

360 Cassette *Sales Guide*



360 Cassette is an ultimate form of cassette unit that provides pleasant experience of air conditioning. Focusing on origin of function, we developed an optimal device, both fulfilling functional and aesthetic desire.

CONTENTS

01. Background Information

02. Product Feature

- Core technology
- Main Feature
- Additional Feature

03. Entry Strategy

SAMSUNG



Pain Point : Cold-draft

- 4-Way Cassette needs more improvement in its design and balanced ability to control the space.
- Users are willing to pay for additional devices to avoid cold-drafts → [Opportunity Emerges](#)
 - ※ Especially, at places where customer comfort is important (hospital) and people stay long period of time (school, library)



Suffer from Cold-draft

“Additional Structure to block direct air flow”



Hospital



High school & Office



Elementary School



Library

Pain Point : Uneven Cooling and Heating

- Air flow is concentrated to certain area, generating huge gap between people directly exposed to the flow and others who don't.
- Each corner of 4-way cassette is not directly covered by the unit, leaving these area to rely on natural convection of conditioned air.

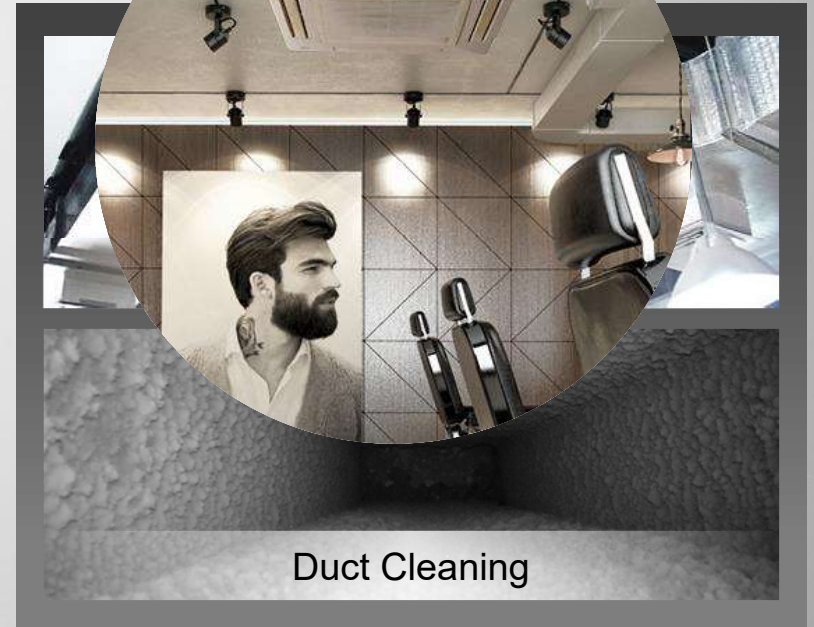


Pain Point : Inelegant Design

- Conventional 4-Way Cassette is designed focusing on its functionality, hampering value of installed space both by not providing freedom of modifying the product nor considering on its design.



Chooses duct, but facing
other facilities



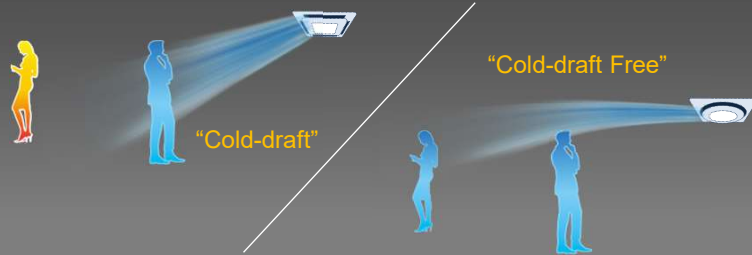
Duct Cleaning

360 Cassette

Innovative Features

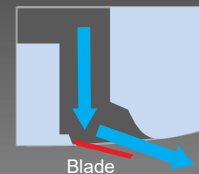
Cold-draft Free

Comfortable Airflow, Free From Cold-draft



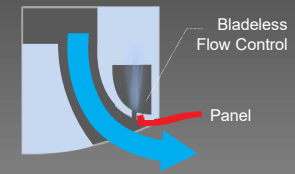
Fast Cooling

Improved Cooling Speed by 25%



Conventional CST

Up to
25%
Loss

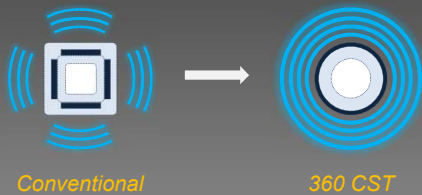


SAMSUNG 360 CST

0%
Loss

Perfect Even Cooling

Circular Air Wave Ideally Controls Room Air Temperature



"360°
even
discharge"

