



Sep 07, 2015 12:22 UTC

No More Bad Air Days at Home or Work Thanks to new Cloud-based Air Sniffer Technology and Connected Remote Wi-Fi Based Air Purifiers

BERLIN, September 7, 2015 – [Blueair](#) a global leader in mobile indoor air purifying technologies, today launched the world's first fully-working 'air sniffing' sensor technologies that connect wirelessly with WiFi-enabled air purifiers and an air monitoring app to battle air pollution at home and work.

"Today's consumers want non-intrusive devices that work while they are cooking, watching television, reading a book, working out in the gym, sleeping or working," said Bengt Rittri, founder and CEO of Blueair.

Debuted at IFA Berlin 2015, Europe's top tech trade show, Blueair's latest air purification innovations seamlessly connect Blueair's new Sense+ air purifier, Aware™ air quality monitor and Blueair Friend air monitoring app for cell phones and other mobile devices, including Apple's watch.

By moving indoor air purification into the Cloud, Blueair's radical approach allows individuals to take charge of their wellbeing in their own spaces. The connected technology builds on customer feedback that 'user-friendly' nowadays means Cloud-based ease of use, technology and product enhancements.

Blueair's new technology centers around the Wi-Fi enabled Aware™ air quality sensor, which monitors indoor air quality 24/7 and sends data to both the remotely-sited Sense+ air purifier and the Blueair Friend app. Gathering data hourly from over 2,700 monitoring stations in 150 countries, the Blueair app rates city air on a scale of 0 to 500, from 'good' to 'hazardous'.

Blueair's Cloud technology allows people for the first time in human history to respond to previously invisible air threats. The Aware™ monitor detects levels of particulate matter (PM2.5), carbon dioxide, and volatile organic compounds (VOCs).

The Wi-Fi enabled Sense+ also offers a contemporary twenty-first century user experience. The user interface, controlled by a simple swipe of the hand over the Sense+'s tempered-glass surface, includes a Wi-Fi strength indicator and filter change indicator.

"The air we breathe can be pretty toxic because our world is filled with dust, pollen and chemicals. Now that Blueair has made the invisible 'visible', people can move through their day with a better understanding about their surrounding air quality, detect dangers, and do something about it," said Mr. Rittri.

Background

WHO recently put the air pollution cost across Europe in 2010 alone at a staggering US1.6 trillion as a result of the approximately 600,000 deaths and diseases it caused.

For more information or images, please contact:

David Noble

Blueair International PR Manager

E. david.noble@blueair.se

P. +44(0)7785-302-694

Sold in over 60 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.

Contacts



Sara Alsen

Press Contact

Chief Purpose Officer

Communications & Sustainable Business

sara.alsen@blueair.com

+46(0)761107057