Blueair HealthProtect™

Market Introduction Guide

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Blueair's most advanced air purifier ever, HealthProtect™, is

The only air purifier to provide 24/7 protection against viruses and bacteria

Every component is uniquely engineered in Sweden to silently provide the highest performance and energy efficiency. The HEPASilent Ultra™ filtration technology combines electrostatic and mechanical filtration to kill 99%* of germs and remove dust, pollen, dander, mold, VOCs, and odors.

Even when on standby, GermShield™ technology proactively monitors your room and automatically activates when conditions are optimal for germ growth. Unlike other air purifiers that only push clean air to a small part of the room, SpiralAir™ quickly circulates more clean air to every corner of the room.

*Tested on the filter media. Deactivation of germs on natural flora (excluding viruses) under normal temperature and humidity conditions. Blueair air purifiers have not been tested against Coronavirus, and Blueair does not claim to capture, remove, or kill SARS-CoV-2.

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Designed in Sweden

To fit your home

Scandinavian

Metal

Premium

Clean

Reassuring

Trustworthy

Robust



Preference vs current Classic

83% prefer 7-series over existing Classic

From 9% to **30% first choice preference** versus competition

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Benefits and RTB technology

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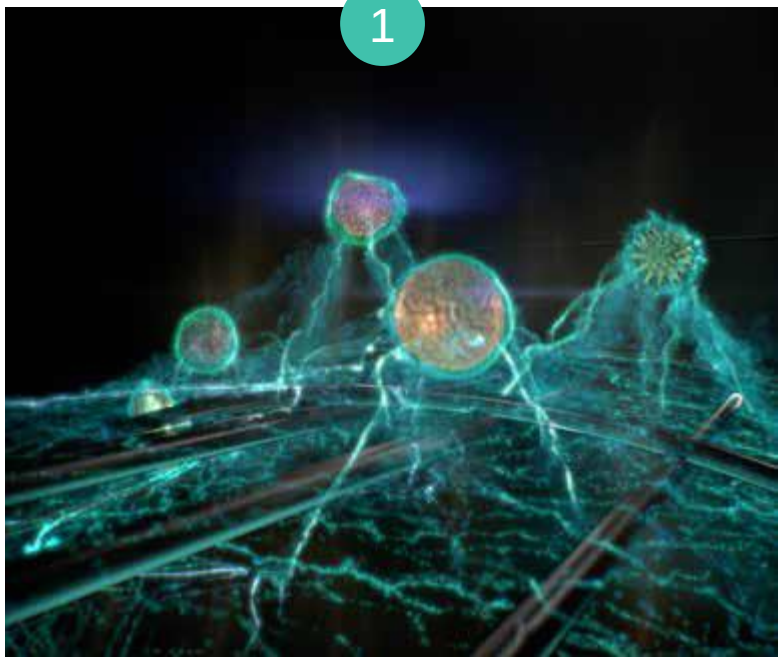
The only air purifier to provide 24/7 protection against viruses and bacteria

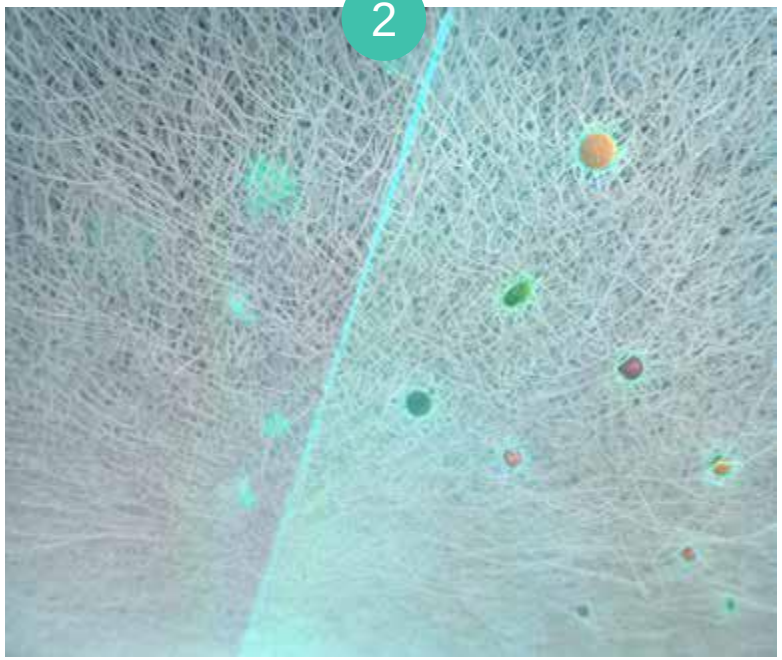
1



HEPASilent Ultra™

Quietly fill your room with more clean air

2



GermShield™

24/7 protection against viruses and bacteria

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SpiralAir™

More clean air to every corner of the room

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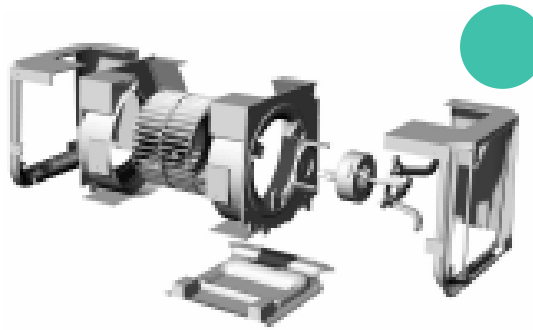
1

HEPASilent Ultra™

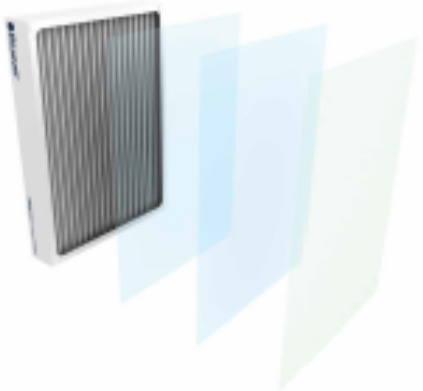


Patent-pending technology that combines electrostatic and mechanical filtration for optimal particle and gas filtration.



