

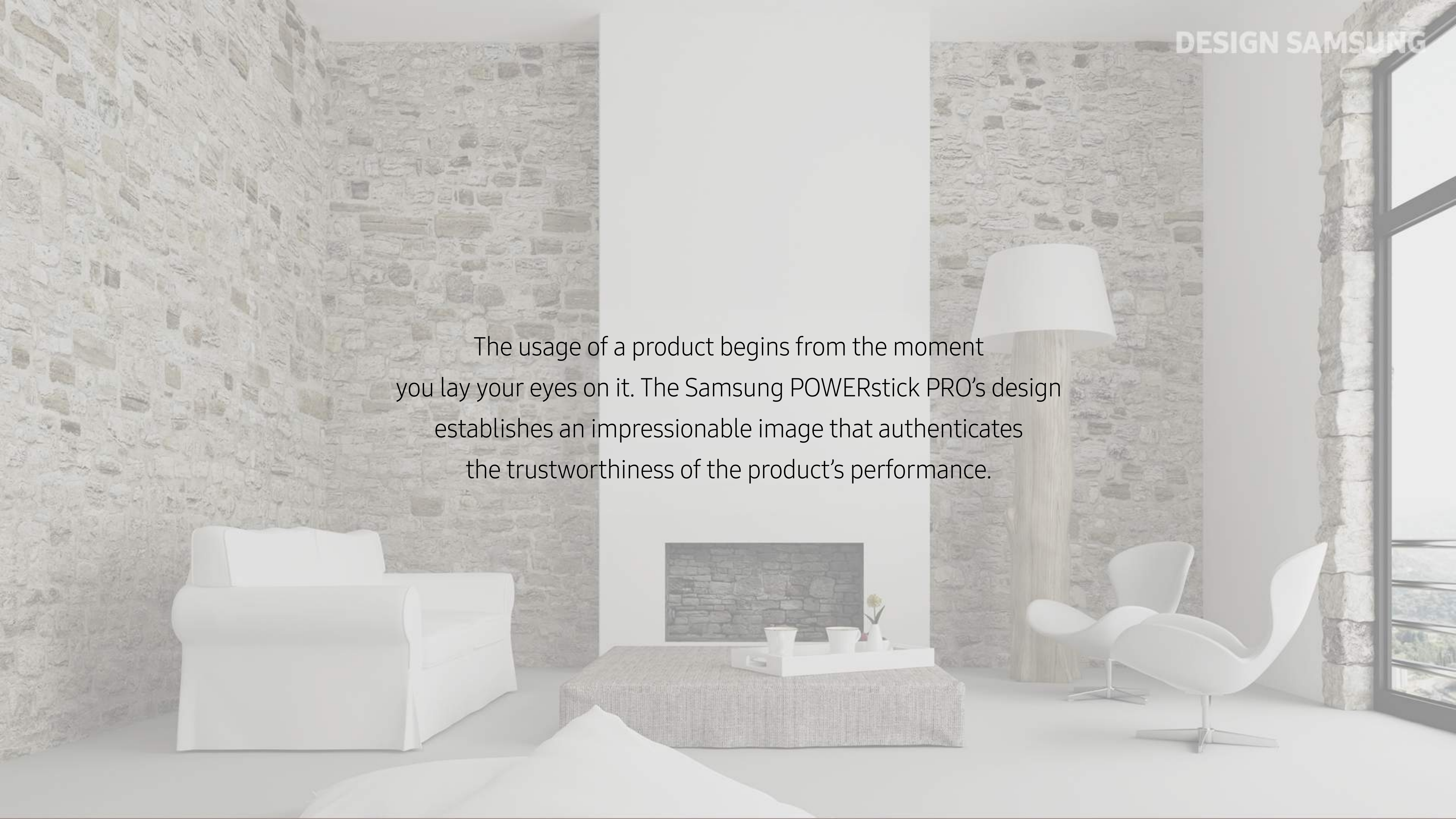
# New Definition of Vacuum Cleaner

Samsung POWERstick PRO Design Story



A vacuum cleaner is an everyday tool that is intimately intertwined with our daily lives, and a tool that would at times require strength or sensitivity depending on user preferences and needs. Here is a refined vacuum cleaner design that is as ergonomic as the lengthy time it spends in your hand and capable of blending harmoniously into your home interior wherever it is stored. The Samsung POWERstick PRO provides expanded experiences in both cleaning time and everyday use, while redefining the overarching concept of what it means to be a vacuum cleaner.

