**LG Electronics Air Conditioning Marketing** 

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# LG ROOM AIR CONDITIONERS 2007

















# 7 Global No.1 LG Electronics, The World's Best Seller, Seven Years in a Row

"The outstanding quality of LG air conditioners is recognized by people all over the world." According to an article by Japan's famous freezing and air conditioning magazine JARN (Japan Air Conditioning, Heating & Refrigeration News), LG Electronics sold its 4.9 million air conditioners in 2000, taking the world's first spot in sales. When the company has posted 10 million units in 2004 and 2005, the first of its kind, it has become the top seller of air conditioners in the world for seven consecutive years. This landmark achievement has been made possible by our continuous R&D activities, expansion of production lines, and 6-sigma campaigns (6-sigma quality control system), among others. LG Electronics is committed to maintaining its market leadership in air conditioners through its advanced technologies and R&D efforts.





#### LG Electronics Maintains Global No. 1 Position

Its Paradigm Shifting Strategy Unveile

LG Electronics (LGE), one of the top air conditioner makers, disclosed occurily that the company has seld more than 10 million units worldwide for three consecutive years and has achieved the No.1 position for saven consecutive years. Fuji-Kuisai, a well-known market

connectative years.

Payl-Resista, a well-known market research company in Japan, recently reported that LCG has recorded a total vales volume of 12 million units in sales volume of 12 million units in 20%. LCG has made this constanding achievement in the unfavorable enterment of continuing high of prices, increasing raw material prices, slow growth in Europe and China, and se-

growth in Europe and China, and vene competition from rapidly grow

Chinese makers and high-tech ories Japanese makers. (Cantinued on page



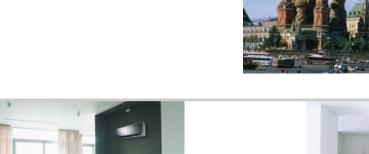
















# LG Air Conditioners are environment-friendly and future-oriented

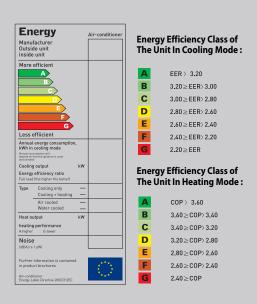


To reduce freon gas, a prime ozone destroyer, they adopt alternative refrigerant R-410a, and NEO-Plasma air-purifying system for powerful sterilization for health-conscious customers. Also, ART COOL series with outstanding designs have received International Forum Design Award, Reddot Design Award and G Mark. They have improved air flow innovatively to realize world's lowest noise, and provide a more pleasant and convenient indoor environment.