Fan system is engineered in Sweden for superior performance, lowest noise and lowest energy

Unique ionizer barrier located in the outlet of the fan to boost electrostatic filtration



Gas removal added to the core technology for high efficiency VOC and odor removal

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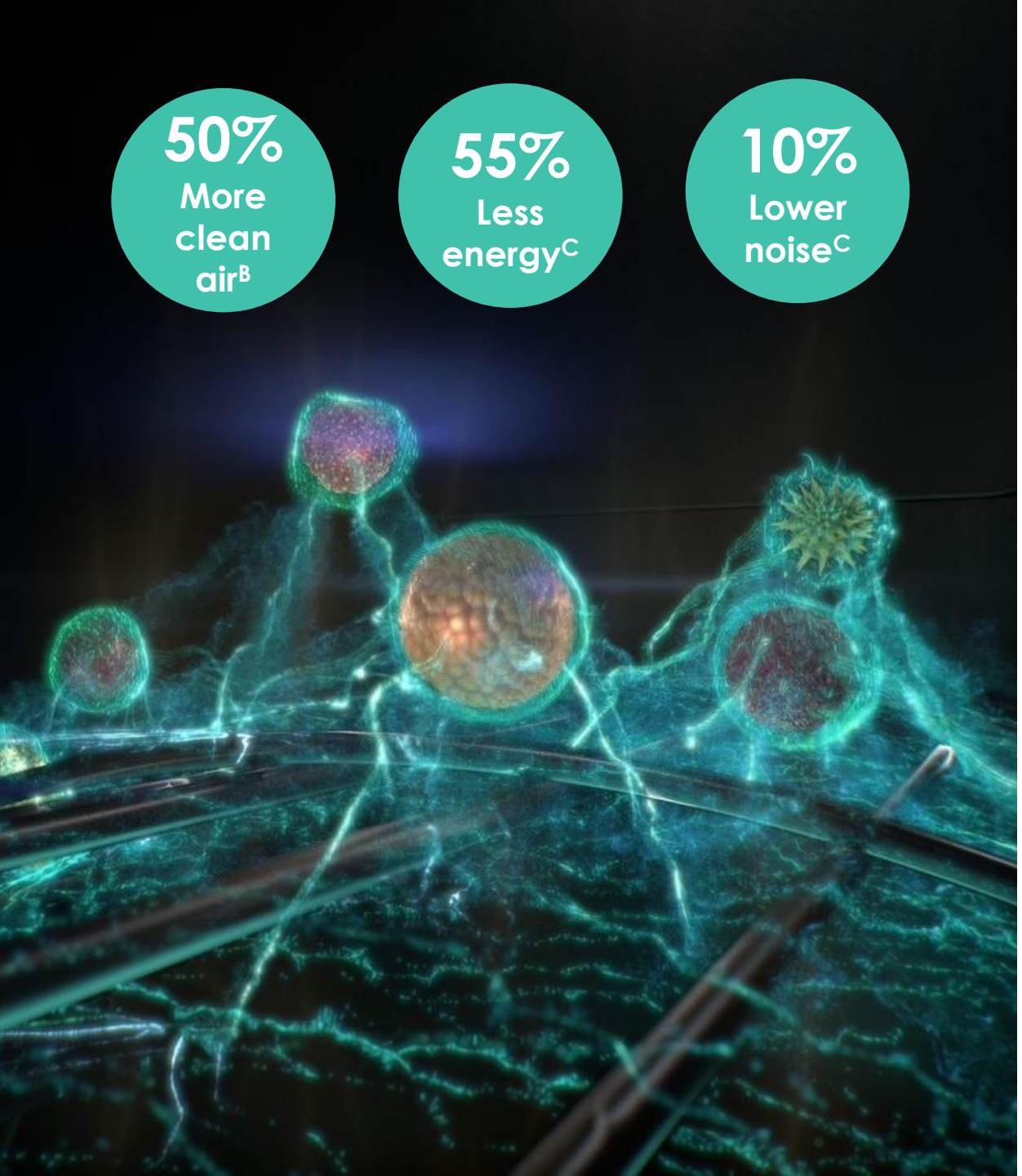

HEPASilent Ultra™ is our most advanced filtration technology ever, quietly filling your room with more clean air.

Every component is uniquely designed in Sweden to provide the maximum performance and energy efficiency.

This patent-pending technology combines electrostatic and mechanical filtration to kill 99%[A] of virus & bacteria and also removes dust, pollen, dander, mold, VOCs, and odors.

HEPASilent Ultra™ silently delivers 50% more clean air[B], uses 55% less energy and has a 10% lower noise than traditional true HEPA filtration[C].

[A]Tested on the filter media. Deactivation of germs on natural flora (excluding viruses) under normal temperature and humidity conditions. Blueair air purifiers have not been tested against Coronavirus, and Blueair does not claim to capture, remove, or kill SARS-CoV-2.
[B]Based on testing of particle Clean Air Delivery Rate (pCADR according to GB/T18801-2015) in HealthProtect™ 7400 model at the same fan speed, compared to using H13 true HEPA filtration in the same unit.
[C]Based on testing of energy consumption (W) and noise levels (dB, according to ISO 3743) in HealthProtect™ 7400 model with the same particle Clean Air Delivery Rate (pCADR according to GB/T18801-2015), compared to using H13 true HEPA filter in the same unit.

