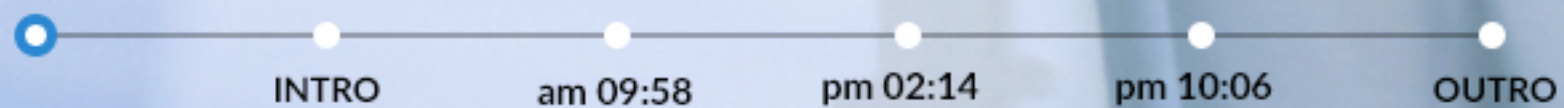


Weekends at Home

Q9500: A Thoughtful Breeze



The sweltering heat of summer.

A difficult season for everyone.

Especially for those reluctant to use air conditioners
for the cold air directly on their skin.

So we got to thinking.

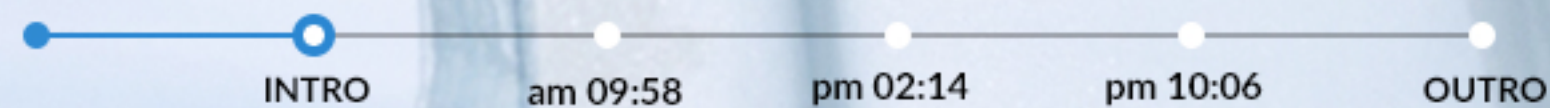
How could we lower the temperature without being obtrusive?

Simple... with a breeze.

A thoughtful breeze from the Samsung Q9500,
cooling your home in comfort.

Let's peer into a typical weekend of a young couple
to see how it's accomplished.

* The below scenario is compiled from gathered research
for the product. It is not an actual experience.



am

09 : 58

24°C

68%

20%

Normal

O³ Fair

Cleaning begins early on weekends.

The air conditioner is turned on to refresh the air in the home.

As weekends are the only days off for us, decorating the house
to make it a home has become a ritual of sharing and partnership.

INTRO

am 09:58

pm 02:14

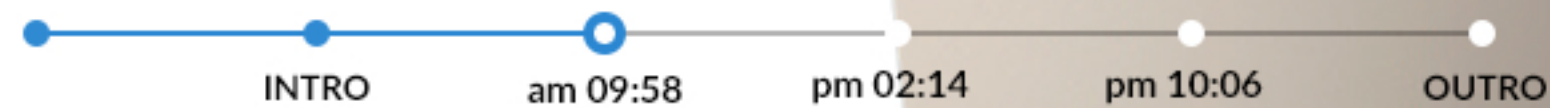
pm 10:06

OUTRO

DESIGN SAMSUNG

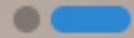
Brilliant UX

Intuitive UX design makes the device accessible for everyone, and an optimized display/button layout allows for easy control.



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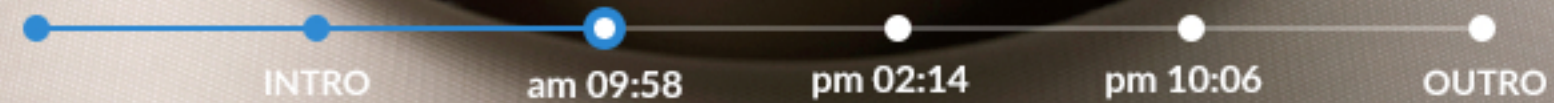
Miracle Circle Design

With a metallic finish and minimal aesthetic, Samsung's air conditioner naturally blends in to any interior space.



Miracle Circle Design

With a metallic finish and minimal aesthetic, Samsung's air conditioner naturally blends in to any interior space.





pm

02 : 14

32°C

76%

30%

Normal

Fair

Returning from a lazy unhurried lunch.

A wall of heat hits us as we step out of the car.

But only for awhile. Soon, the oppressive afternoon heat is forgotten.