The usage of a product begins from the moment you lay your eyes on it. The Samsung POWERstick PRO's design establishes an impressionable image that authenticates the trustworthiness of the product's performance.





The Samsung POWERstick PRO gives an impression of a smooth progression of air suction that flows in a single path along the pipe, cyclone, and filter. The top portion of the simple body is designed in a “Gun” type, which intuitively expresses the powerful strength of the product.

Red, the point color, has been applied to the trigger-like button that controls suction strength as well as the powerfully performing dual action brush drum to reinforce the identity of the product. The aluminum pipe and multi-dimensional metallic silver body imbue a sense of class and credibility to the overall image of the product, which helps the product integrate into users’ living spaces with ease.

We researched and strived to understand our users.  
As much as this is an appliance that is used to make lives  
more pleasant, this appliance must first understand  
and be considerate of its users.



## Ergonomic Joint Structure

Certain movements you make while cleaning, such as bending forward or twisting your wrists, result in accumulated fatigue to the body. Samsung POWERstick PRO features a 'Flex Handle' that is ergonomically designed to flexibly tilt up to 50 degrees, which can be adjusted based on each user's height allowing for a more optimized use of the handle. When using the Flex Handle, the user no longer needs to bend their bodies or twist their wrists to clean in tight spaces, as the product bends, twists, and transforms instead of the user. This design makes it possible for users to handle the vacuum cleaner with minimal effort and eliminates the need to make any major changes in their posture.