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SmartFilter

Optimized for HEPASilent Ultra™ technology



Efficiently removes particles, VOCs and chemicals

One particle filter layer and one active carbon filter layer combined to remove gas, odors, smoke, VOCs, exhaust, smog, and chemicals from the air.

Truly Smart

RFID technology enables optimization of fan speeds accordingly based on the inserted filter. Automatically resets the filter indicator when a new filter is iserted. Due to the smart filters we can ensure maximum performance of the unit, since we know that an original Blueair filter is inserted.

Real time filter usage

Automatically and accurately calculates when the filter is used, and shows this as a % for the user in the app and on the unit (high range). Notifies the user when it’s time to change the filter.

Up to 1 year filter lifetime

With SmartFilter Ultra you can be assured to have clean air delivered to your home for up to 1 year.

Germ-free filter change

Due to the booklet design of the SmartFilter Ultra, when removing the dirty filter from the air purifier the user can simply close the filter like a book, capturing all dust and germs on the inside.

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High efficiency performance filters

Efficiently removes VOCs and unpleasant odors

Activated natural coconut carbon has a large adsorbent surface area, and is used to effectively remove VOCs, chemicals, and unpleasant household odors.

Optimized for HEPASilent Ultra

The SmartFilter Ultra are specifically optimized for use together with HEPASilent Ultra™ technology. The electrostatic charged particles stick to the filters efficiently, and the activated carbon integrated in the filters adsorbs any odors and gases.

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Truly Smart Filters





RFID Technology inside

A smart RFID chip inserted in each filter tracks the real filter usage and sends all data to the air purifier and to your phone – so that you can be certain to always have a high performing filter for best germ, particle and gas removal.

- **Reassure you always have hygienic and high performing filters**
- **Tracks your real-time usage**
- **Notifies through the UI and App when it's time for a filter change**



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Germ-free filter change



Closes like a book

The two main filters are attached at the top, so when removing the filters you can just fold them over like a booklet to keep dust and pollutants from escaping.





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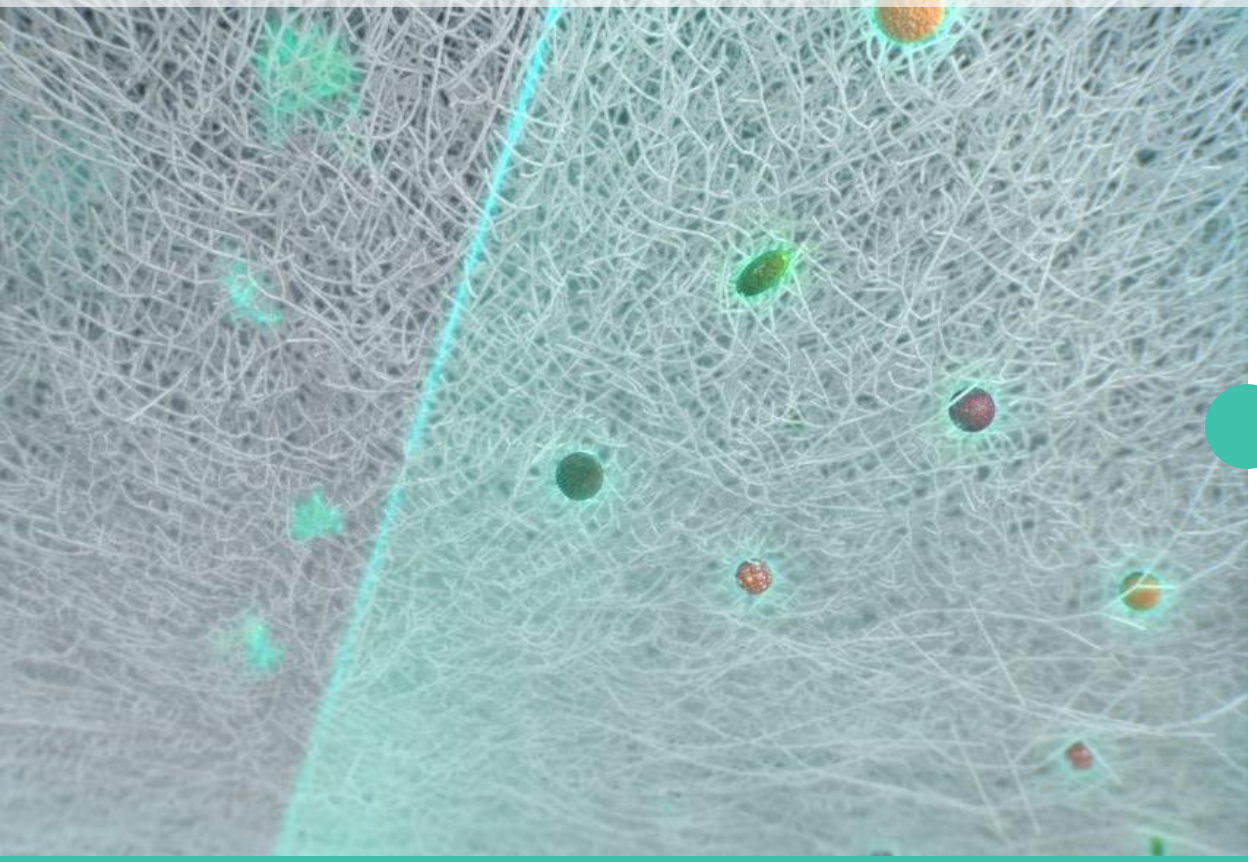
GermShield™ technology



Even on standby, GermShield™ proactively monitors and kills* virus & bacteria caught in the filters.