# Environmental concern 2007

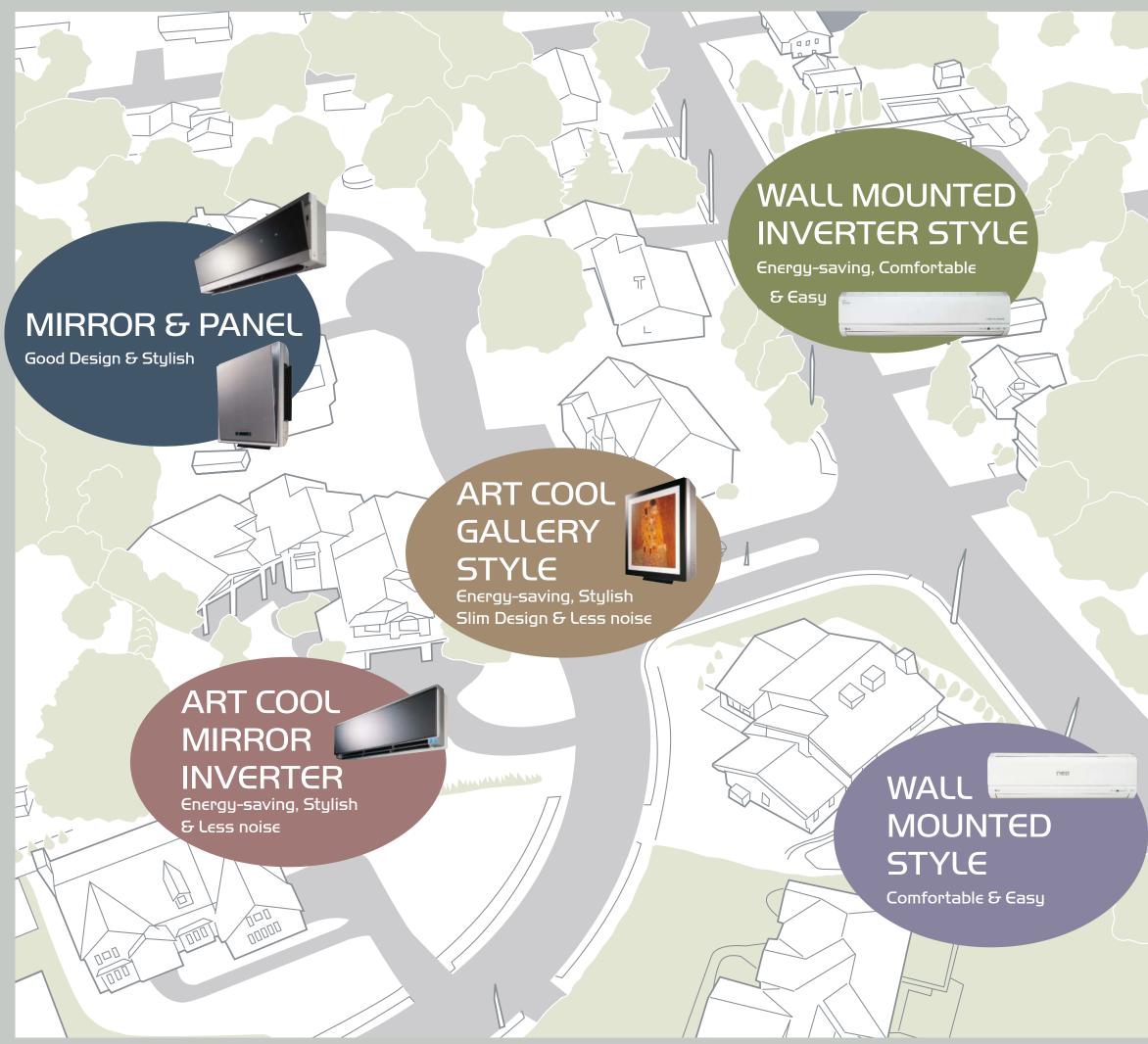
As the concern for environment increases day by day, EC Directive made it a regulation to put an indication on all air conditioning products. With the information regarding energy-saving, customers will easily understand products considering the environment.

Customers will have to purchase the products considering the energy label to meet their needs. Energy label shows the energy consumption of the unit classified with 7 different colors.





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#### **Design Award**

**IF Design Award** 

Reddot Design Award



Internation Forum Design



**Good Design Award** 



# Single Split Wall Mounted Type

# **ART COOL TYPE**



This can be easily installed in a small space, and has exceptional cooling capacity. Designed for low-noise operation, it ensures a pleasant air conditioned environment. It also has Jet Cool for high level cooling and clean air supply through its NEO- Plasma air purifying system.

### **NEO-PLASMA AIR PURIFYING SYSTEM**

LG's unique NEO-Plasma Air Purifying system is equipped with 7 specialized filters in 5 separate stages to enhance its cleaning power. It reduces fine dust and mould, unpleasant odors and cigarette smoke as air passes each filter.



#### 1. Pre Filter

The antibacterial pre-filter primarily reduces large dust, mould and quilt dust.

#### 2. Nano Carbon Filter

Nano-size carbon filters removes fine odorous particles from the household air resulting in a more pleasant environment.

#### What is Nano Carbon Ball?

Microscopic sized (1/100000000) filter to ensure optimal filtration of odors.

# Thirt I

#### 3. Triple Filter

The triple filter consists of three specialized filters to reduce the symptoms associated with various organic compounds including formaldehyde. It also has the ability to reduce unpleasant odors creating a more comfortable environment.

