Inverter Refrigerator**

<b>Model</b>	<b>ASP (W.M)</b>	
NR-BY551MS	RM2,999	(available in Dec 2009)
NR-BY551SS	RM2,899	(available in Dec 2009)
NR-BW414MN	RM1,899	
NR-BW414SS	RM1,799	
NR-BU342MN	RM1,549	
NR-BU342SS	RM1,449	
NR-BU302SS	RM1,299	
NR-BT262MK	RM1,199	
NR-BT262MA	RM1,159	
NR-BT262MS	RM1,159	
NR-BT222SK	RM1,079	
NR-BT222SA	RM1,039	
NR-BT222SS	RM1,039	

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