Functionality meets Design

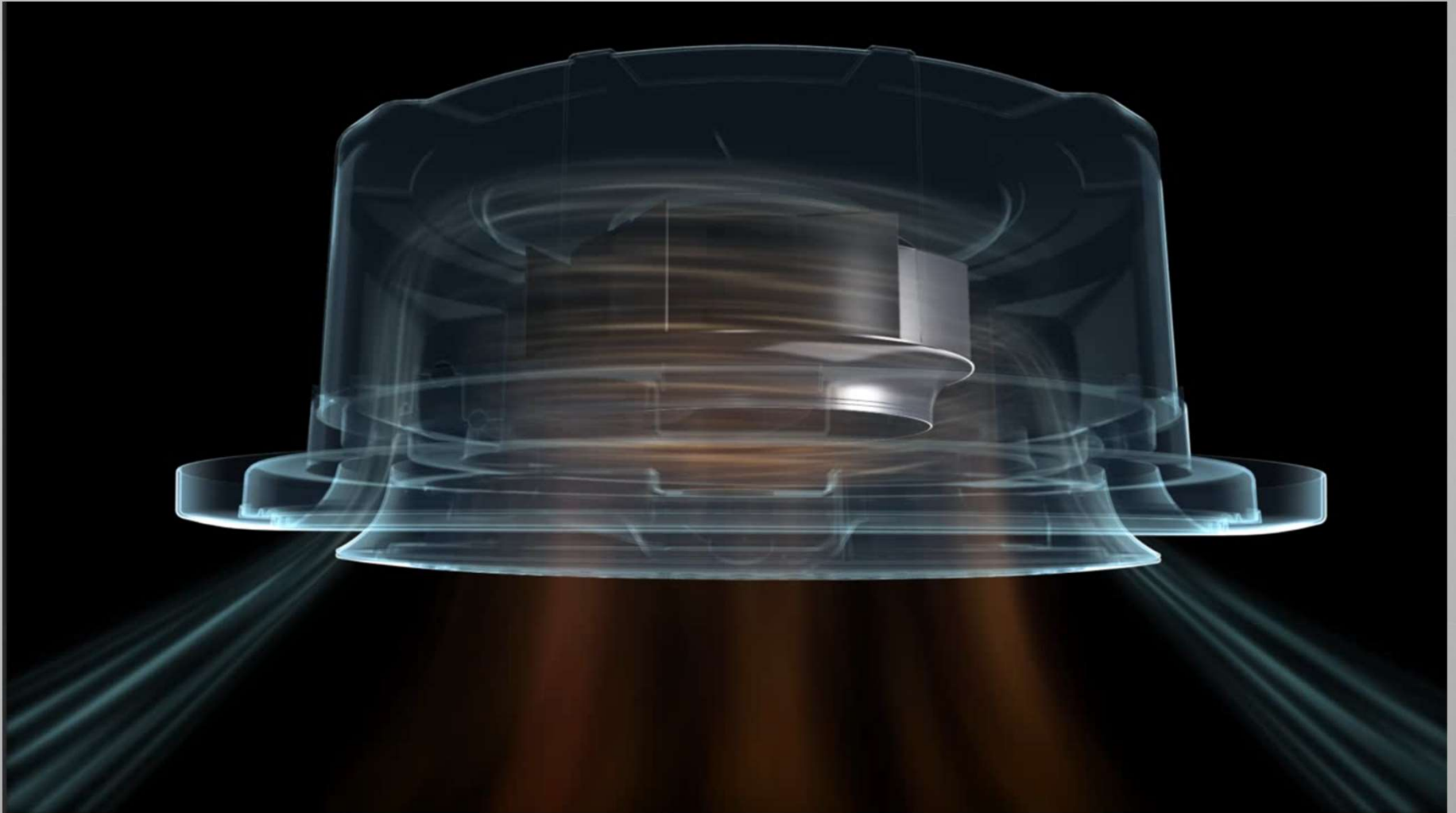
Superior Design and Various Applications



Flow Control Mechanism

- Controlling Flow Direction Using Coanda Effect (*Patented*) → [Allows Horizontal Flow Discharge](#)

As booster fan inside makes low-pressure area nearby outlet, air flow is dragged to the low-pressure area.