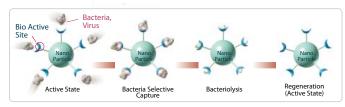
#### 4. Nano Bio Fusion Filter

Nano bio fusion filters allow their nano-size bio enzymes to directly penetrate through cell walls of some bacteria and allergen to decompose its cell nuclei.



#### 5. Plasma Filter

The PLASMA Air Purifying System developed uniquely by LG not only reduces microscopic contaminants and dust, but also reduces house mites, pollen, and pet fur to reduce allergy and asthma symptoms.



#### **Distinctions from Conventional Filters**

of them to survive

Conventional





art The bio enzyme destroys cell walls and nuclei of some bacteria and allergens.

# Inverter DC INVERTER

You may have heard the excitement about Inverter technology, LG Inverters are the pinnacle of energy efficiency due to the innovative operation. Rather than using a constant speed compressor, the LG Inverter system uses a variable speed compressor, which means the Cooling or Heating capacity of the Air Conditioning can be varied to suit indoor conditions.

This makes the LG Inverter units more economical & efficient to operate, produce less noise than standard counterparts and contain most superior features on the market.



#### **INVERTER TECHNOLOGY**

#### **Economical**

High energy efficiency ensures a much more economical system

#### **Powerful**

Ensures rapid cooling in summer and rapid heating in winter

#### Comfortable

Attains and maintains set temperature fast with minimal noise

# ortable maintains ture fast with

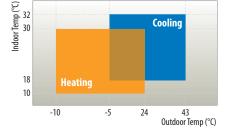
#### **Energy Saving**

Unlike ordinary conventional air conditioners, inverter air conditioners can control the speed of compressors to adjust cooling and heating. When indoor temperatures reach your desired levels, inverter air conditioners can operate their compressors at low speeds and maintain desired temperatures, thus saving you electricity cost by about 44% compared to conventional.



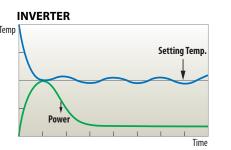
# Powerful Heating Capacity

With a wide operating range in both heating and cooling modes, inverter air conditioners will cool or heat your room even in extreme outdoor temperature conditions. Heating can be sustained even when the outdoor temperature is -10°C by Inverter technology.



#### Pleasant Feeling

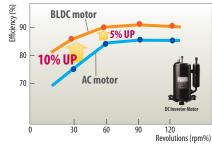
When the air conditioner is initially activated to either heat or cool, the compressor will operate at maximum speed to reach the desired temperature quickly. Once the desired temperature is achieved, unlike conventional air conditioners that turn the compressor on and off, LG inverter units adjust and constantly vary the compressor speed to maintain the desired temperature with minimal fluctuation to ensure that your comfort is not compromised.



#### **DC Inverter Compressor**

The LG inverter air conditioner uses a DC Inverter compressor due to its optimized refrigeration effect, low noise and high efficiency.

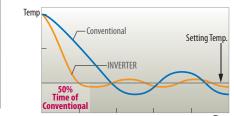
DC compressor are much more efficient especially at low loads compared with conventional constant speed AC comps.



#### **Quick Cooling & Heating**

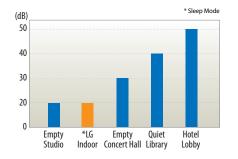
Inverter air conditioners can operate their compressors faster to give them more powerful performance.

This results in being able to attain the desired temperature much faster in both heating and cooling modes than conventional air conditioners.



#### **Quiet Operation**

Inverter air conditioners are optimally designed to operate with the minimal noise with the use of a DC compressor.



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# Inverter ART COOL GALLERY

LG is proud to introduce the ART COOL GALLERY series. It boasts an unprecedented feature which allows you to use the front panel as a picture frame. Along with its simple but sleek design, ART COOL uses state-of-the-art technology like..., assuring customer satisfaction.





A09AW1/A12AW1









#### **Photo Changeable**

You no longer have to be told what your air conditioner should look like. With LG's revolutionary ART COOL Photo Changeable, you can simply change the look of your air conditioner to what you want, when you want to.