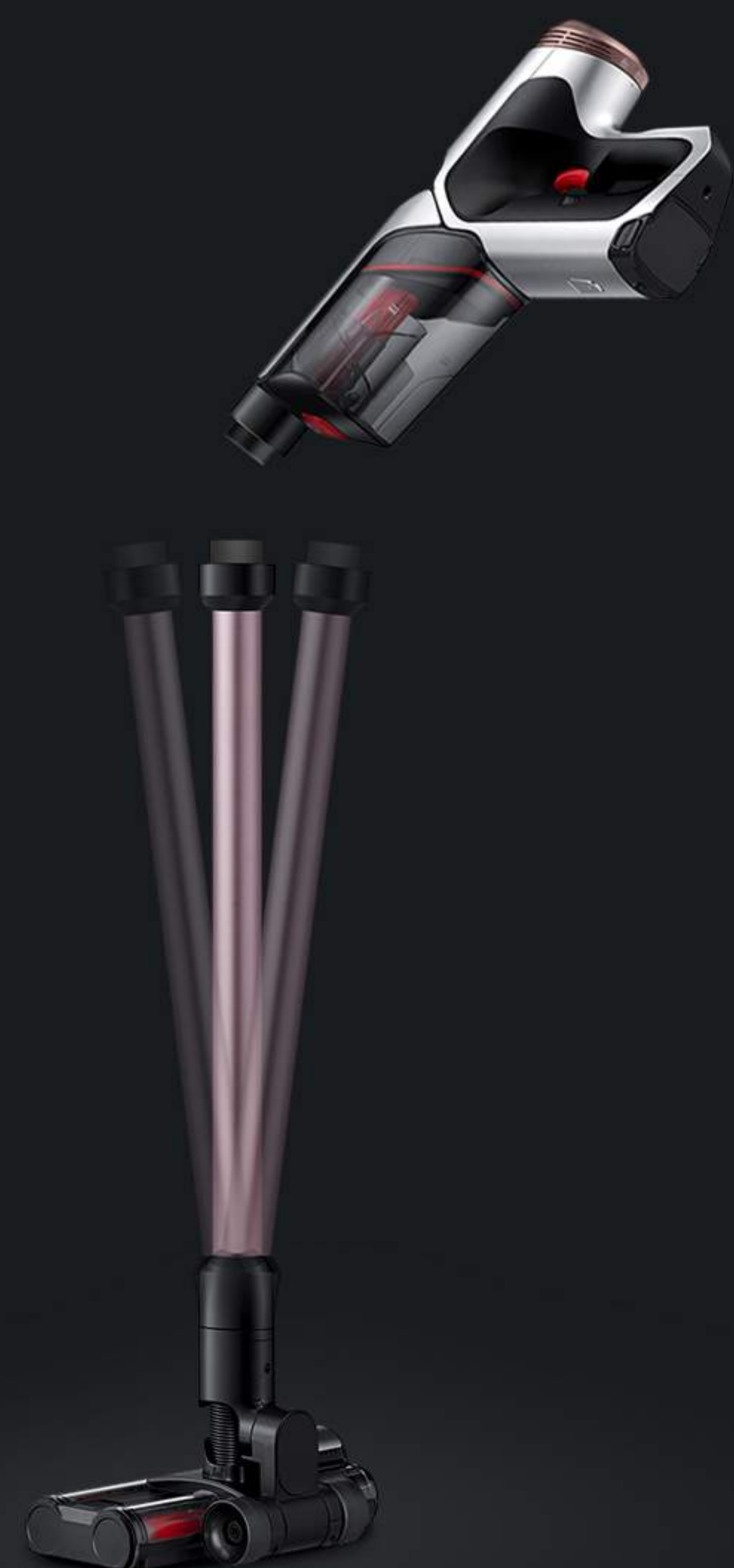
## A Meticulously Designed Grip

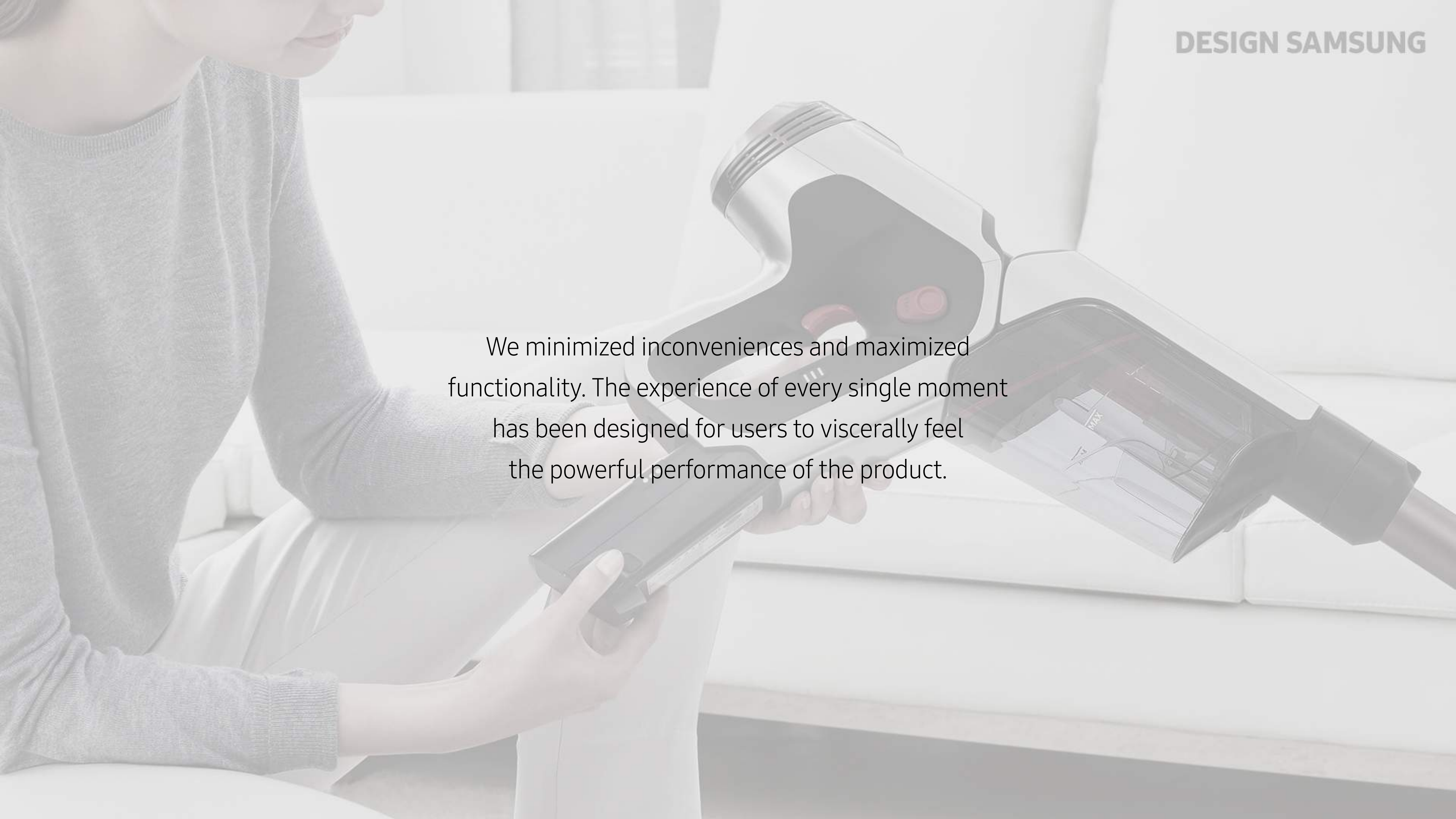
The weight that is felt when holding the handle has been proportionately distributed in the top and bottom portions of the product to grant more freedom in handling the vacuum cleaner and provide optimal stability. The curvature of the handle's side that faces the palm of your hand has been enhanced to fit into a grip more smoothly, and the concave dents in the handle protrude 2mm outward so it has a snug fit within your palm. The suction control button is placed directly under the index finger position, and the left side of the handle has a Flex Unlock button so users can comfortably control the product with just one hand.



