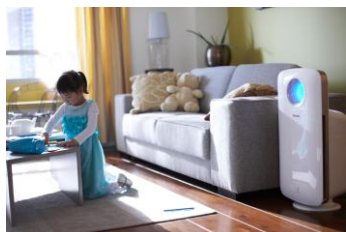


PHILIPS SMART AIR PURIFIER

Control air quality in your home, from anywhere

An app-enabled air purifier that helps you track and control air quality via your smartphone



People living in megacities, along with those who suffer from allergies or respiratory problems, increasingly want to be in control of the quality of the air in their home. With the Philips Smart Air Purifier you can track and control air quality via your smartphone to create a healthier environment for you and your family. The app allows you to monitor indoor and outdoor air quality in real time and remotely adjust the settings of the purifier.

What is it?

The Smart Air Purifier combines Philips' state-of-the-art **chemical-free filtration technology** with **advanced smart technology**, to help you track and control air quality in real-time via your smartphone. The purifier helps remove indoor contaminants from your home, including bacteria, gases, fine dust, pollen and pet hair. The app allows you to adjust or pre-program settings from wherever you are, gives you access to indoor and outdoor air quality indexes, and sends alerts when air quality reaches unsafe levels.

What is innovative about it?

- **Real-time air quality control via a smartphone** – using the smart air app you can check your home air quality levels from anywhere, control the purifier remotely, and receive alerts on air quality and filter status.
- **Tracks air quality in your city** – the app uses meteorological data to monitor outdoor air quality.
- **Intuitive and stylish design** – the air purifier features LED lights that also indicate air quality status. *“The biggest design challenge was finding a way of giving consumers the intuitive feedback they need to reassure them that the air they are breathing is clean. The colored lights - from red through dark purple to blue - give them this reassurance at a glance.”* Guo Ning Hu, Lead Designer

What is the benefit of this innovation to ‘you’?

The Smart Air Purifier helps people who want to be in control of the quality of the air in their home. The app reassures by giving alerts on air quality and filter status, as well as advice on how to manage air quality. The chemical-free filtration helps protect people from indoor pollutants and may help give allergy sufferers peace of mind.

“Our consumer research has found that people worry because air quality is invisible – you can’t see when there is a problem. So people want to be sure that they and their family are breathing clean air,” says Aarnt Mensonides, Consumer Marketing Director. *“At the first demo in China, when people got hands-on experience of the air purifier controlled by the app, they were totally convinced by it.”*

How did we do it?

"We gained one strong insight from all our research - that consumers wanted to both track air quality and control the device from anywhere, at any time. That insight drove the development of the connected proposition." Guo Ning Hu, Lead Designer.

Making sure that consumers can immediately see the status of air quality, both inside their homes and outdoors, from wherever they are, was therefore the main aim in developing the app. Next to that, it was important to ensure a fast and reliable connection with the air purifier on Wi-Fi, 3G or 4G.

The smart air app dashboard has been created to put users in control and give them an easy to understand overview of air quality. Once the app was developed, consumers tested it together with the purifier at home for one month, and it was improved based on user experience.

The air purifier has already received a **Red Dot Award: Product Design 2014**.

"We thought a lot about how people would use the air purifier in their home and how we could design it to blend in. We made a slim, upright design to save space; it's easy to grab, to move it from room to room. It had to combine high performance, reassurance, simplicity and a design that people would want in their home." Guo Ning Hu.

Did you know?

1. Philips has been the number one provider of home air purifier products in China since 2012.
2. Philips collaborated with the Chinese Meteorological Administration in order to access outdoor air quality data, temperature and weather forecasts.
3. *"Reports of respiratory problems and allergies in the EU are rising¹, while awareness of invisible mediocre-to-poor air quality and its potential impact on health remains limited,"* Boyd Mulder, Category Leader Air, Philips

Find out more

[Press release - Philips launches Smart Air Purifier in China as the first result of the new partnership with Alibaba in cloud-based applications for a smarter and healthier lifestyle](#)

[Press release – Take control and breathe the difference \(IFA 2014\)](#)

[Video - Philips Smart Air Purifier](#)

[IMAGES – on Flickr](#)

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¹ According to the European Centre for Allergy Research Foundation (ECARF)