#### 3 - Dimensional Air Flow

Designed like a work of art, and the new concept of 3 dimensional air flow. It gives even cooling as well as quick cooling from front and bothsides making the space evenly cool.



comfort.

Jet Cool Speedy & Powerful

**Digital Air Flow Control** 

The air flow can be controlled to

ensure that maximum comfort and

convenience is realized. You can even have the option of turning off the

bottom louver to ensure your utmost

Sleep Mode Indirectly & Softly

#### **A09AW1** NFO / **A12AW1** NFO



- Energy-saving Changeable photo panel
- NEO-Plasma Air Purifying System Anti Corrosion Gold Fin Auto Cleaning
- Auto Changeover Jet Cool/Jet Heat Natural Wind By CHAOS Swing
- 3-Dimensional Air Flow Wireless Remote Controller (Luminous)
- Sleep Mode Auto Operation Quiet Operation Healthy Dehumidification
- Auto Restart One-Touch Air Filter (Anti-Bacteria)
- 24-Hour ON/OFF Setting Timer Hot Start













Klimt, Gustav(1862-1918)

#### **Specification**

ART COOL GALLERY

| Model               | INDOOR UNIT          |                | A09AW1 NF0   | A12AW1 NF0   |
|---------------------|----------------------|----------------|--------------|--------------|
|                     | COTECONONII          |                | A09AWU UFO   | A12AWU UFO   |
| Cooling Capacity    |                      | W              | 2,700        | 3,500        |
| Heating Capacity    |                      | W              | 3,500        | 4,200        |
| Input               | Cooling              | W              | 830          | 1,090        |
|                     | Heating              | w              | 960          | 1,160        |
| Running Current     | Cooling              | A              | 3.8          | 4.9          |
|                     | Heating              | A              | 4.4          | 5.2          |
| Power Supply        |                      | ø,V, Hz        | 1,220-240,50 | 1,220-240,50 |
| E.E.R               | Cooling              | W/W            | 3.25         | 3.21         |
| C.O.P               | Heating              | W/W            | 3.65         | 3.62         |
| ENERGY Efficiency ( | Class C              | ooling/Heating | A/A          | A/A          |
| Noise Level         | Indoor (H/M/L/Sleep) | dB(A)±3        | 42/36/23     | 42/36/23     |
| (SoundPress,1m)     | Outdoor, Max         | dB(A)±3        | 48           | 48           |
| Air Flow            | Indoor, Max          | m³/min (CFM)   | 8 (283)      | 10.5 (371)   |
|                     | Outdoor, Max         | m³/min (CFM)   | 26 (918)     | 34 (1,200)   |
| Dehumidification R  | late                 | I/h            | 1.2          | 1.5          |
| Refrigerant charge  | (R410a)              | g              | 1,000        | 1,000        |
| SVC Valve           | Liquid               | mm (inch)      | 6.35 (1/4)   | 6.35 (1/4)   |
| Connections         | Gas                  | mm (inch)      | 9.52 (3/8)   | 9.52 (3/8)   |
| Dimensions          | Indoor               | mm             | 600x600x146  | 600x600x146  |
| (W*H*D)             | Outdoor              | mm             | 770x540x245  | 770x540x245  |
| Net Weight          | Indoor               | kg (lbs)       | 14 (31)      | 14 (31)      |
|                     | Outdoor              | kg (lbs)       | 34 (75)      | 34 (75)      |

Note: Due to our policy of innovation some specifications may be changed without notification.



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**INVERTER** 

Inverter

LG ART COOL will certainly beautify your space. World-recognized refined designs will catch your attention. Also, powerful cooling will fascinate you. Fill your space with ART COOL's pleasantly cool breeze and upscale designs.