INTRO

am 09:58

pm 02:14

pm 10:06

OUTRO

DESIGN SAMSUNG

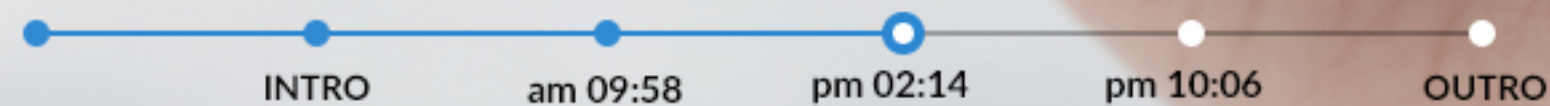
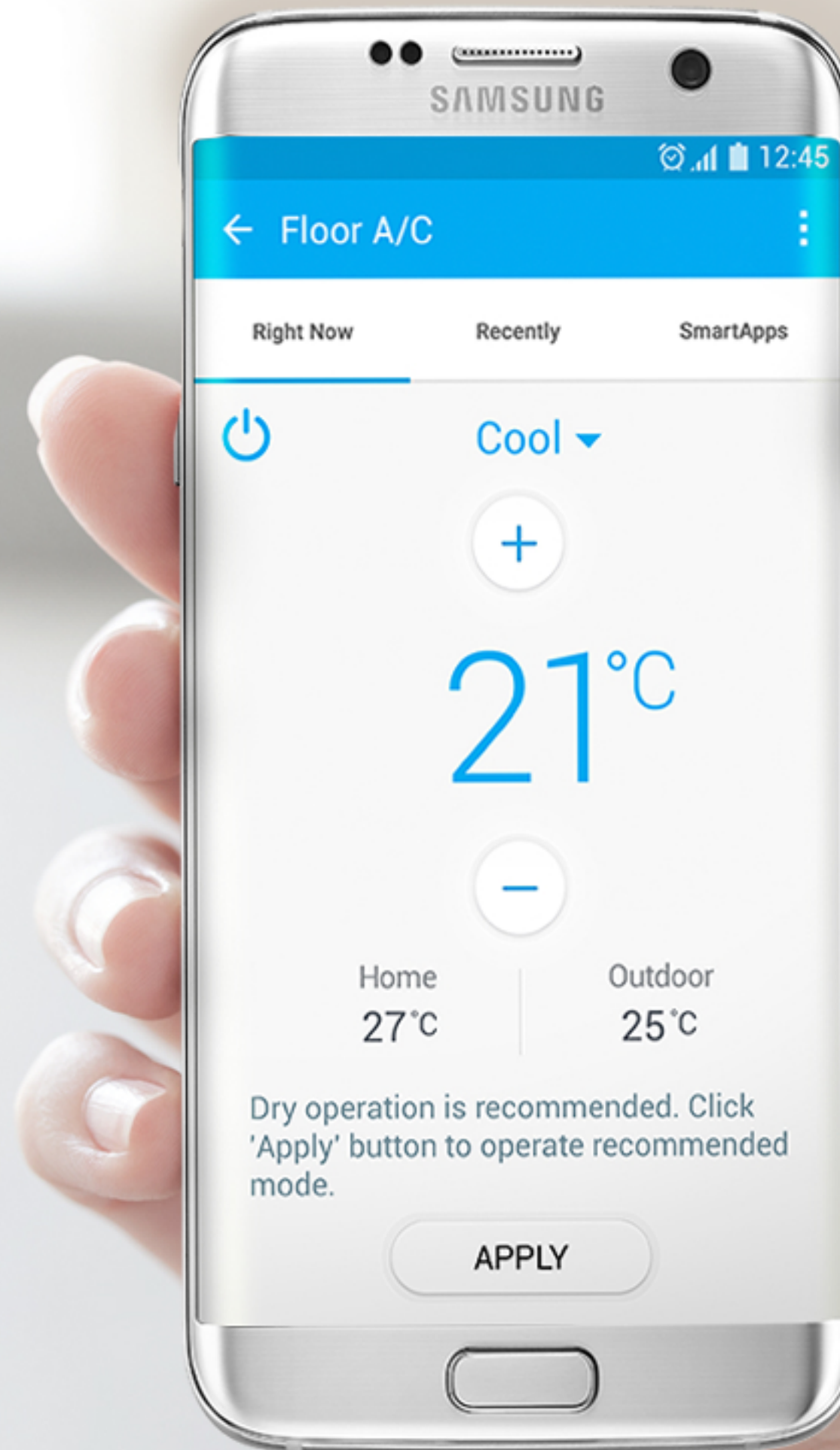
Ultimate IoT

Climate control settings are adjusted using IoT technology, based on collected weather and related data. Paired with your smartphone (through a dedicated application) you never have to come home to a sweltering hot home.



