



3. Features & Benefits



NEO-Plasma Air Purifying System

LG Electronics' unique neo-plasma air purifying system, equipped with 12-level bio-enzyme filters, has further enhanced its sterilization power. While air passes each level of filters, the system powerfully eliminates household's fine dust and molds, ordinary odor, food smell, and cigar smoke, as well as can destroy bacteria's cell walls to completely kill them. It has strong sterilization power.

Have you ever experienced these symptoms?

Though the industrial development has enhanced people's quality of life and their satisfaction in living, it is increasingly creating various kinds of pollution, hazardous substances and viruses.

In particular, substances (household tick dust, molds, etc.) that create allergies give rise to respiratory and atopic diseases. Harmful gases, the prime cause of 'new house syndromes,' create chronic headache.



Whenever seasons change, You have runny nose



Asthma, and Continuous cough.



The skin is itchy without knowing reasons, You scratch it again and again...



Frequent headache, and chronic fatigue...

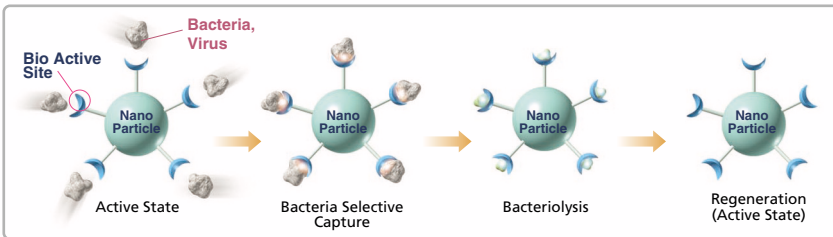
| | | | | | | |
|---|------------------|----------------------|--------------------|---------------------------------|----------------------|--------------------|
| 1 | First antibiotic | Allergy | Mold | Mite | Big dust | Blanket dust |
| 2 | Fishy smell | Foot stink | Smoke | Odor of construction ingredient | Odor of food garbage | Chemical substance |
| 3 | Animal smell | Odor of food garbage | Chemical substance | | | |
| 4 | Influenza | Virus | Allergy | Mite | | |
| 5 | Micro dust | Deodorize | Mold | Pollutant | | |



3. Features & Benefits

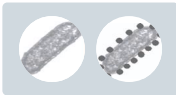
Nano Bio Fusion Filter

Nano bio fusion filters allow their nano-size bio enzymes to directly penetrate through cell walls of bacteria and allergen to decompose its cell nuclei and kill them. While conventional methods merely inactivate bacteria or destroy external cell walls, this innovative sterilization method can completely decompose bacteria's cell nuclei and kill them.



Distinctions from Conventional Filters

Conventional



Simply inactivate bacteria



Destroy bacteria but allow part of them to survive

Nano Bio Fusion Filter



The bio enzyme destroys cell walls and nuclei of bacteria and allergens, thus completely killing the bacteria

Plasma Filter

The PLASMA Air Purifying System developed uniquely by LG not only removes microscopic contaminants and dust, but also removes house mites, pollen, and pet fur to prevent allergic diseases like asthma.

5

Polluted Air

4

3

2

Nano Carbon Filter

Nano-size carbon filters catch fine odorous particles again, and doubly and completely remove odors from the household, thus offering a pleasant environment.

What is Nano Carbon Ball?

Nano(1/1000) ball structure, consisting of Nano carbon, is adopted as deodorizing material first in the world



- Kitasato Research Center of Environmental Sciences
 - Inactivating Germs Test Result 99.9% Performance (No. 16_0113_1,2,3)
- Japan Food Research Laboratories
 - Inactivating Germs Test Result 99.9% Performance (No. 104093863-001,2,3,4,5)
 - Killing Virus (No. 204031236-001,2,3)
- Japan Spinners Inspecting Foundation (No. 624217, 019355-13)
 - NCB Deodorizing 4 Type Test Result 78%~98% Security
- FITI Korea Consumer Science Center (No. 513104-195-A-01)
 - Killing bacteria, fungi Test Result 99.9% Security
- ITS(International Technical Standard Center) (No. IL26937-A,B)
 - Inactivating bacteria Test Result 99.9% Security

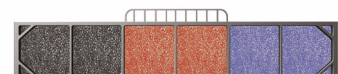
Clean Air

Pre Filter

The antibacterial pre-filters primarily remove large dusts, molds, and quilt dusts.