*Deactivation of bacteria (Staphylococcus albus) and virus (MS2 bacteriophage). Blueair air purifiers have not been tested against Coronavirus, and Blueair does not claim to capture, remove, or kill SARS-CoV-2.



Constantly monitors your room for germ prone conditions, using the patented sensor module

High efficiency plasma charging kills bacteria and viruses in the filters



Low air draft dries out the filters, killing germs and preventing germ growth

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True 24/7 Protection

Even when your air purifier is on standby, the patent-pending GermShield™ technology proactively monitors your room and kills* viruses and bacteria on the filters using low air draft and plasma charging. A gentle stream of air then ensures no new growth of germs.

*Deactivation of bacteria (Staphylococcus albus) and virus (MS2 bacteriophage). Blueair air purifiers have not been tested against Coronavirus, and Blueair does not claim to capture, remove, or kill SARS-CoV-2.

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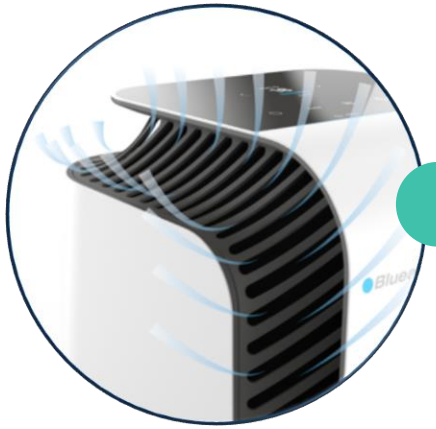
SpiralAir™ Technology





Uniquely designed shape of air outlets, creating a spiraling effect out from the unit



Outlets goes around the entire unit, ensuring air to be delivered in every angle

Air spreads quickly to every corner of the room without feeling cold or unpleasant

The SpiralAir™ outlets are uniquely engineered to deliver 360°, omni-directional, airflow quickly circulating clean air to every corner of the room.

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Unlike other air purifiers that only push clean air to a small part of the room, the patent-pending SpiralAir™ outlets are uniquely engineered to deliver 360°, omni-directional, airflow quickly circulating purified air to every corner of the room

– So you breathe clean, healthy air wherever you are.



Connected experience

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Superior connected experience

HealthProtect™ connected experience delivers consumer centric benefits:

Reassurance

Reassure consumers about Blueair air purifiers superior performance, its progress and result, to achieve piece of mind.

"I want to surround myself with the latest technology because it reassures me that I'm doing the best I can to improve my life and home.
- Female, 25-35 years old, China

Ease of use

Provide consumers the most simple, intuitive and personalized experience with their Blueair air purifier. Automation at its best.

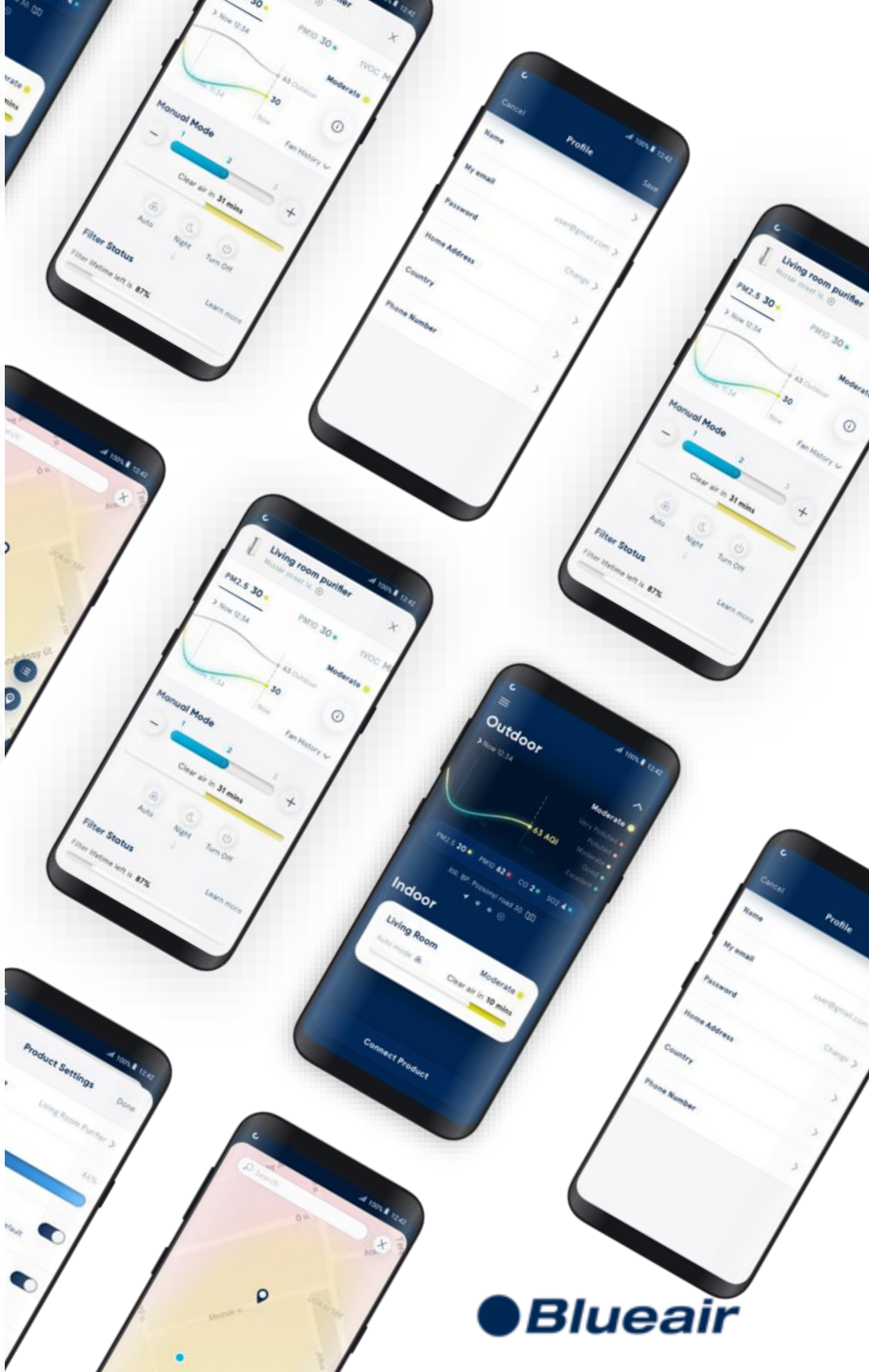
"I want to set it and forget it. Make it work for me."
- Male, 30-40 year old, Tokyo



