

## 1 PRESS RELEASE

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### 3 **IFA 2017: Blaupunkt presents air treatment smart home** 4 **solutions**

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

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

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

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22 The company offers Moby Blue and Arrifana portable air conditioners  
23 series. Portable devices do not require professional installation. The Moby  
24 Blue line combines four functions: cooling, heating, dehumidifying and  
25 ventilation, while Arrifana: cooling, dehumidification and ventilation.

26 Lavender range of air purifiers filter and eliminate contaminants and  
27 allergens in the air and remove odors; including cigarette smoke. Creating  
28 a fresh and clean air, keeping air healthy and clean. Efficient dehumidifiers  
29 of Vaco line are perfect as home powerful tool.



30 The brand meets the rapidly evolving needs of the next-generation users.  
31 Blaupunkt new air treatment solutions are inspired by smart technologies  
32 for ultimate comfort. An innovative highlight will be Moby Blue 1012W  
33 portable air conditioner and Lavender 3537W air purifier with Wi-Fi  
34 function. The intuitive mobile app, available on iOS and Android, enables  
35 to manage remotely by smartphone or tablet. Visitors can experience  
36 interactively all control devices at the Blaupunkt trade fair booth.

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

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## 66 PRESS PHOTOS

**IFA 2017** **Messe Berlin**

**Berlin ExpoCenter City**  
1 – 6 September

**IFA Global Markets STATION-Berlin**  
3 – 6 September (trade visitors only / 4 days)

**BLAUPUNKT**  
BOOTH 200, HALL 8.1

**IFA Global Markets**  
Luckenwalder Str. 4-6  
10963 Berlin

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69 Blaupunkt Moby Blue 1012W



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71 Blaupunkt Arrifana 08C

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