Triple Filter

The triple filters consist of an organic-compound filter to eliminate displeasure and pain in the eyes and necks with various organic compounds. It also has a formaldehyde filter to cut off formaldehyde, a prime cause of new-house syndromes, and prevents symptoms such as dermatitis, vomiting and pneumonia. And lastly, it has a filter to remove ordinary odor that causes migraine and chronic fatigue.





3. Features & Benefits

Healthy Dehumidification

LG Wall Mounted Split models feature a Dehumidification mode to remove uncomfortable humidity from the room without over cooling.

Indoor Temperature Distribution Chart



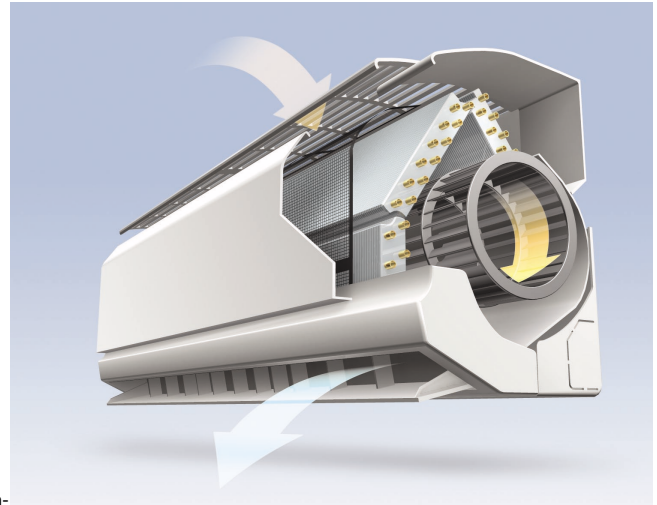
Conventional

Since the surrounding temperature is measured after the air from the unit is widely distributed, an accurate assessment of the air is not possible.



Healthy Dehumidification

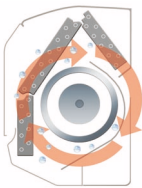
By increasing the Vane Angle, a better assessment of the actual temperature is possible to prevent over cooling.



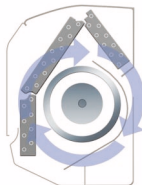
Auto Clean

The main cause of air conditioner's odor is molds that breed in the heat exchanger. If you turn off the air conditioner as it is, molds and bacteria will breed in the wet heat exchanger.

The automatic cleaning function will dry the wet heat exchanger to prevent molds and bacteria from breeding. It will eliminate air conditioner's odor and save you time and frequent cleaning efforts.



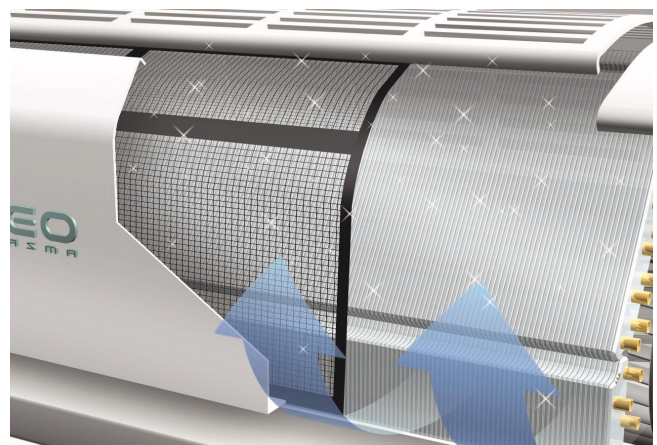
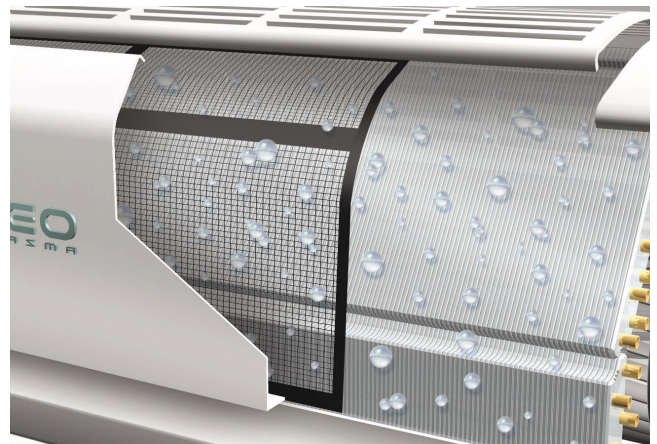
When you press "Auto Clean", Auto clean starts after cooling operation.