Cold-draft Free

- Booster fan guides to form complete horizontal flow, generating layer of chilled air. Heat transfer through natural convection from this layer minimizes air speed, freeing users from fear of cold-drafts

Comparison

Traditional 4-way Cassette

Blade affects air flow, resulting reduction of air speed that causes cold-draft



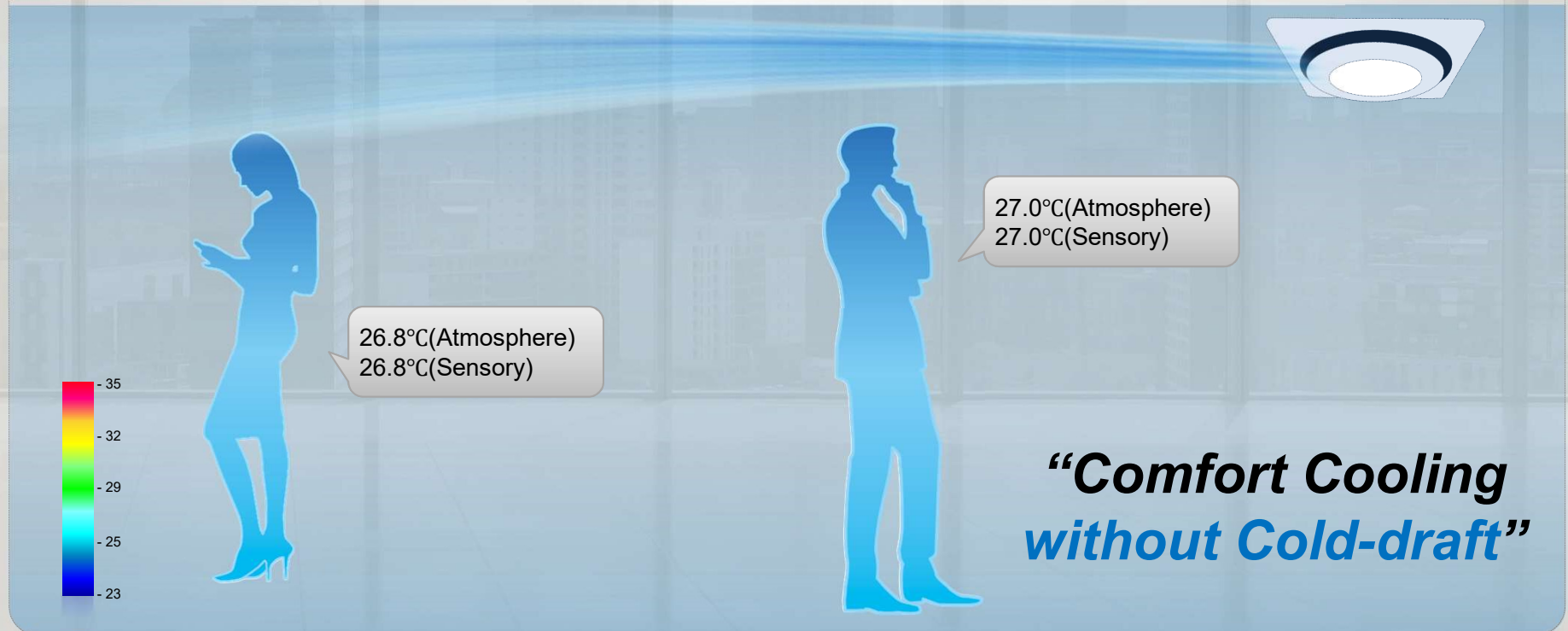
Cold-draft Free

- Booster fan guides to form complete horizontal flow, generating layer of chilled air. Heat transfer through natural convection from this layer minimizes air speed, freeing users from fear of cold-drafts