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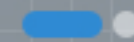




3°

3° Parabola Design

Air currents designed to flow in a 3 degree arc sends cool air and covers a wider area and for a longer time period than a direct linear line, cooling even the furthest corners of a large space.



am 09:58

INTRO

pm 02:14

pm 10:06

OUTRO



3° Parabola Design

Air currents designed to flow in a 3 degree arc sends cool air and covers a wider area and for a longer time period than a direct linear line, cooling even the furthest corners of a large space.



pm
10:06

28°C

71%

15%

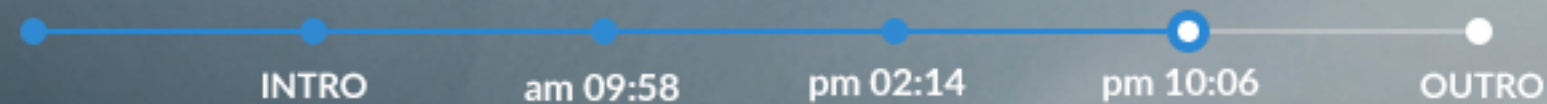
Normal

O³ Fair

The heat and humidity continues into the night.

Before bed, we close the windows, and tidy up the house.

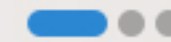
A good night's sleep is the best way to start a new week.





Emotional UX

By making the controls easier to navigate by eliminating indecipherable codes and commands, users can enjoy a more personalized control interface.



INTRO

am 09:58

pm 02:14

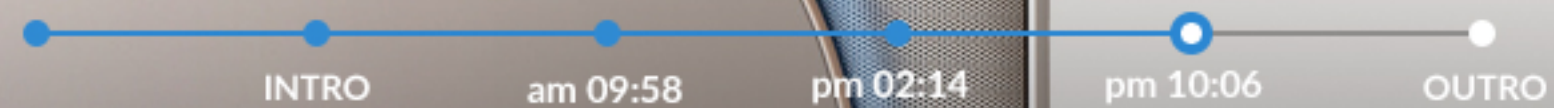
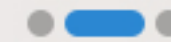
pm 10:06

OUTRO



Emotional UX

By making the controls easier to navigate by eliminating indecipherable codes and commands, users can enjoy a more personalized control interface.





99%

배관연결과 냉매량을
점검합니다.

INTRO am 09:58 pm 02:14 pm 10:06 OUTRO

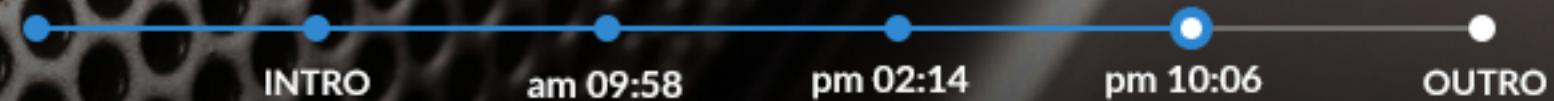
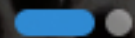
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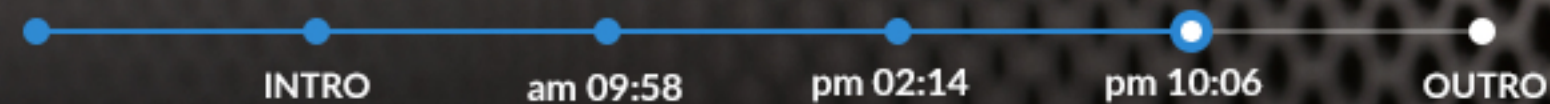
Space Cooler

The power save mode cools the room without sending out a direct air current. With authentic metal materials and 135,000 tiny perforations, cool air is spread throughout the space without having to actually feel the air currents. This is an innovation we made to provide a cooling alternative for those who dislike the direct air currents of a conventional air conditioner.



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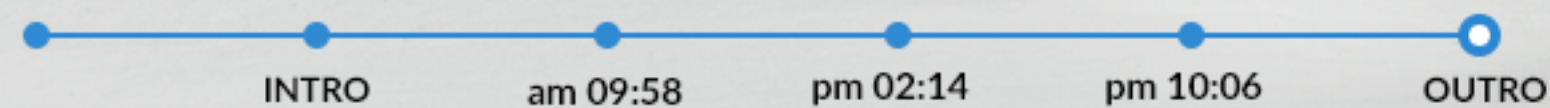
Just because the seasons change doesn't mean
your everyday life has to also.

However, as the climate changes,
it is essential we adapt.

Samsung air conditioners will continue to learn, and adjust.
From nature, from us and from thoughtful consideration.

Our innovation then, for our air conditioners is
'a pleasant breeze, always'.

design.samsung.com >



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