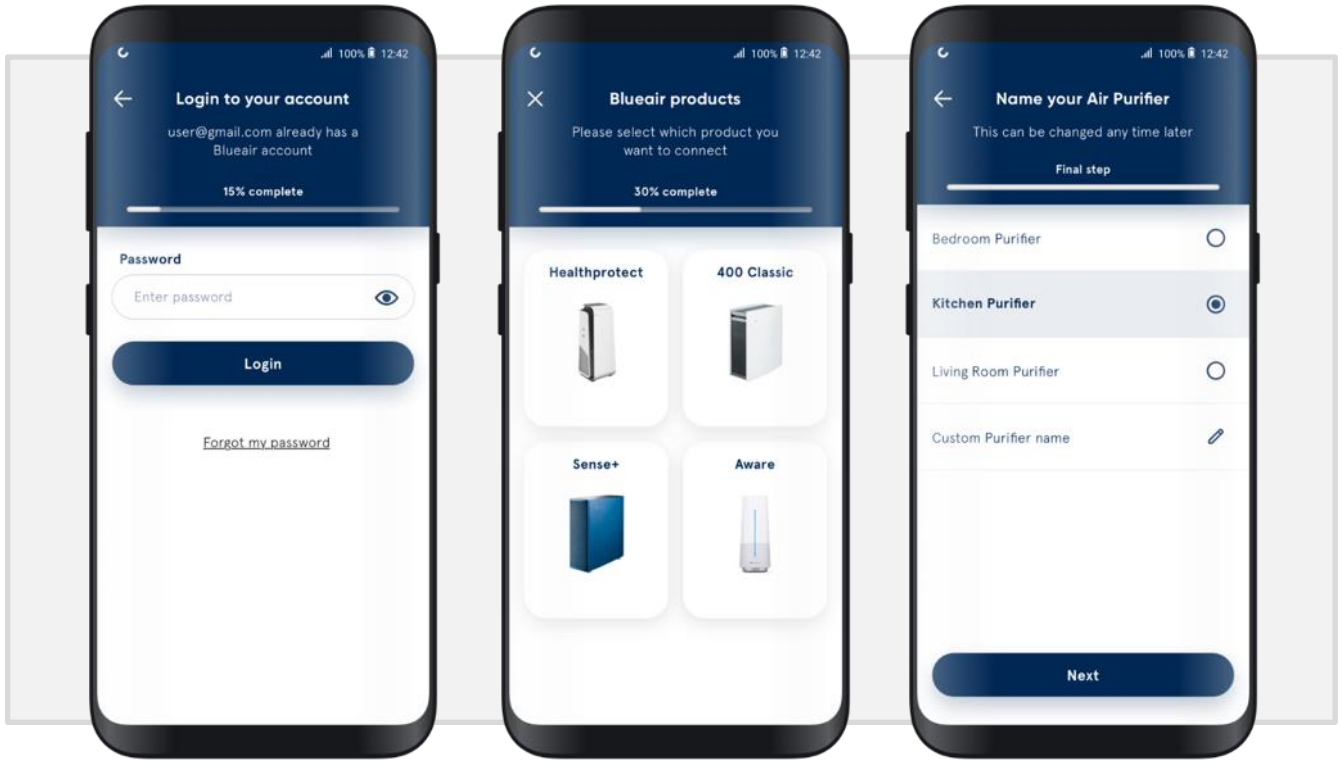
New Blueair app launching

The new Blueair app UI and UX has been rebuilt to deliver the best app experience in the air purification industry.

The UI/UX development has been deeply consumer insights driven as it underwent 20 extensive usability tests to results with the most user-friendly app experience.



Leveling up the onboarding experience



Blueair is enabling onboarding via Bluetooth technology assuring much smoother and faster onboarding, informed by best case examples from consumer electronics industry.

New onboarding process is x3 faster then the old process.

The onboarding UI pages have been redesigned for smoothest guidance through the process, including progress indicators with percentages for increased user confidence.