#### C12AW\* NE0 / C18AW\* N33



- Energy-saving NEO-Plasma Air Purifying System
- Anti Corrosion Gold Fin Auto Cleaning
- Auto Changeover Jet Cool/Jet Heat Natural Wind By CHAOS Swing
- 4-Way Auto Swing Auto Restart Wireless Remote Controller (Luminous)
- Sleep Mode Auto Operation Quiet Operation Healthy Dehumidification
- One-Touch Air Filter (Anti-Bacteria) 24-Hour ON/OFF Setting Timer Hot Start



















**ART COOL MIRROR** 

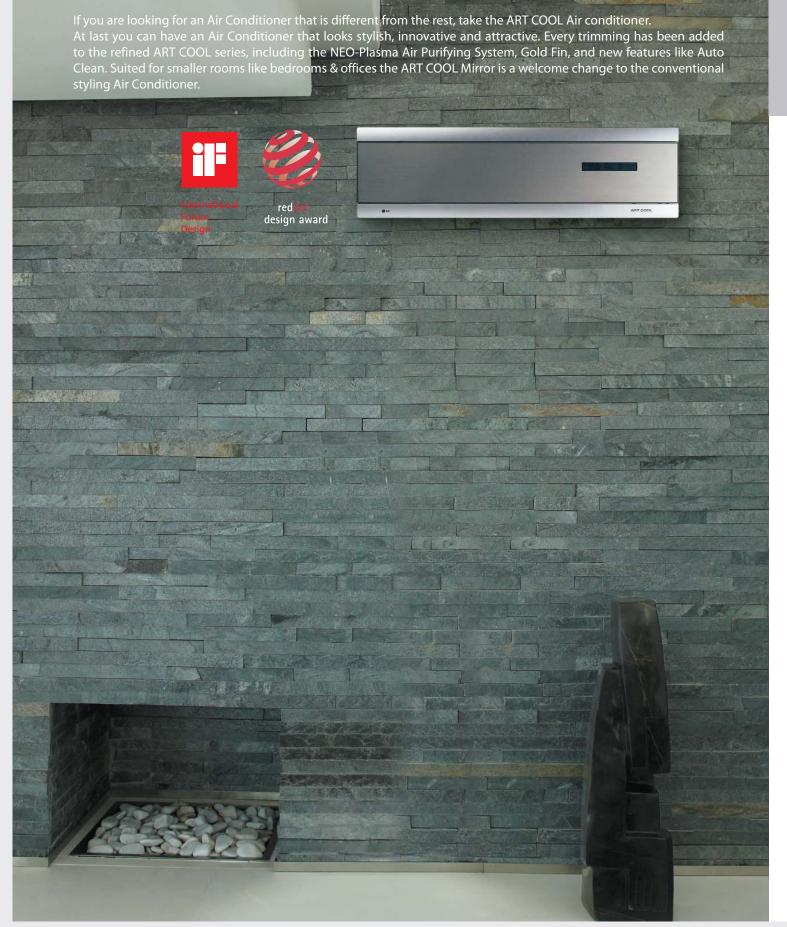
| Model                    | INDOOR UNIT<br>OUTDOOR UNIT |                 | C12AW* NEO<br>C12AWU UEO | С18АW*       |
|--------------------------|-----------------------------|-----------------|--------------------------|--------------|
| Cooling Capacity         |                             | W               | 3,510                    | 5,270        |
| Heating Capacity         |                             | W               | 4,570                    | 6,070        |
| Input                    | Cooling                     | W               | 1090                     | 1630         |
|                          | Heating                     | W               | 1260                     | 1890         |
| Running Current          | Cooling                     | A               | 4.8                      | 7.5          |
|                          | Heating                     | A               | 5.7                      | 8.5          |
| Power Supply             |                             | ø,V, Hz         | 1,220-240,50             | 1,220-240,50 |
| E.E.R                    | Cooling                     | W/W             | 3.22                     | 3.23         |
| C.O.P                    | Heating                     | W/W             | 3.63                     | 3.21         |
| <b>ENERGY Efficiency</b> | Class                       | Cooling/Heating | A/A                      | A/C          |
| Noise Level              | Indoor (H/M/L/Sleep)        | dB(A)±3         | 37/27/22/20              | 40/37/34     |
| (SoundPress,1m)          | Outdoor, Max                | dB(A)±3         | 45                       | 56           |
| Air Flow                 | Indoor, Max                 | m³/min (CFM)    | 9.5 (335)                | 14.15 (500)  |
|                          | Outdoor, Max                | m³/min (CFM)    | 29 (1,024)               | 42 (1483)    |
| Dehumidification R       | late                        | I/h             | 1.3                      | 2.4          |
| Refrigerant charge       | (R410a)                     | g               | 1000                     | 1200         |
| SVC Valve                | Liquid                      | mm (inch)       | 6.35 (1/4)               | 6.35 (1/4)   |
| Connections              | Gas                         | mm (inch)       | 9.52 (3/8)               | 12.7 (1/2)   |
| Dimensions               | Indoor                      | mm              | 912x282x165              | 1170x315x173 |
| (W*H*D)                  | Outdoor                     | mm              | 770x545x245              | 870x655x320  |
| Net Weight               | Indoor                      | kg (lbs)        | 10 (22)                  | 13 (29)      |
|                          | Outdoor                     | kg (lbs)        | 32 (71)                  | 64 (141)     |