In 30 minutes, "Auto Clean" dries the inner part of Air conditioner.

1STEP : Dries the evaporator with super-weak, low-noise air blowing, and removes remaining moisture.

2STEP : Fundamentally removes the sources of molds once again through the neo plasma system.





3. Features & Benefits

Ultra Silent

The indoor equipment, which adopts optimum fan and motor, implements a lowest-noise of 23dB in the sleep mode. It offers you a quieter and more convenient sleeping environment and helps you concentrate when you work. In addition, the vibration and noise of the outdoor equipment has been reduced drastically so that it does not disturb your neighbors.



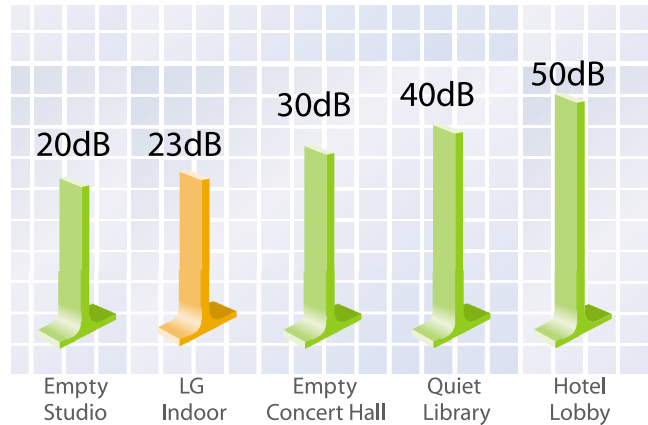
[Indoor equipment]

1. Uses low-noise motor and fan
2. Shuts off noise with an all-side panel design



[Outdoor equipment]

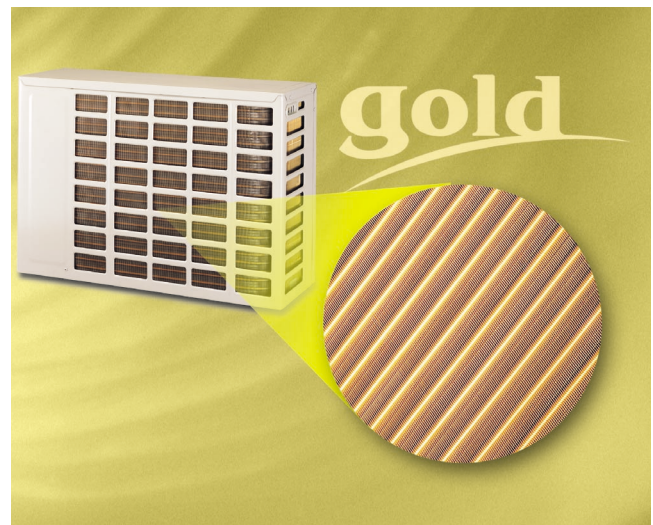
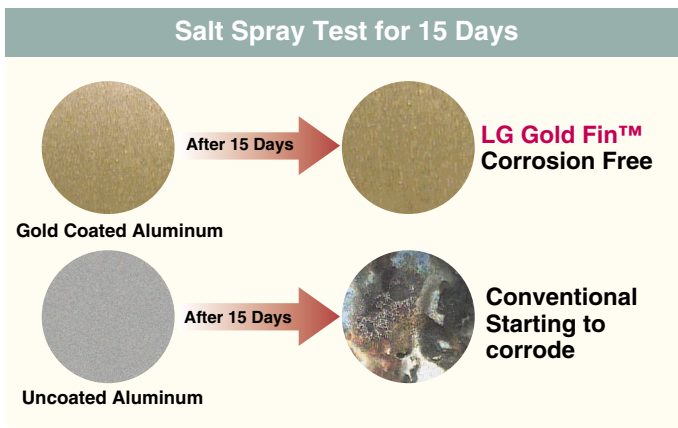
1. Low-noise compressor and low-noise fan
2. Designed for optimizing compressor vibration



Low Noise Compressor

Anti Rust Gold Fin™

LG's Heat exchanger surface is coated with an anticorrosive, gold on aluminum. This ensures their surface always free of corrosion and helps them perform like new one.