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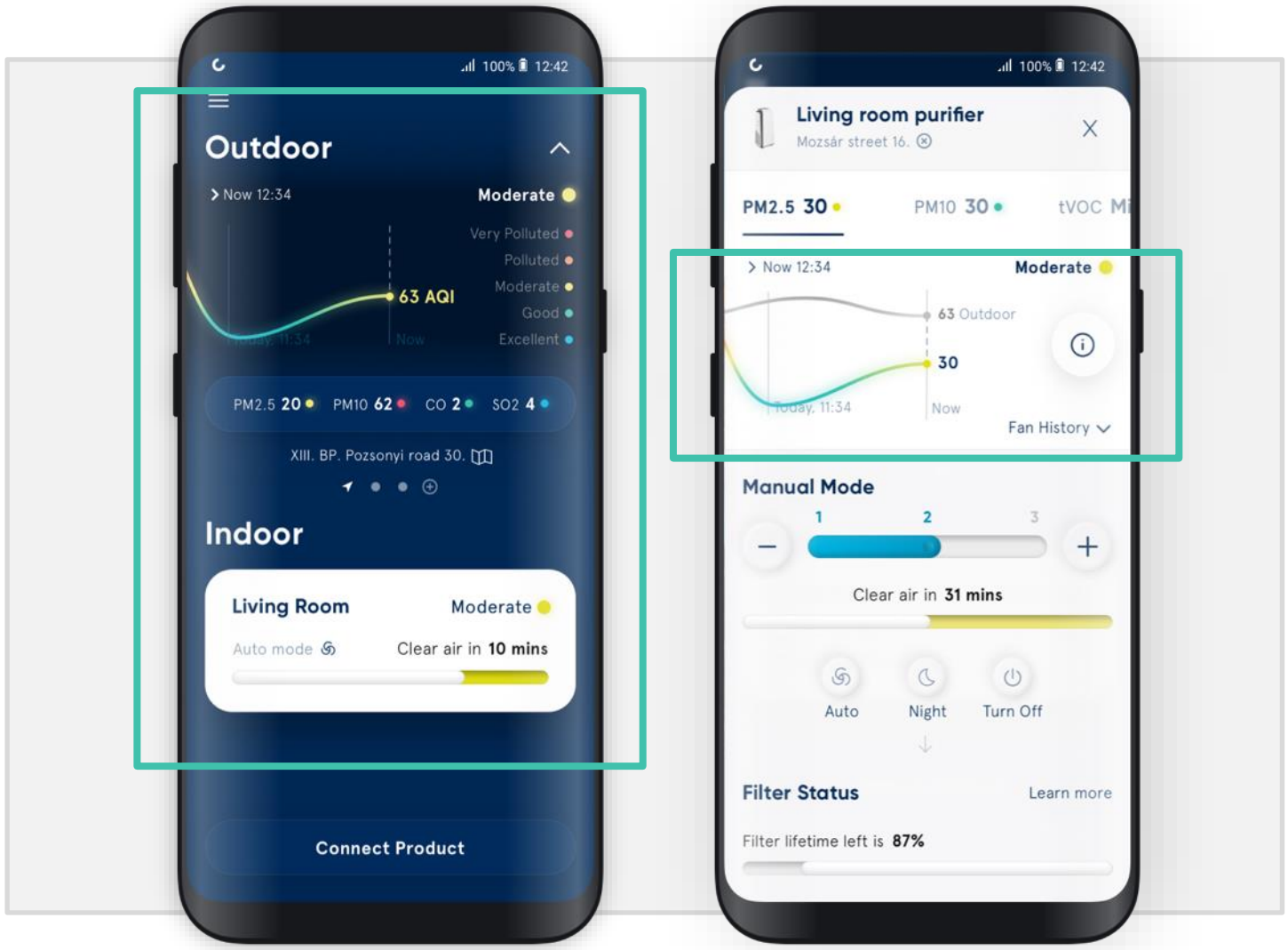
New app merges outdoor and indoor in one view



Home page

Product page

Reassurance of air quality through easy overview of both indoor and outdoor conditions at a glance.

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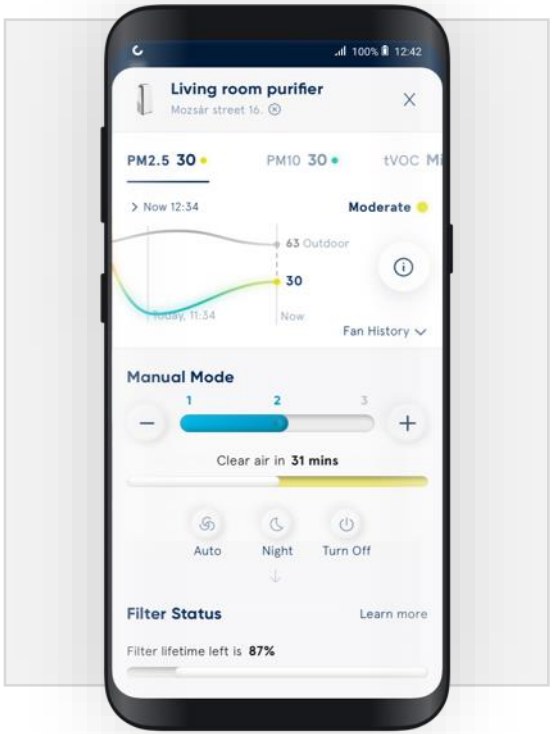
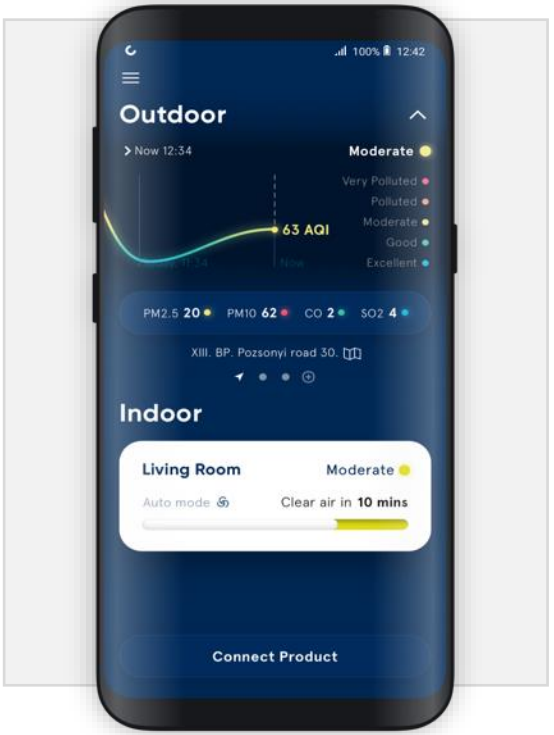
Connected experience features – Reassurance



