PRESS RELEASE

IFA 2017: Blaupunkt presents air treatment smart home solutions

In Berlin from September 1st to 6th 2017 at the IFA, the world’s leading trade fair for consumer electronics and home appliances, Blaupunkt will introduce wide range of portable air conditioners, air purifiers and dehumidifiers. At booth 200 in hall 8.1 the company will show new products inspired by smart home technologies.

Since 2012 air treatment technology become a rapidly growing product category of the Blaupunkt brand. The company is currently cooperating with many professional distributors in numerous European countries.

Blaupunkt Competence Center Aircons Mateko presence at this year’s IFA will be powered by innovation and new developments. Major topic at the Blaupunkt fair booth are new smart home products: portable air conditioner and air purifier.

The company offers Moby Blue and Arrifana portable air conditioners series. Portable devices do not require professional installation. The Moby Blue line combines four functions: cooling, heating, dehumidifying and ventilation, while Arrifana: cooling, dehumidification and ventilation. Lavender range of air purifiers filter and eliminate contaminants and allergens in the air and remove odors; including cigarette smoke. Creating a fresh and clean air, keeping air healthy and clean. Efficient dehumidifiers of Vaco line are perfect as home powerful tool.
The brand meets the rapidly evolving needs of the next-generation users. Blaupunkt new air treatment solutions are inspired by smart technologies for ultimate comfort. An innovative highlight will be Moby Blue 1012W portable air conditioner and Lavender 3537W air purifier with Wi-Fi function. The intuitive mobile app, available on iOS and Android, enables to manage remotely by smartphone or tablet. Visitors can experience interactively all control devices at the Blaupunkt trade fair booth.

Further innovative solutions for air conditioning, air purification and dehumidification are being prepared and will soon be available on the market. The tradition of almost 100 years is still being full of vigor and energy. Blaupunkt accommodated top supreme expectations and increases comfort of its users.

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