

Good News Dept.

Mitsubishi Electric's New PlasmaPure Air Purifier Can Help Protect Your Family From Indoor Health Threats

(NAPS)—Mitsubishi Electric, a recognized leader in home and industrial electronics, has introduced its new PlasmaPure™ air purifier, which not only eliminates undesirable odors, but also helps protect people from numerous indoor health threats.

Mitsubishi Electric's PlasmaPure air purifier has proven extremely effective in removing airborne contaminants, including dust, pollen and tobacco smoke. The stylish, lightweight unit employs a series of technologically advanced sensors and long-lasting filter systems to detect and eliminate concentrations of odors (from pets, infants, cooking, etc.) and particles in the air.

PlasmaPure's microdust sensor is able to detect airborne particles invisible to the naked eye, using an optical system with a light emitting diode (LED). Its odor sensor is exceptionally sensitive to cleaning chemicals, formaldehyde, ammonia, NOx gas, and other odor-producing compounds. Once the sensors detect contaminants, they activate PlasmaPure's inverter-controlled fan motor to draw in air through a series of state-of-the-art filters. PlasmaPure's HEPA filter effectively removes 99.97 percent of all dust particles down to 0.3 microns, making almost any room in your home virtually free of pollen, house dust, mold spores, animal hair and dander, dust mites, bacteria and smoke particles. The HEPA filter provides a dry environment that tightly compresses the trapped particles, preventing bacteria from growing.

Powerful deodorization is PlasmaPure's trademark, and Mitsubishi Electric's exclusive plasma technology is more than four times as fast as conventional methods in eliminating unpleasant odors. Six plasma electrodes create a field of



A new air purifier offers a cost-effective way to get rid of odors and pollutants.

electrically charged particles that collide with the odor molecules, turning them into carbon dioxide and water vapor. An activated charcoal filter then discharges these "sanitized" molecules, while remaining odor molecules are absorbed into the charcoal. This decomposition action also extends the life of the charcoal filter for up to five years under normal operating conditions.

PlasmaPure comes with a remote controller, and can be operated in a manual or automatic mode to provide around-the-clock protection. PlasmaPure also is extremely quiet and safe to operate. The sound level produced by the fan on low speed is comparable to a whisper. A series of disconnect switches located at the grill, HEPA filter, and charcoal filter automatically shut the power off if any of these components are removed. And if airflow is significantly restricted, the microprocessor's current-watch system stops the electrical current.

The PlasmaPure air purifier comes in two sizes that can handle almost any size room. Both are priced under \$390.

Mitsubishi Electric's PlasmaPure air purifier is not available in stores, and can only be purchased from its Web site: <http://www.plasmapure.com>. For more information, call toll-free: 1-866-475-2762.