Comparison

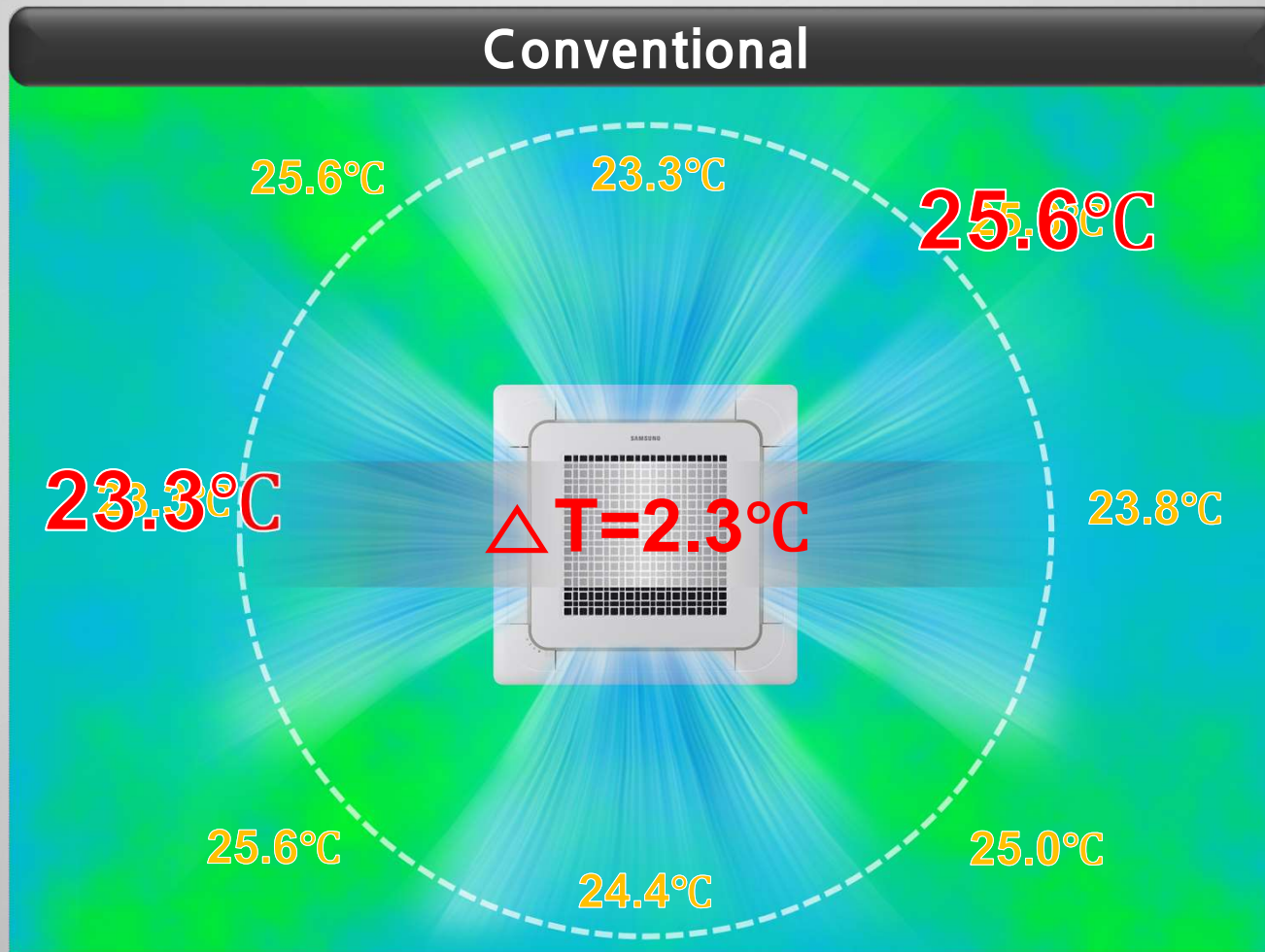
360 Cassette

Bladeless flow control raises degree of the control, removing concern of cold-draft



