



Improving indoor air quality is easy with Sharp

With more of our time spent indoors it is important to reduce invisible substances from the air such as dust mites and other allergens that may be harmful to your health. Sharp Corporation of Australia has released three air purifiers and an ion generator with Plasmacluster Ion technology to specifically address this concern.

Australia has one of the highest prevalence's of allergic disorders in the developed world with over 4 million Australian's suffering from at least one allergy. Out of the top ten most common allergies, three of these are linked to airborne allergens*.

Sharp air purifiers offer both passive and active air purification methods. The FUW28J and FUW53J include an anti-microbial HEPA and a washable deodorising filter whilst the FUY30JW combines the two filters into one. These filters offer the benefits of passive air purification by removing airborne particles from the air. Sharp's unique Plasmacluster technology is an active method of air purification which helps to clean the air by releasing positive and negative ions into the air. These ions quickly diffuse through the room, surrounding and breaking down airborne allergens, bacteria, mould and viruses improving the quality of the air you breathe indoors.

Sharp's air purifier models have a low power consumption which is under 1.0W on standby and less than 4W in silent mode. The control panel is simple to use with up to 6 modes of operation.

Sharp Deputy Managing Director Denis Kerr said, "Our dual-action air purification system filters the quality of the air in conjunction with the Plasmacluster Ion technology, improving our wellbeing.

Sharp's Plasmacluster Ion Generator produces approximately 25,000 ions/cm³ in the high mode (IGA10J) and the specially designed emission outlets delivers Plasmacluster Ions to the furthest corner of the room. The advantages of this high density Plasmacluster Ions is that it deactivates airborne allergens, bacteria, mould spores and viruses improving the indoor air quality. The positive and negative ions also neutralises odour causing molecules keeping your home or office clean and free from unpleasant odours. The IGA10J comes in three colours (red, black, white) and has a low power consumption of 6.5W.

Available in now, the Plasmacluster Ion technology range retails at:

- FUW28J (21m² recommended floor size): \$469 RRP
- FUW53J (40m² recommend floor size): \$689 RRP
- FUY30J (2-in-1 filter; 21m² recommended floor size): \$329 RRP
- IGA10J (Ion Generator): \$629 RRP

The Sharp air purifiers and ion generators are available from leading retailers. For further product information and full specifications visit www.sharp.net.au or call 1300 135 530.

**Source: The Australasian Society of Clinical Immunology and Allergy: Economic Impact of Allergies Report, 2007.*

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