Note: Due to our policy of innovation some specifications may be changed without notification.



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# ART COOL



#### **ART COOL**

#### **Modern & Luxurious Design**

Its premium designs match well with any part of the house.



#### **ART COOL\_Mirror Type**

A little interior accent for the modern you. The romantic pastel colors, subdued luster, modern texture and the super slim design of LG ART COOL Mirror are the answers to your unique mood and personality.



#### ART COOL\_Panel Type

LG's unique frame-style of ART COOL Panel

Its super-slim and sensory design satisfies your sense.



#### **Changeable Colour Panel**

Available in a wide range of four colors that are easy to change, the premium designs and classy finish will compliment any interior décor.



Technology mixed with sense of ar result in the super slim design which is 129mm depth.

The slimmest

## is realized. You can even have the option of turning off the bottom louver to ensure your utmost comfort.

#### **Ultra Thin**

in the world!

3 - Dimensional Air Flow

**Digital Air Flow Control** 

The air flow can be controlled to ensure that maximum comfort and convenience

the space evenly cool.

Designed like a work of art, and the

new concept of 3 dimensional air flow.

It gives even cooling as well as quick

cooling from front and bothsides making



#### C09AH\* NU4 / C12AH\* NU4 **C18AH\*** N33

- NEO-Plasma Air Purifying System Anti Corrosion Gold Fin Auto Cleaning
- Auto Changeover Jet Cool/Jet Heat Natural Wind By CHAOS Swing
- Changeable Colour Panel 4-Way Auto Swing Auto Restart
- Wireless Remote Controller (Luminous) Sleep Mode Auto Operation
- Quiet Operation Healthy Dehumidification One-Touch Air Filter (Anti-Bacteria)
- 24-Hour ON/OFF Setting Timer Hot Start