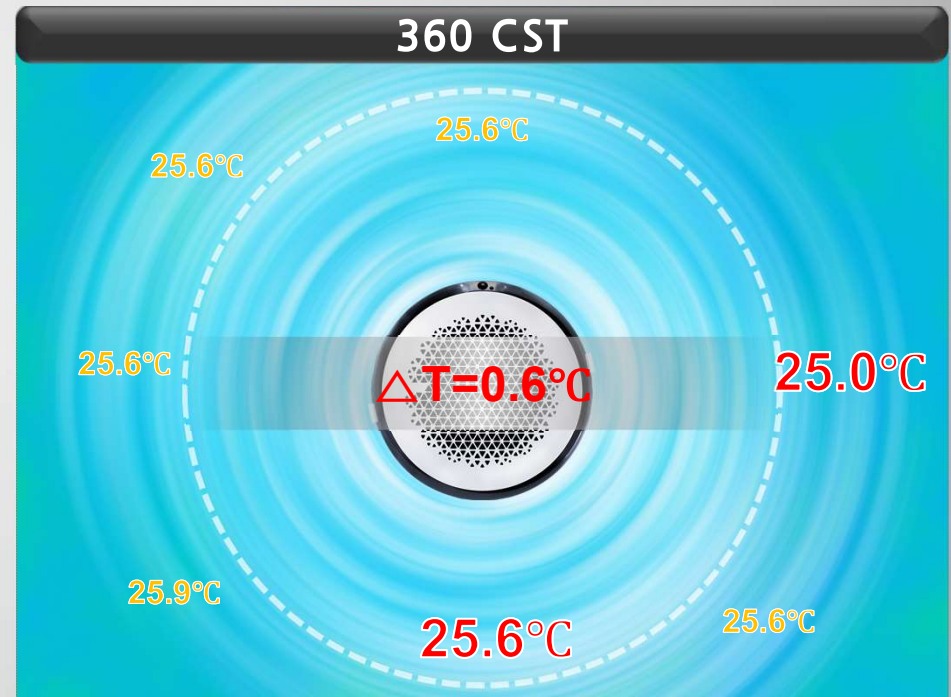
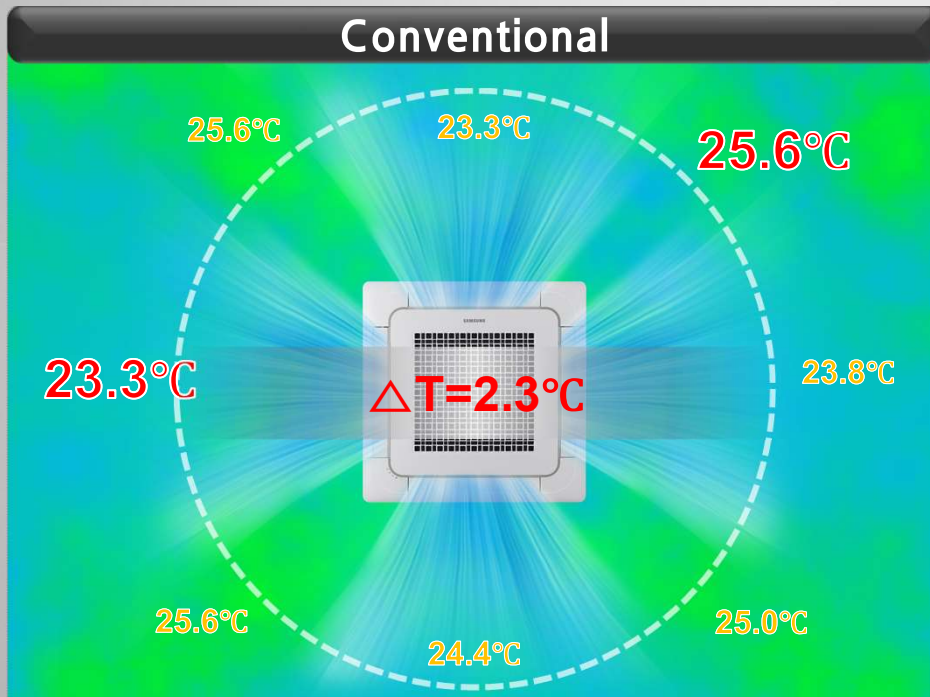
Perfect Even Cooling

- Even Cooling With Omnidirectional Flow Discharge
Temperature deviation is smaller than 0.6°C within 9.3m diameter area



Perfect Even Cooling

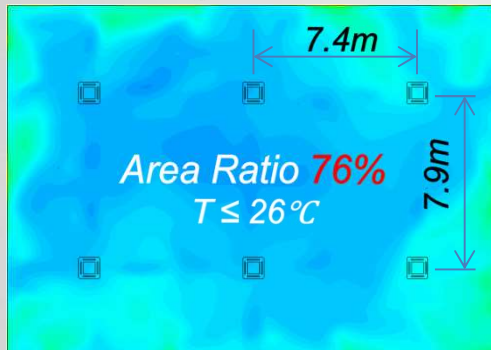
- Even Cooling With Omnidirectional Flow Discharge
Temperature deviation is smaller than 0.6°C within 9.3m diameter area



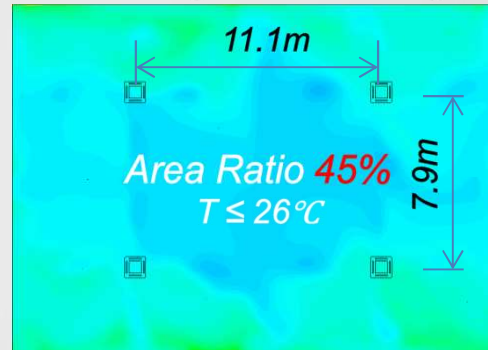
Excellent Space Coverage

- Even Cooling With Omnidirectional Flow Discharge
 - Total-cooling-capacity is same (42.2kW) in all cases.
 - 360 CST shows the more comfortable temperature and air velocity distribution than traditional 4Way CST
 - Even when compared with 4Way mini CST, with less quantities, 360CST shows more comfortable distribution.

