



## [PRESS RELEASE]

December 5, 2019  
Fujitsu General Limited  
(No.19-N07-29)

## **Release of the KE Designer Series Air Conditioners for Europe (ASYG07/09/12/14KETA)**

Fujitsu General will start releasing our KE Designer Series air conditioners for Europe (ASYG07/09/12/14KETA) from mid-December. These are air conditioners based on the concept of "elegant feeling beauty from any angle."

The KE series consists of air conditioners that come with unique designs in addition to their advanced energy saving efficiency. These are designs which offer harmony with the interior of rooms while being simple and which come with an impressive presence. We have achieved this by combining straight lines and curved lines in a good balance for the indoor units. We apply cross-hairline processing to the front and the sides of the indoor units. This gives a high-class feel with the reflection of light. In addition, we have adopted a curved surface on the bottom to soften the impression when you look up at them from below. This expresses the concept of "elegant feeling beauty from any angle."

The series comes in two colors: pearl white and silver. We also plan to develop this series to other regions in the future.



KE Designer Series Air Conditioners for Europe with Elegant Feeling Beauty from any angle



## Contact details

Public & Investor Relations Division <https://www.fujitsu-general.com/global/contact/press.html>

Looking ahead, we will continue to design our air conditioners with three lines serving as the pillars of this:

- (1) Flagship line that visually represents our core technologies (e.g., Dual Blaster of "nocriaX™")
- (2) Designer line for markets that seek excellent design (e.g., Europe)
- (3) Humanity line that incorporates design elements

We will continue to work on the development of air conditioners that enhance the room with beauty that has an impressive presence in the future.

※"nocria™" is a worldwide trade mark of FUJITSU GENERAL LIMITED

\*You can view an image video with the QR code on the right.