#### **Specification**

| Model                     | INDOOR UNIT<br>OUTDOOR UNIT | OUTDOR UNIT         CO9AHU uu4         C12AHU uu4         C18AU           W         2,700         3,520         5,28           W         2,810         3,720         5,55           cooling         W         890         1,140         1,75           ceating         W         840         1,150         1,73           cooling         A         4,0         5.1         8.0           ceating         A         3,7         5.2         8.0           cooling         W/W         3,03         3,09         3.0           ceating         W/W         3,03         3,09         3.0           ceating         W/W         3,35         3,23         3,2           ceating         W/W         3,35         3,23         3,2           s         Cooling/Heating         B/C         B/C         B/C           subdoor, Max         M/B         3,228/26         36/34/32         40/38           vidoor, Max         m²/min (CFM)         8 (283)         9.5 (335)         13 (4           vidoor, Max         m²/min (CFM)         26 (918)         26 (918)         42 (14           vidoor, Max         m²/min (CFM)         6,35 (1/4 |              | C18AH* N33<br>C18AHU U33 |              |
|---------------------------|-----------------------------|--|--------------|--------------------------|--------------|
| <b>Cooling Capacity</b>   |                             | W  | 2,700        | 3,520                    | 5,280        |
| <b>Heating Capacity</b>   |                             | W  | 2,810        | 3,720                    | 5,550        |
| Input                     | Cooling                     | w  | 890          | 1,140                    | 1,750        |
|                           | Heating                     | W  | 840          | 1,150                    | 1,730        |
| Running Current           | Cooling                     | A  | 4.0          | 5.1                      | 8.0          |
|                           | Heating                     | A  | 3.7          | 5.2                      | 8.0          |
| Power Supply              |                             | ø,V, Hz  | 1,220-240,50 | 1,220-240,50             | 1,220-240,50 |
| E.E.R                     | Cooling                     | W/W  | 3.03         | 3.09                     | 3.02         |
| C.O.P                     | Heating                     | W/W  | 3.35         | 3.23                     | 3.21         |
| <b>ENERGY Efficiency</b>  | Class                       | ooling/Heating   | B/C          | B/C                      | B/C          |
| Noise Level               | Indoor (H/M/L/Sleep)        | dB(A)±3  | 32/28/26     | 36/34/32                 | 40/38/36     |
| (SoundPress,1m)           | Outdoor, Max                | dB(A)±3  | 46           | 46                       | 53           |
| Air Flow                  | Indoor, Max                 | m³/min (CFM)   | 8 (283)      | 9.5 (335)                | 13 (459)     |
|                           | Outdoor, Max                | m³/min (CFM)   | 26 (918)     | 26 (918)                 | 42 (1483)    |
| Dehumidification R        | ate                         | I/h  | 1.2          | 1.5                      | 2.0          |
| Refrigerant charge        | (R410a)                     | g  | 760          | 880                      | 1,210        |
| SVC Valve                 | Liquid                      | mm (inch)  | 6.35 (1/4)   | 6.35 (1/4)               | 6.35 (1/4)   |
| Connections               | Gas                         | mm (inch)  | 9.52 (3/4)   | 12.7 (1/2)               | 12.7 (1/2)   |
| Dimensions                | Indoor                      | mm   | 1030*290*153 | 1030x290x153             | 1170x315x173 |
| (W*H*D)                   | Outdoor                     | mm   | 575x525x260  | 770x540x245              | 870x655x320  |
| Net Weight                | Indoor                      | kg (lbs)   | 9.5 (21)     | 9.5 (21)                 | 13 (29)      |
| Running Current   Cooling | 31 (69)                     | 64 (141)   |              |                          |              |

Note: Due to our policy of innovation some specifications may be changed without notification. Note: \* indicates color of panel (M: Metal, R: Mirror, B: Blue, C: Cherry)



ART COOL PANEL

#### **ART COOL PANEL**

#### **A09AH\* NP4 / A12AH\* NP4**

- NEO-Plasma Air Purifying System Anti Corrosion Gold Fin Auto Cleaning
- Auto Changeover Jet Cool/Jet Heat Natural Wind By CHAOS Swing
- 3-Dimensional Air Flow Wireless Remote Controller (Luminous)
- Sleep Mode Auto Operation Quiet Operation Healthy Dehumidification
- Auto Restart One-Touch Air Filter (Anti-Bacteria)
- 24-Hour ON/OFF Setting Timer Hot Start