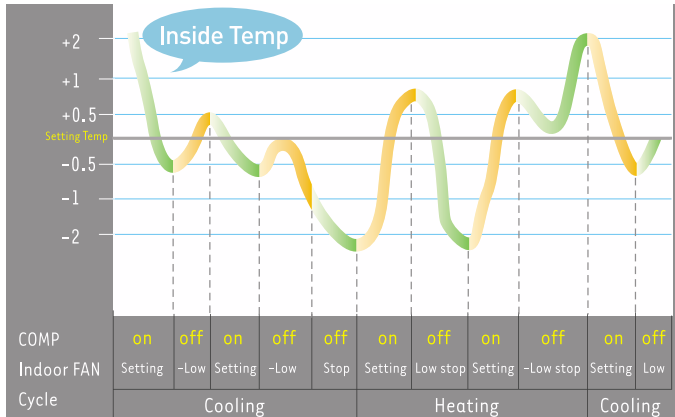
- Gold Fin is long lasting, durable and makes the Outdoor Unit look prestigious.



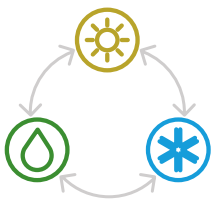
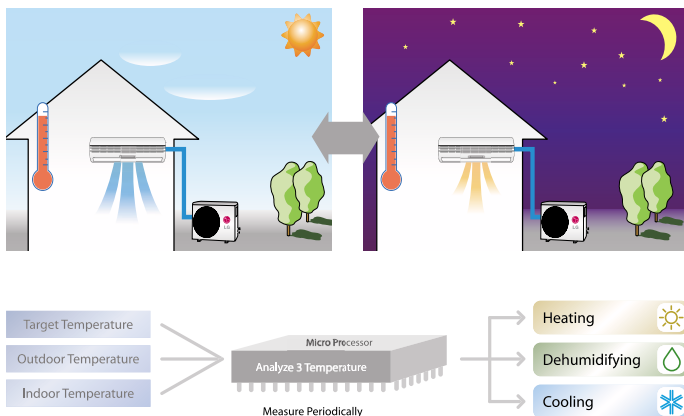
3. Features & Benefits

Auto Changeover

With heat pump model, cooling and heating operation is changed automatically on the basis of setting temperature.



- Initial Setting Temp: 18°C Memorize final setting temp.



Hot Start Function

While starting the unit in the heating mode it prevents cold air blowing from the unit. It starts the indoor fan only after indoor unit pipe temperature reaches a preset value (28°C).

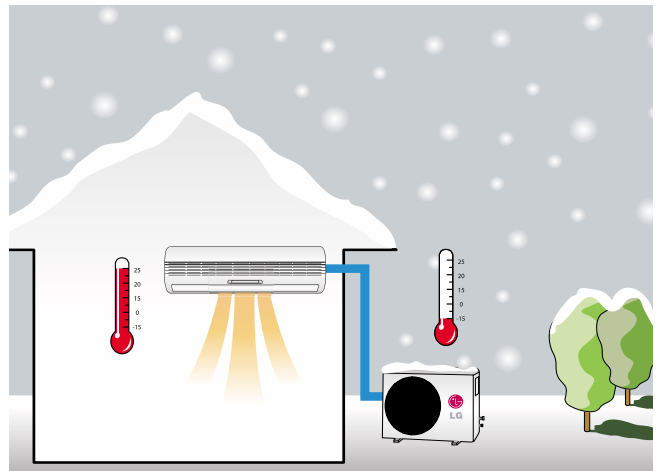
When indoor unit pipe temperature reaches 28°C, then for initial 1 minute the indoor fan runs at a low speed and after that at the setting speed.

Low Ambient

Cools the room as is necessary, even in winter.

- In case you hold a party indoors in winter, you need to operate equipment in the computer server room for long hours, and you cannot open windows for security's sake, then you can cool the room using the Inverter air conditioner.

Under such circumstances, ordinary conventional air conditioners may have heat exchangers in indoor equipment frozen, thus not properly cooling the room. However, in the case of inverter air conditioners, you can adjust the speed of compressor and outdoor equipment's fan to prevent heat exchanger in indoor equipment from being frozen, thus cooling the room more easily.



Auto Restart Function

In case of a sudden power failure, It automatically sets the A/C to settings before the power failure when power returns.

Sleep Mode Auto Control

With one touch of the Sleep mode button, it automatically programs the Air Conditioning Unit to turn off, controls the fan speed and adjusts the set temperature for a more comfortable sleep.