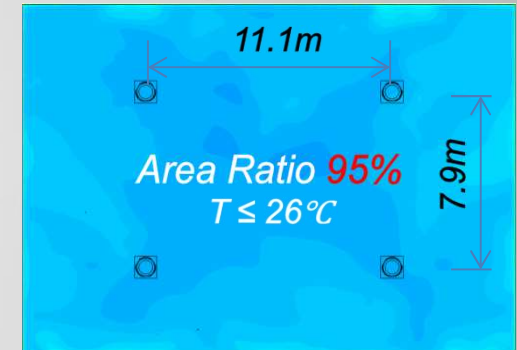
Traditional 4Way MINI CST
42.2kW (7.03kW x 6pcs)



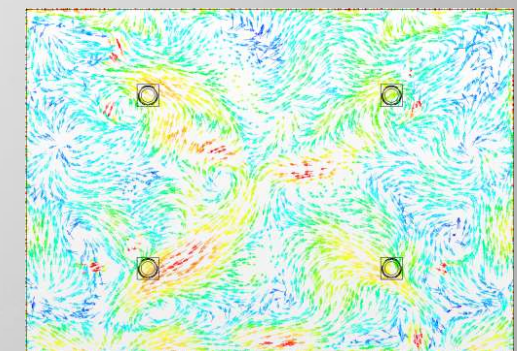
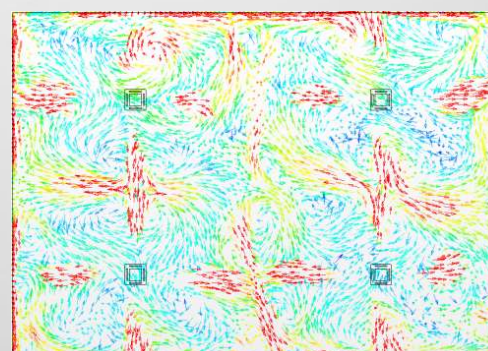
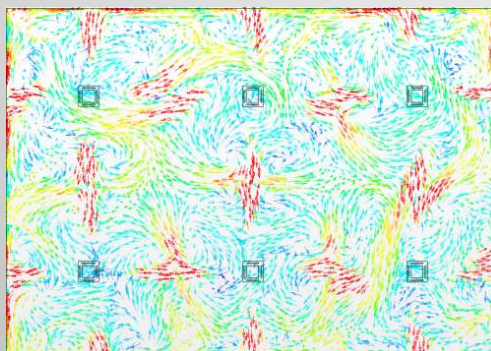
Traditional 4Way CST
42.2kW (10.55kW x 4pcs)



360 CST
42.2kW (10.55kW x 4pcs)



Velocity Distribution



- Room Size : 22.2m x 15.8m, Cooling Mode
- Estimated after 30min, ASHRAE comfort air zone (23~26°C)
- The distribution are expressed at horizontal plane whose height is 1.0m from bottom and the results of CAE (Computational Aided Engineering)

Fast Cooling

No Loss of air flow - Air-Blade



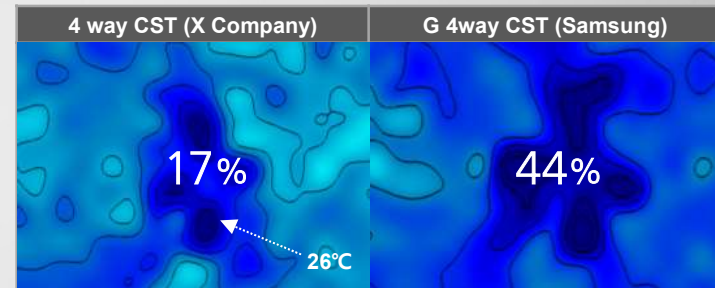
Increasing Air Volume
by **25%**

Bladeless outlet provides
100% of air volume without any loss

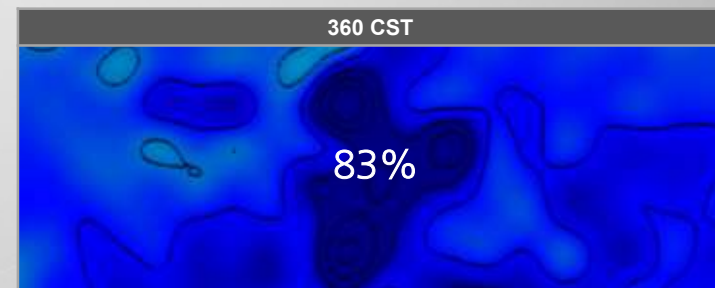
Tested after 30min
ASHRAE comfort air zone (23~26°C)