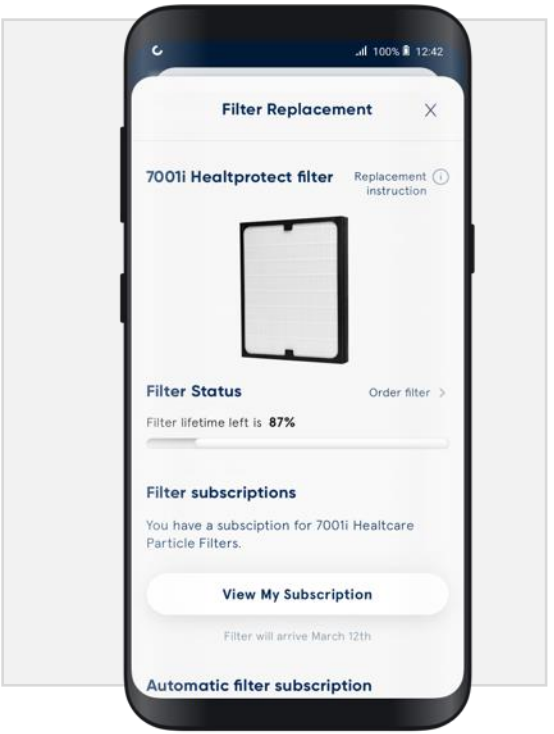
Clean Air ETA

User has a visual reassurance of the air cleaning progress and estimated time until air in the room is clean, all thanks to Blueair uniquely developed algorithm that's tracking multiple parameters in real time.



GermShield™ mode

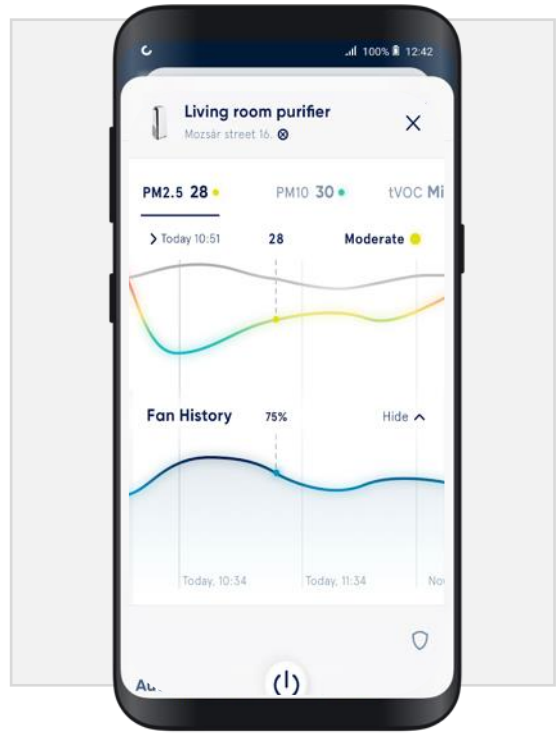
GermShield™ mode is designed specifically to detect and activate when the home environment is germ prone. The app will indicate to the user when the GermShield™ mode has been active with relevant information for greatest comfort.



Filter page

Dedicated Filter page in the app will always display filter lifetime based on real usage and performance. It will also guide user on how to order a new filter and how to replace it.

**Filter purchase through the app only available in US and EU*



Air Report page

User can get personalized weekly air reports, consolidating key air quality indexes and graphs in one place to reassure about the air quality, those that are most health conscious.

**Release planed Q4 2020*

Connected experience features – Ease of use



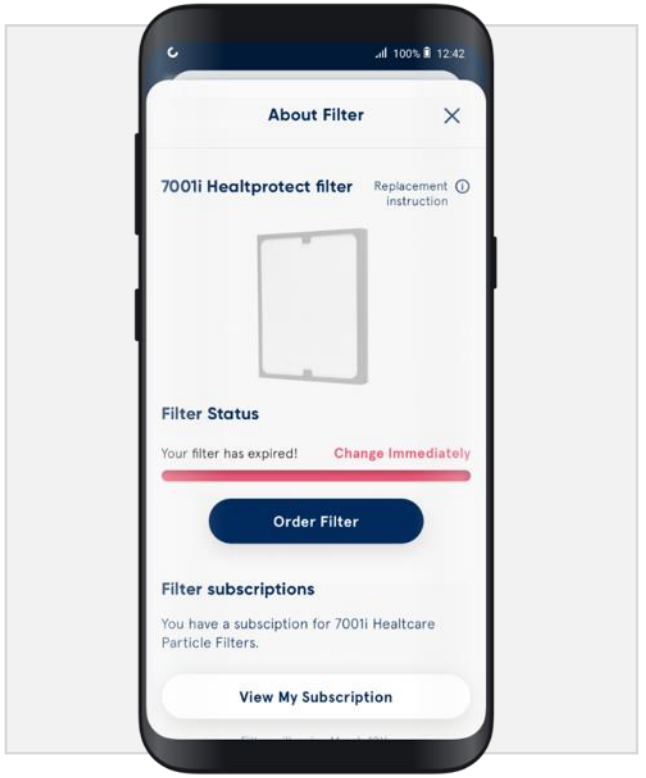
Voice Control

User can talk to his air purifier using Amazon Alexa; Tmall Genie or Google Home smart speakers, for the most convenient user experience. With this introducing a 3rd user interface to control HealthProtect air purifier (after product UI, and app UI)



Welcome Home

Air purifier starts cleaning the air when consumer is close to getting home in order to welcome them to healthy home environment, whilst saving energy by not working all day.



