



AeraMax Brand Pillars

SMART

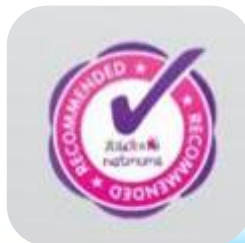
Self-adjusting, & 'hassle free'
Makes the invisible, visible!

EFFECTIVE

99.97% air particle removal &
confidence in the benefit!

ATTRACTIVE

Visual design that reflects
"Smart" brand promise





Price: High



Functionality: Basic



Functionality: Premium



Price: Low



SMART: AeraSmart Sensor

AeraSmart[™]
Sensor

Self Adjusting Technology

Increases

performance when contaminants are detected,

Reduces

performance once air quality levels are clean.





EFFECTIVE: Proven Performance



Allergy UK

Scientifically tested to be effective at removing allergies



ECARF

Will deliver benefits to those suffering from allergies



AHAM

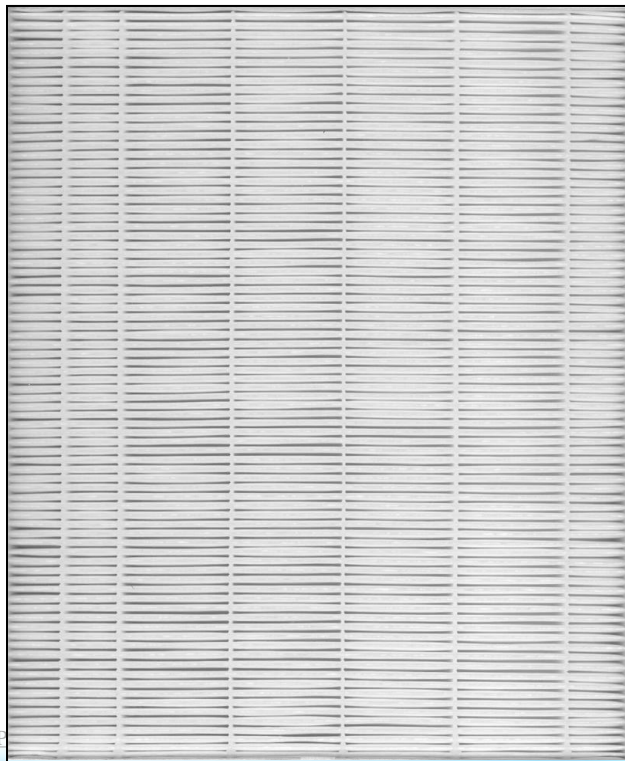
CADR test to verify particle count reduction and room size



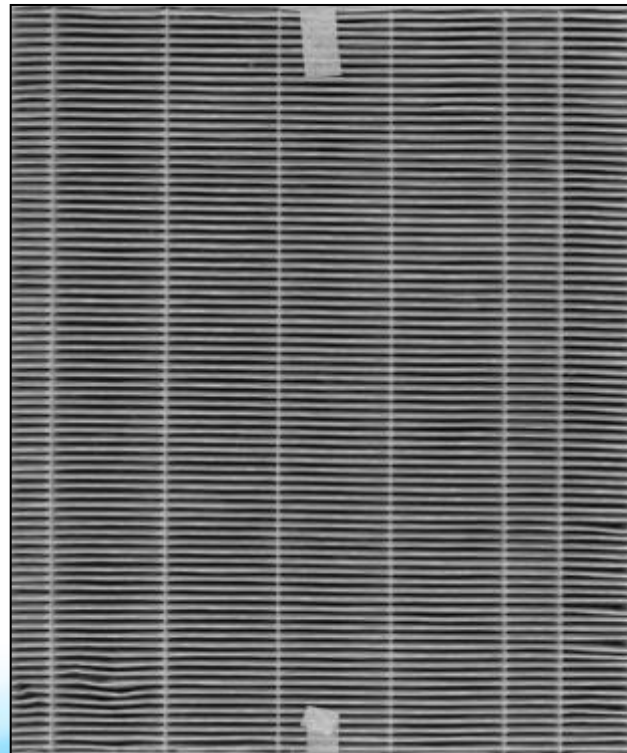
Energy Star

55/95 models certified as energy efficient (US)

EFFECTIVE: Making Invisible, Visible



HEPA Filter after
12 Months





EFFECTIVE: 4-Stage Purification (DX/DB)

1. Activated Carbon filter

Removes odours and chemical vapours (VOCs) and captures large airborne particles

2. True HEPA filter

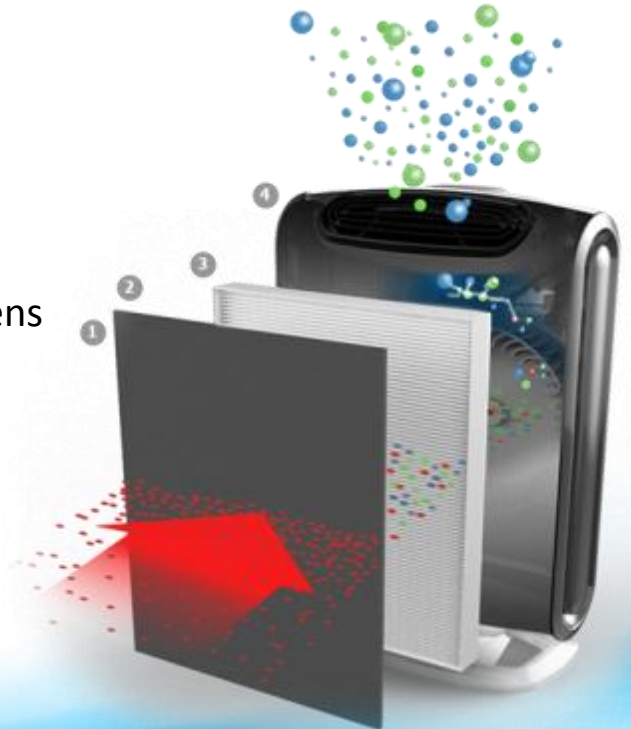
Captures **99.97%** of particles as small as 0.3 microns including mould spores, pollen, dust mites, most airborne microbes, allergens and cigarette smoke

3. AeraSafe™ Antimicrobial Treatment

Built-in protection from the growth of odour causing bacteria, mildew and fungi on the HEPA Filter

4. PlasmaTRUE™ Technology

Creates an ionised field to help safely remove airborne pollutants



AeraMax DX Air Purifiers

Four-stage filtration process:

- 1. Carbon** filter
- 2. True HEPA** filter captures 99.97% of airborne particles
- 3. AeraSafe™** Antimicrobial Treatment



creates an ionized field to help to safely remove airborne pollutants



AeraSmart™ Sensor monitors the air quality & automatically adjusts fan speed

Aera+™ Mode is designed for peak allergy conditions & increases air flow by 35% or 50%*
*relative to the machine running on low setting

Fan Speed Indicator lets you manually adjust fan speed setting

Filter Change Indicators let you know when it is time to replace your filters

Ultra quiet operation

3 year warranty