Traditional 4Way CST



360 Cassette



Functionality meets Design

Design

Magnificent Design

Stylish panel that never existed



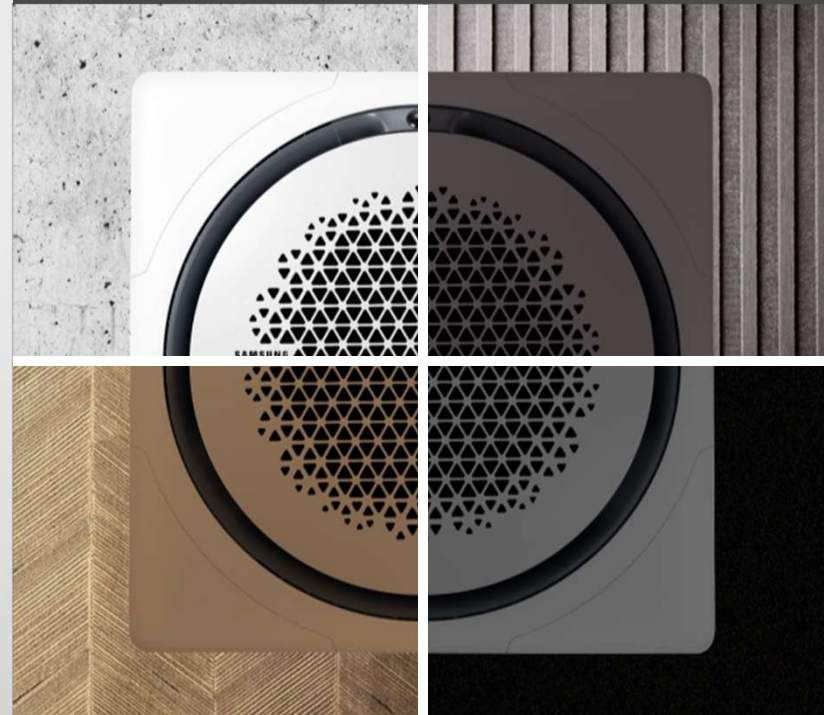
Intuitive Display

Operation status is understood instinctively



Match with Background

Harmonize with environment



Functionality meets Design

Touching Emotion to Expedite Inspiration

Space Dressing



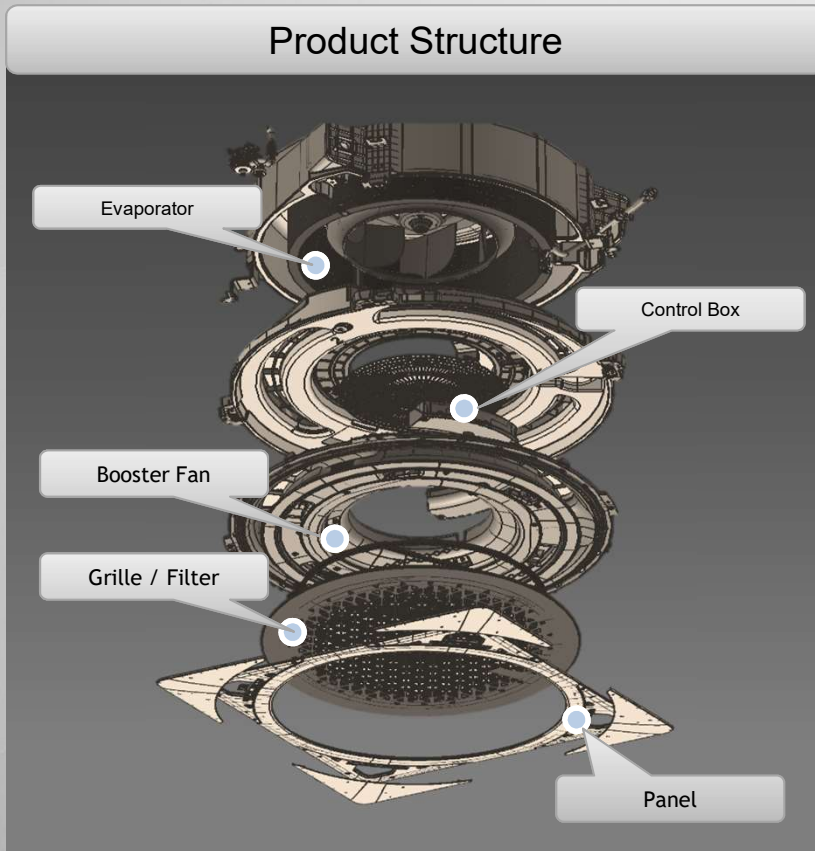
Open Interior Type



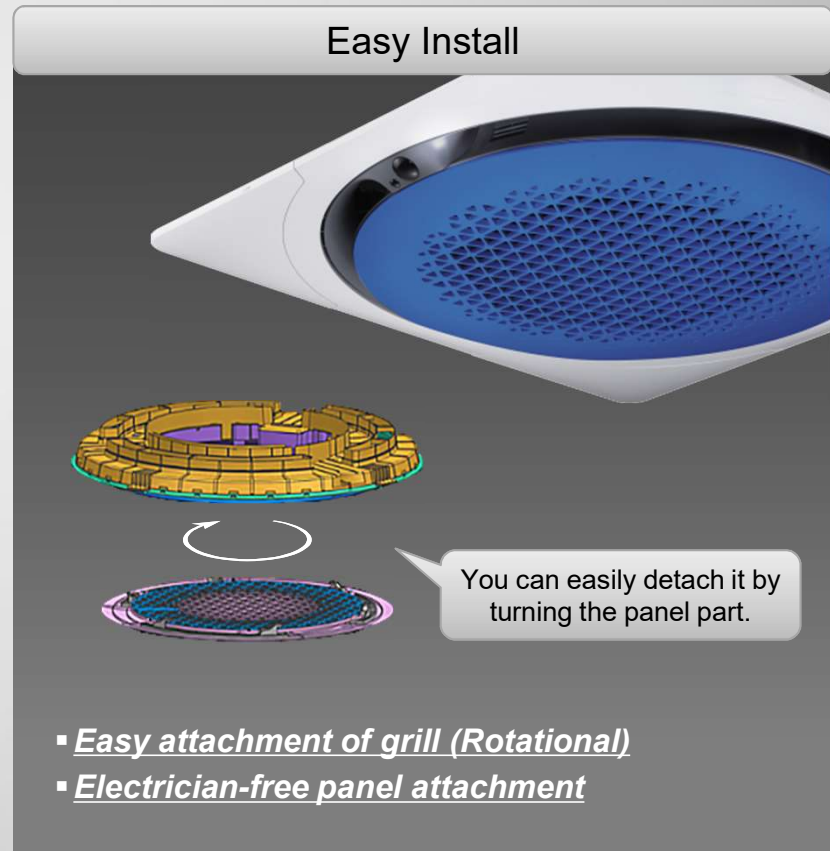
Simple Panel Install

Advanced Features

Product Structure



Easy Install



Advanced Feature

Advanced Features

Intuitive Flow Control

Wheel Dial Remote Controller (Option)

- Fast and intuitive navigation
- Easy use with consistent function array