Filter purchase

Consumer is guided to buy exact filter they needs through the app at the right moment in time in a convenient, fast and hustle free way.

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Product details

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HealthProtect™ product overview

Multi-interactive User Interface

5-color Air Quality display

Premium and durable steel

High quality PM & tVOC sensors

Omnidirectional outlets for 360° airflow

Main filter door for easy access when changing the filters

Big inlets for maximum capture of pollutants

Easy to clean pre-filters

Discrete cable winder for excess cord storage

Integrated wheels for easy movability



Innovative design solutions



Interactive User Interface

Three User Interface versions differentiated through design and displayed air quality information. Developed through consumer interaction to maximize intuitiveness and ease of interaction.



Easy access filters

The main filters are easily accessed through opening the door on the right side. Simply pull out the booklet filter by pulling the green tabs.



Efficient pre-filtration

HealthProtect™ comes with cleanable pre-filters, which conveniently pop-out for quick maintenance and cleaning, to significantly extend the lifetime of the main filter.



Hidden design solutions

Cord winder for removal of excessive cord length, for a more integrated design in your home. Smooth rolling wheels for flexibility in placement and movability.



Big air inlets

Inlets designed with big open area for increased performance, to capture more of the indoor pollutants in your home.



SpiralAir™ outlets

Uniquely designed air outlets that wraps around the entire unit, creating a 360° omni-directional airflow to reach every corner of the room.

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Patented sensor module



High quality sensors

With laser technology, the patented sensor module keeps track of not just PM2.5, but also bigger particles (PM10) and the smallest particles (PM1).

High quality tVOC sensor to detect gases, odors and formaldehyde.

PM2.5 PM10 PM1 tVOC

Relative Humidity

Tempe-rature

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User interface

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HealthProtect™ xx70i-models



Full color LCD Display

Flip between different screens

Illuminated touch buttons

5 color Air Quality Indicator
Left side: Particles | Right side: Gases & Odors

Blue	Excellent
Green	Good
Yellow	Moderate
Orange	Polluted
Red	Very polluted

Performance and specification overview

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HealthProtect™ specification overview

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HealthProtect™
Performance & Specifications

Model[A]		HealthProtect™ 7440i	HealthProtect™ 7470i	HealthProtect™ 7740i	HealthProtect™ 7770i
Technology		HEPASilent Ultra™	HEPASilent Ultra™	HEPASilent Ultra™	HEPASilent Ultra™
Room size		38 m² (418 sq. ft.)	38 m² (418 sq. ft.)	62 m² (674 sq. ft.)	62 m² (674 sq. ft.)
CADR [B] (Clean Air Delivery Rate)					
CADR Smoke		455 m³/h (270 cfm)	455 m³/h (270 cfm)	735 m³/h (435 cfm)	735 m³/h (435 cfm)
CADR Dust		465 m³/h (275 cfm)	465 m³/h (275 cfm)	>675 m³/h (>400 cfm)	>675 m³/h (>400 cfm)
CADR Pollen		475 m³/h (280 cfm)	475 m³/h (280 cfm)	735 m³/h (435 cfm)	735 m³/h (435 cfm)
Product					
Sound level	– High	45 dB(A)	45 dB(A)	55 dB(A)	55 dB(A)
	– Low	25 dB(A)	25 dB(A)	27 dB(A)	27 dB(A)
Energy consumption	– High	43 W	43 W	72 W	72 W
	– Low	9 W	9 W	9 W	9 W
Wheels		●	●	●	●
Filters					
SmartFilter Ultra		●	●	●	●
Number of filters		1	1	1	1
Smart filter replacement timer		●	●	●	●
Filter Lifetime		Up to 1 year	Up to 1 year	Up to 1 year	Up to 1 year
Connectivity / sensors					
Wi-Fi		●	●	●	●
Blueair app compatible		●	●	●	●
Auto mode		●	●	●	●
VOC sensor		●	●	●	●
Particle laser sensor		●	●	●	●
Temperature & Humidity sensors		●	●	●	●
User interface					
Air Quality indicator light bar		●	●	●	●
Air quality in numbers		●	●	●	●
LCD Display		●	●	●	●
Automatic light dimming		●	●	●	●
Dimensions / weight					
Product dimensions (H x W x D)		691 x 300 x 300 mm (27.2 x 11.8 x 11.8 in)	691 x 300 x 300 mm (27.2 x 11.8 x 11.8 in)	855 x 340 x 340 mm (33.9 x 13.4 x 13.4 in)	855 x 340 x 340 mm (33.9 x 13.4 x 13.4 in)
Product weight (including filter)		12.5 kg (27.6 lbs)	12.5 kg (27.6 lbs)	19.2 kg (42.3 lbs)	19.2 kg (42.3 lbs)

[A] Specifications based on China models (220 VAC, 50 Hz with SmartFilter Ultra). [B] The CADR indicates how much filtered air is delivered (airflow) by the air purifier operating at the highest setting. Tests are performed in accordance with GB standard GB/T 18801-1.

● Yes ● No

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Freedom to breathe