

**FOR IMMEDIATE RELEASE**

## **Panasonic's double celebrations, double milestones**

**Kuala Lumpur, 17 July 2018** – Panasonic globally celebrates double major milestones in year 2018 with the 100<sup>th</sup> anniversary of Panasonic Corporation and the 60<sup>th</sup> anniversary of Panasonic air conditioners.

This July, Panasonic will be participating in REVAC 2018, an expo and forum featuring Southeast Asia's premier Refrigeration, Ventilation and Air Conditioning event. An event by experts for experts, REVAC is where HVACR professionals gather from all over the world, over a broad spectrum consisting of the manufacturers, developers and other specialists.

“To meet the needs of our customers, Panasonic will continuously embrace the concept of “A Better Life, A Better World” by constantly developing tomorrow's technologies. For the next 100 years, Panasonic aims to be a leading premium brand around the world while Panasonic air conditioners will further its expansion plans on commercial solutions and be part of a strategic business segment in the Asian region,” said Mr Takehiko Ryu, Managing Director of Panasonic Asia Pacific.

Quality of air is very important to us as each day we breathe in about 18 kg of air. Panasonic is committed to delivering better indoor air quality for everyone through our latest global initiative “Quality Air for Life (QAFL)” which will be explained in-depth at our QAFL Demonstration booth at the expo. “QAFL” is meant to leverage Panasonic's air conditioning and ventilation technologies to deliver fresher and cleaner air for a more comfortable living environment through temperature control, humidity control and air purification,” added Mr Ryu.

One good example of leveraging air conditioning and ventilation solutions is the SOHO – Small Offices or Home Offices. CO2 management ensures good air quality to create a comfortable working environment and enhances employee productivity while nanoe<sup>TM</sup> Technology delivers cool, clean and comfortable air indoors.

Another application is Boutique Hotel which contains less than 100 rooms. QAFL offers well-ventilated air circulations to ensure air is always fresh and clean. It also helps to remove excess humidity so that it can effectively inhibit the growth of mold and mites on beds. The Panasonic air conditioners equipped with nanoe<sup>TM</sup> Technology effectively deodorizes strong odors and removes dust particles for a pleasant rest and comfortable stay.

What is nanoe™ Technology? It is a unique patented technology which effectively deodorizes, inhibits the growth of bacteria and viruses while removing dust particles as small as PM2.5. nanoe™ Technology is embedded into residential and commercial air conditioners. More information about nanoe™ Technology will be explained at our booth or visit [www.panasonic.com.my](http://www.panasonic.com.my)

Connectivity Solutions is one of the headline acts for Panasonic's 2018 REVAC show. Panasonic will also showcase its wide range of connectivity solutions, offering greater flexibility and a smarter way to manage cooling comfort and energy management anywhere, anytime.

New Panasonic Comfort Cloud app will be officially launched, designed specifically for residential and small businesses – connectable up to 200 units of air conditioners from just one mobile device.

Campaigned under the tagline SMARTIFY YOUR AIR, a new wireless LAN offers:

- SMART Energy Saving : Analyses and compare energy consumption to improve energy efficiency
- SMART Assist : Receives notification on error codes
- SMART Business Control : Centralized control of air conditioning for businesses such as boutique hotels and SOHOs

For commercial applications, Panasonic's alliance with Schneider Electric enables all Panasonic light commercial air conditioning and VRF systems with plug-and-play connection to building energy management systems (BEMS). System integration and installation is streamlined.

Panasonic will also showcase its latest range of Packaged Air conditioners. Outdoor units have been re-designed to be compact in size, light in weight and longer piping. This enables flexible installation, space saving and easy maintenance, offering ideal solutions for retail and light commercial applications.

For large commercial applications, Panasonic Variable Refrigerant Flow (VRF) system is specifically designed for energy saving, easy installation and high efficiency performance, with a wide choice of controllers, outdoor and indoor models. The outdoor unit also comes with the highly durable bluefin condenser and operational range of up to 52 degrees Celsius.

Panasonic Appliances Air-Conditioning System Engineering Malaysia (PAPASEMY) is a one-stop BtoB solution center for commercial air-conditioning systems that unifies the sales and engineering teams for building owners, developers and corporations covering: Research & Development, Manufacturing, AC Design & Planning, Corporate Planning, Sales, Logistics, Delivery and After Sales Services. For more information on PAPASEMY Services, please call us at 03-7932 4180 or visit website at [aircon.panasonic.com](http://aircon.panasonic.com)

## **About Panasonic Malaysia**

Panasonic Malaysia Sdn Bhd is a sales, service and marketing company for the Panasonic brand of electrical and electronic products ranging from audio visuals, home appliances, air conditioners, indoor air quality, solar business, digital & video cameras, professional broadcasting equipment, system solutions, telecommunications, health & beauty care, batteries and lightings. All Panasonic products are available through our authorised dealers nationwide. For more information on Panasonic brand and products, visit our website at [www.panasonic.com.my](http://www.panasonic.com.my) or call our Customer Care Centre at 03-7953 7600. For press members, download event and product press release and photos at [www.pmpressroom.com](http://www.pmpressroom.com)

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