- Improved legibility (150% better than traditional controller)
- Dedicated comfort cooling button



Ionizer Kit

Ionizer Kit (Optional)

- Reduces airborne virus and bacteria.



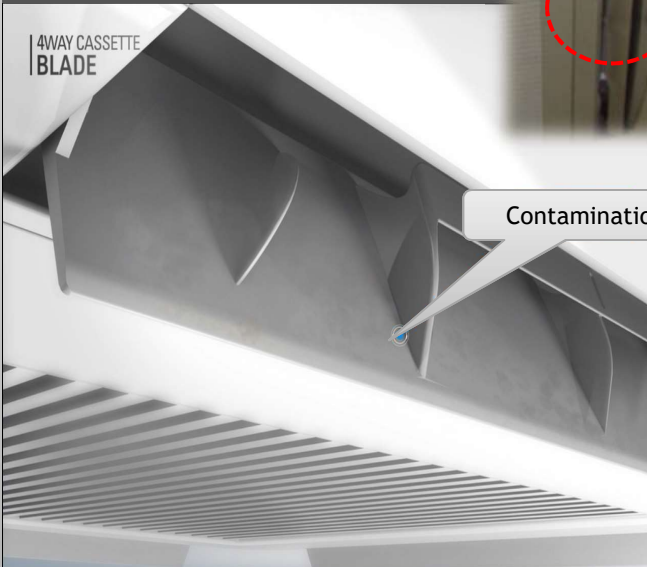
Solution to blade contamination

Advanced Features

Conventional



- Weak point of Outlet
- Stained blade



360 CST



- Strong point of Outlet
- Bladeless

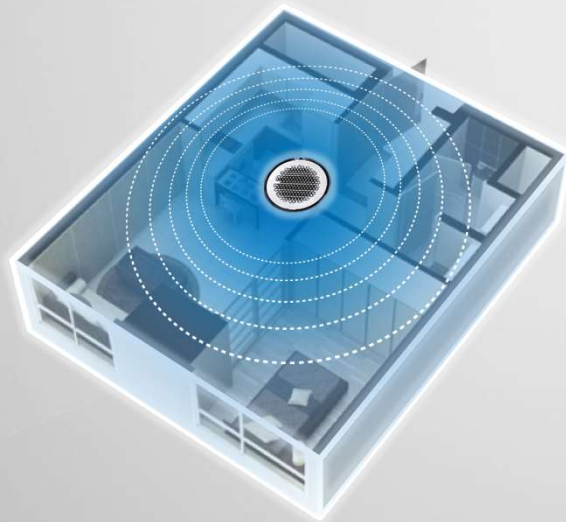


Positioning Target

Circular design intuitively explains unbeatable performance of the unit

***“Design that defines
Ultimate Form of Functionality”***

Circle embraces both function and design



Seamless coverage of air flow



Magnificent design that touches emotion

Thank You