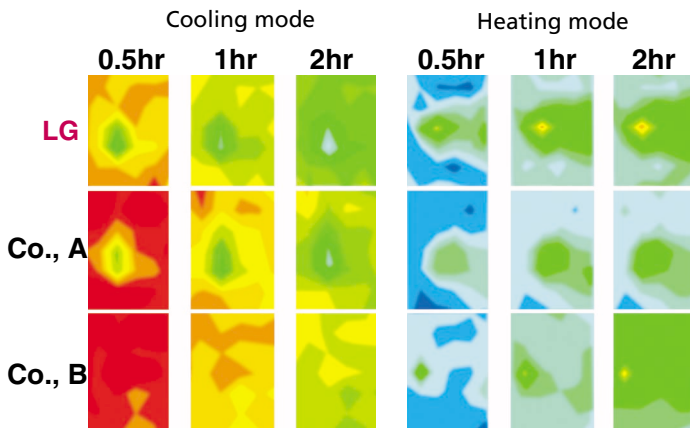
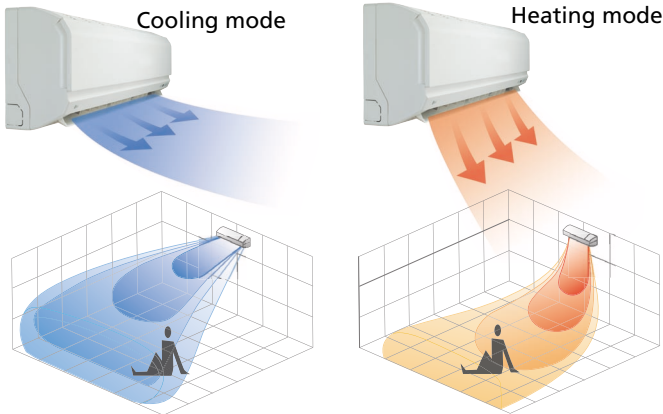


3. Features & Benefits

Optimized Cooling & Heating

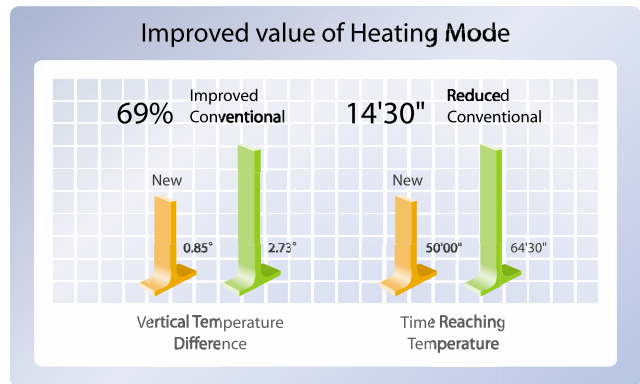
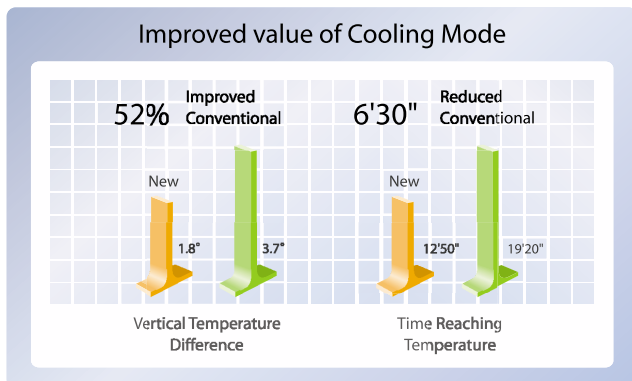
Air Flow

LG Electronics' air conditioner, which adopts the twin air vanes, blows wind horizontally far away in the cooling mode to prevent direct blowing. And, in the heating mode, the air conditioner pushes wind downwards to provide warm air evenly, thus offering pleasant air.



Even & Fast Air flow

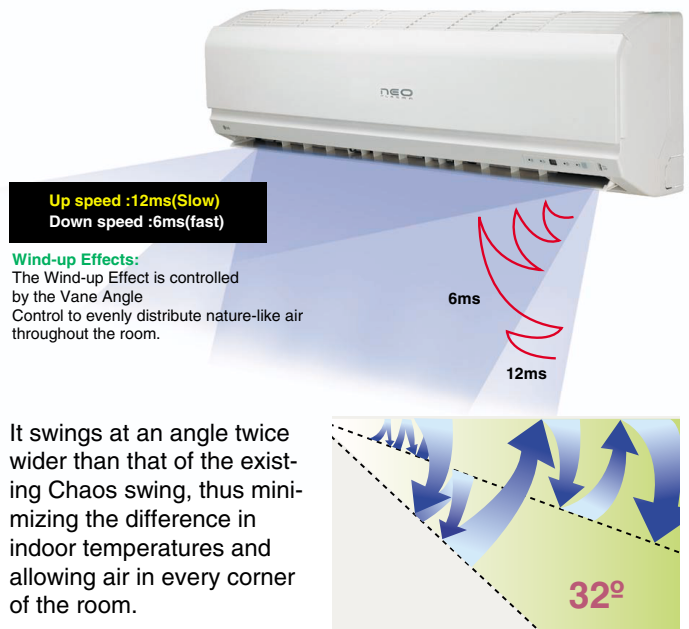
LG Electronics' air conditioner improves the difference between high and low indoor temperatures. It allows you to reach your desired temperatures even faster.



