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IFA 2015: What to expect from Blueair, world leader in indoor air cleaning technologies

Stockholm, August 25, 2015 – [Blueair](#), the world’s leading indoor air purification specialist, will use the upcoming IFA Berlin 2015 electronics trade show running September 4 to 9 to unveil new smart connected appliances to help pollution-wary consumers efficiently tackle hidden airborne threats at home or work.

“We will present a stellar lineup of new technologies, products and design bringing people the very latest and best of indoor air purification technology geared to enhance health and wellness,” says Karin Kruse, Blueair Head of

Global Product Marketing

Ms. Kruse said Blueair's new technologies embrace a number of clever functions that will warn consumers when their indoor air is becoming polluted and turn on or adjust the speed of an air purifier to remove the pollutants. Blueair's connected system comprises three components: A smart, powerful and cool looking indoor air purifier, a standalone air sensor and a newly developed App for Apple and Android phones and other mobile devices.

"Our innovation is fueled by research showing consumers are actively pursuing healthier lifestyles like never before. They are also increasingly concerned about the impact of airborne pollution," said Ms. Kruse.

She said [air pollution](#) is not just a problem in Asian cities like Beijing or Delhi, but is a global threat. WHO recently put the air pollution cost in Europe in 2010 alone at a staggering US\$1.6 trillion as a result of the approximately 600,000 deaths and diseases it caused. Over 90 percent of citizens in the European region are exposed to annual levels of outdoor fine particulate matter that are above its air quality guidelines, according to WHO.

Blueair's exciting health enhancing products can be viewed at IFA Berlin from September 4 – 9, 2015 in Hall 9 on booth 110.

For more information including press materials and images, please contact

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Sold in over 50 countries around the world, Blueair delivers home and office users more clean indoor air for enhanced user health and wellbeing faster than any competing air purifier thanks to its commitment to quality, energy

efficiency and environmental care. A Blueair air purifier works efficiently, silently to remove 99.97% of allergens, asthma triggers, viruses, bacteria and other airborne pollutants.

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