

World's First Air Purifier with Built-In Mosquito Catcher Launched in Singapore by SHARP

New innovation uses SHARP's unique Plasmacluster Ion technology and is designed for complete family protection

Singapore, 1 October 2015 – SHARP, Asia's leading air purifier brand, today announced the launch of the world's first air purifier, the FP-FM40, with a built-in mosquito catcher. The device is suitable for all households and is developed with the intention of providing families peace of mind and added protection against mosquitoes throughout the year.

This launch comes at a time when Singapore has been affected by haze from forest fires in Sumatra, with pollution standards indexes in the unhealthy range.

The device's built-in mosquito catcher utilises a 5-step process that eliminates mosquitoes without the use of harsh chemicals. Firstly, the FP-FM40 is currently only available in black, as research has shown that mosquitoes are attracted to dark colours. An LED UV light then lures mosquitoes into its narrow air inlet, followed by a powerful suction technology which draws the mosquitoes in, finally trapping them onto a three-layer adhesive sheet which eventually kills them. Each layer of the adhesive sheet is disposable and lasts approximately one month.

The FP-FM40 is also able to reduce the prevalence of viruses, allergens and microbes as it is designed to remove particulates as small as 2.5 microns (PM2.5). Of particular relevance to users in the region is the FP-FM40's "haze mode" function, designed to effectively filter air by emitting a high dose of Plasmacluster ions for the first 10 minutes at the strongest airflow setting for maximum efficacy. Plasmacluster ion technology is an original Sharp sanitising technology that purifies the air by emitting positive and negative ions. Haze particles are predominately made up of fine particles that are PM2.5 or smaller, which affect the respiratory tract causing health concerns, including eye, nose and throat irritations and shortness of breath.

The FP-FM40's mosquito catcher was developed after an extensive study on mosquito behaviour, conducted in collaboration with the Institute for Medical Research in Malaysia, which is also the WHO Collaborating Centre for Vector. Up to 15 lab tests were held where 200 female mosquitoes were released into a room simulating a typical living space. The results saw a dramatic reduction of Culex (house mosquitoes) by up to 91% and dengue-causing Aedes mosquitoes by up to 73%. The device also trapped and killed up to 73% of houseflies.



“Singapore in recent years has been affected by haze from forest fires in neighbouring countries, along with a jump in dengue related cases, making the release of this ground-breaking product especially timely. SHARP has always been dedicated to providing a healthy and comfortable environment for all, and this product addresses two serious problems in Southeast Asia – haze caused by forest fires as well as dengue. With the FP-FM40, we are able to provide an additional layer of protection to ensure a high level of health and comfort”, said Ikuo Kani, Managing Director, Sharp-Roxy Sales (Singapore) Pte Ltd .

The FP-FM40 air purifier and mosquito catcher will be available now at a recommended retail price of SGD\$459 at all Gain City outlets.

More information on Gain City can be found here: <http://www.gaincity.com/>

Product Summary

Model Number		FP-FM40E
Colour		B (Black)
Recommended Area	Air Purifying ^{*1}	30m ²
Recommended Area for high-density Plasmacluster ions ^{*2}		23m ²
Air Flow (Max / Med / Low) (m³/hour)		240 / 150 / 48-90
Filter Type	Dust Collection	HEPA ^{*3}
	Deodorization	Yes
	Pre-Filter	Yes
Filter Life	Dust Collection	Up to 2 years ^{*4}
	Deodorizing filter	Up to 2 years ^{*4}
Sensor	Odor	No
	Dust	Yes
Clean sign indicator	dust and odor	Yes
Mosquito trap function		Yes
Power Cord Length (m)		approx 2
Plug Type		Type C (2-pin)
Dimensions (W x H x D) (mm)		391 x 540 x 281
Net Weight (kg)		5.8
Replacement filter	HEPA Filter	FZ-F40SFE
Replacement Glue Sheet		FZ-40STS

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