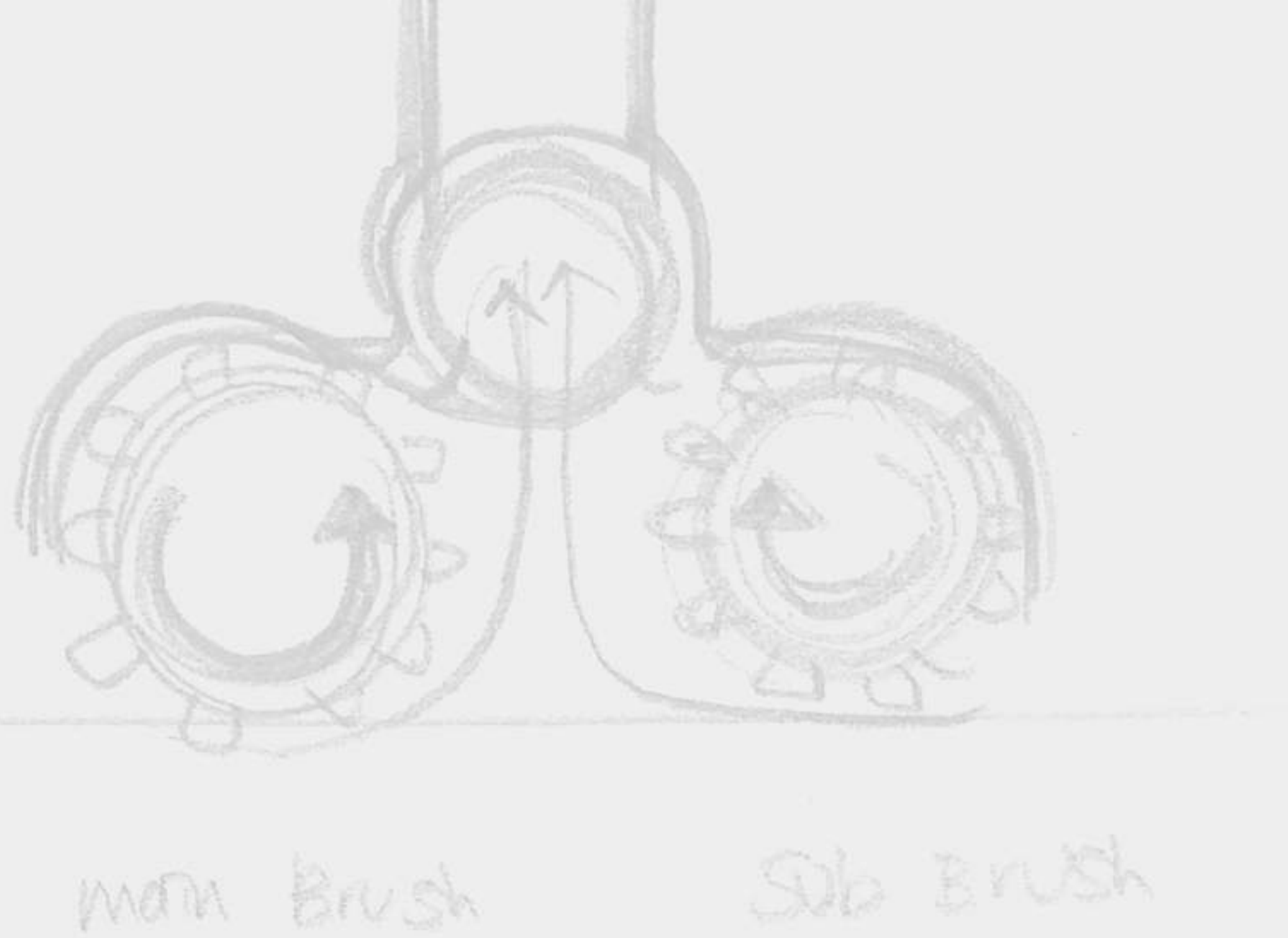
## Stable Self-Standing

To scrupulously organize and manage living spaces, even a single vacuum cleaner must have complementing accessories. The Samsung POWERstick PRO has been designed with stability in mind that minimizes any physical burdens attributed to the user. Its pipe is capable of self-standing even after being detached from the body, and users won't need to bend forward when replacing brushes or other accessories.





We minimized inconveniences and maximized functionality. The experience of every single moment has been designed for users to viscerally feel the powerful performance of the product.



## The Visible Power of the Dual Action Brush

Pushing and pulling is the natural motion of vacuuming. The problem with previous vacuum cleaner brushes is that they only rotate in a forward motion, which then flicks away dirt when the brush moves backward as it's pulled. The Samsung POWERstick PRO focused on this point and placed two brushes that rotate in both directions, therefore eliminating the problem and enhancing the performance at the same time. With the Dual Action Brush, you can experience twice the cleaning effect with one fluid motion and visibly notice its powerful functionality through the red point color that is applied on the brushes.



## A Battery for Powerful Usability

Battery life is crucial for wireless vacuum cleaners. The Samsung POWERstick PRO is equipped with a 32.4V large capacity battery that boasts 150W suction performance for a maximum duration of 80 minutes\*. Keeping the option of detaching and replacing exhausted batteries in mind, the product is designed so that the battery compartment is placed in the handle portion for users to enjoy the product's powerful prowess without any restrictions to time.

\*With two batteries operating in Normal Mode





Designers at Samsung Electronics had to first fathom the principles of 'cleaning' to design a vacuum cleaner.

Our designers visited countless spaces to study and observe users' cleaning activities and developed an understanding of repeated inconveniences and their pertaining solutions. The Samsung POWERstick PRO is the product of a myriad of idea sketches and prototypes conceived by the designers, and it is first and foremost focused on considering the people. Through this new product, we hope that the act of cleaning will transform from a once burdensome labor to an enjoyable everyday experience that brings fresh vigor and comfort to your spaces.

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