New Chaos Swing

The most comfortable airflow for the human body can be found in nature. After countless analysis, LG has applied the scientific Chaos theory to its Air Conditioning range, which effectively produces a natural, fresh breeze.

The chaos theory is a technology that recreates the flow of natural air by controlling the angle speed of the movement of the air vane. Chaos Swing technology also minimizes the temperature difference between high and low places in the room, creating a more comfortable and cooler environment.



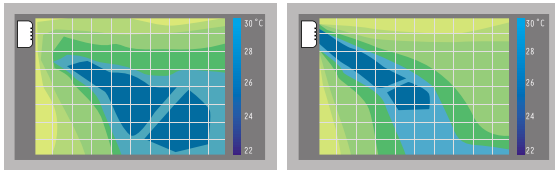
It swings at an angle twice wider than that of the existing Chaos swing, thus minimizing the difference in indoor temperatures and allowing air in every corner of the room.

The angle is twice wider.



3. Features & Benefits

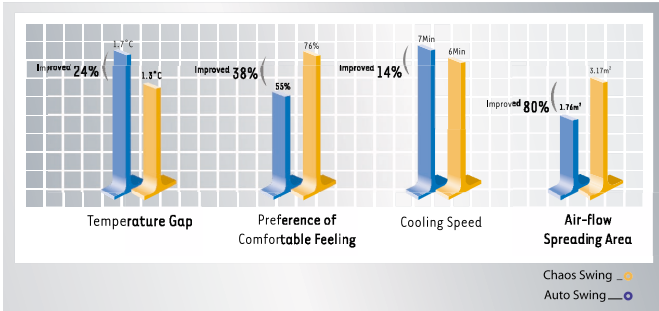
Indoor Temperature Distribution Chart



Chaos Swing

Auto Swing

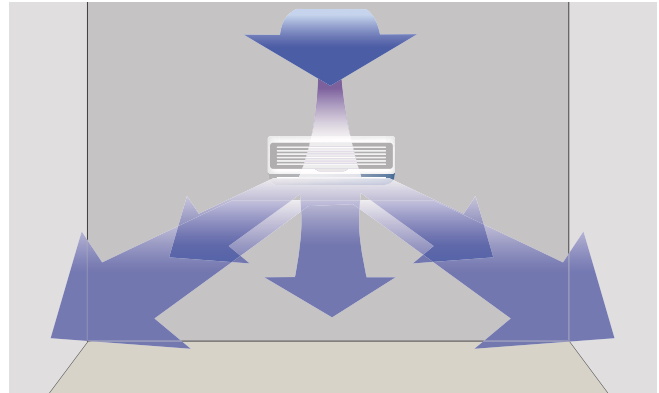
Chaos Swing Effect



4 Way Auto Swing

LG Air Conditioning units can now automatically distribute the air 4-ways.

This effectively eliminates hot and cold patches, keeping the room at a more stable temperature.



Jet Cool™

The Jet cool function allows quick cooling.

In this mode, strong, cool air is blown at high speed for 30 minutes, until the room temperature reaches 18°C.



It can cool the spot ten meters away in 3 minutes.

ARTCOOL_MIRROR TYPE

A little interior accent for the modern you.

The romantic pastel colors, subdued luster, modern texture and the super slim design of LG ARTCOOL Mirror are the answers to your unique mood and personality.



International Forum Design



red dot design award



ARTCOOL_PANEL TYPE

LG's unique frame-style of ARTCOOL panel type.

Its super-slim and sensory design satisfies your sense.



ARTCOOL_WIDE TYPE

LG ARTCOOL Wide is a cool addition to your work-space. Like a piece of modern art, the golden-section design and the simple and modern design of LG Artcool Wide is an attractive, efficient and cool addition to your room.