A09 / 12AHM



A09 / 12AHM



A09 / 12AHB

#### **Specification**

| Model                    | INDOOR UNIT<br>OUTDOOR UNIT            |              | A09AH* NP4<br>A09AHU UP4 | A12AH* NP4<br>A12AHU UP4 |  |
|--------------------------|--|--------------|--------------------------|--------------------------|--|
| <b>Cooling Capacity</b>  |  | w            | 2,640                    | 3,460                    |  |
| <b>Heating Capacity</b>  |  | w            | 2,640                    | 3,580                    |  |
| Input                    | Cooling                                | W            | 860                      | 1,150                    |  |
|                          | Heating                                | W            | 910                      | 1,200                    |  |
| Running Current          | Cooling                                | A            | 3.9                      | 5.1                      |  |
|                          | Heating                                | A            | 4.1                      | 5.3                      |  |
| Power Supply ø, V, Hz    |  | ø,V, Hz      | 1,220-240,50             | 1,220-240,50             |  |
| E.E.R                    | Cooling                                | W/W          | 3.07                     | 3.21                     |  |
| C.O.P                    | Heating                                | W/W          | 2.90                     | 3.01                     |  |
| <b>ENERGY Efficiency</b> | NERGY Efficiency Class Cooling/Heating |              | B/D                      | B/D                      |  |
| Noise Level              | Indoor (H/M/L/Sleep                    | ) dB(A)±3    | 35/30/26                 | 42/34/28                 |  |
| (SoundPress,1m)          | Outdoor, Max                           | dB(A)±3      | 46                       | 46                       |  |
| Air Flow                 | Indoor, Max                            | m³/min (CFM) | 7.5 (265)                | 9 (318)                  |  |
|                          | Outdoor, Max m³/min (CFM)              |              | 26 (918)                 | 26 (918)                 |  |
| Dehumidification R       | late                                   | I/h          | 1.2                      | 1.5                      |  |
| Refrigerant charge       | (R410a)                                | g            | 870                      | 880                      |  |
| SVC Valve                | Liquid                                 | mm (inch)    | 6.35 (1/4)               | 6.35 (1/4)               |  |
| Connections              | Gas                                    | mm (inch)    | 9.52 (3/8)               | 9.52 (3/8)               |  |
| Dimensions               | Indoor                                 | mm           | 570x568x129              | 570x568x129              |  |
| (W*H*D)                  | Outdoor                                | mm           | 770x540x245              | 770x540x245              |  |
| Net Weight               | Indoor                                 | kg (lbs)     | 12 (26)                  | 12 (26)                  |  |
|                          | Outdoor                                | kg (lbs)     | 31 (68)                  | 31 (68)                  |  |

Note: Due to our policy of innovation some specifications may be changed without notification. Note: \* indicates color of panel (M: Metal, R: Mirror, B: Blue)







ART COOL

#### WALL MOUNTED TYPE

The most comfortable airflow for the human body can be found in nature. After countless analysis, LG has applied the scientific Chaos theory to its Air Conditioning range, which effectively produces a natural, fresh breeze. The Chaos theory is a technology that recreates the flow of natural air by controlling the angle speed of the movement of the air vane. Chaos Swing technology also minimizes the temperature difference between high and low places in the room, creating a more comfortable and cooler environment.

# 

#### WALL MOUNTED TYPE

#### **Anti Corrosion Gold Fin™**

LG's Gold Fin is an anti corrosion coating on the surface of the heat exchanger. This ensures that the surface is more resistant to corrosion and increases the durability to help the exchanger perform like new for a much longer period.



[Test Standard : ASTM B-117, KS D9502]



#### **Auto Clean**

A main cause of air conditioner odors is mould and bacteria that breed in the heat exchanger. The Auto Clean function dries the wet heat exchanger to help prevent mould and bacteria from breeding thus significantly reducing the old rag smell and saves you from frequent cleaning.

#### Conventional



**LG Auto Clean** 





#### 1 STEP

Dries the evaporator with gentle low noise air from the fan by removing any remaining moisture.

Pressing the Auto Clean button will activate the automatic cleaning function after the cooling operation.



#### 2 STEP

Removes moulds through the Neo Plasma system.

Only the fan will operate to dry the inner part of the air conditioner in just 30 minutes.









#### **COMFORTABLE AIR FLOW**

#### **Quiet Operation**

The indoor unit has a quiet operational noise of 20 dB(A) in the sleep mode to offer you peace and quiet for the bedroom or office. In addition, the outdoor units have significantly reduced vibration and noise thanks to a super quiet fan and motor and an innovative anti noise mechanism.



55 dB(A) 50 dB(A) 40 dB(A) 20 dB(A) office conversation library empty

#### 1. Less noise with a three-layer, anti-noise mechanism

The anti noise mechanism blocks the noise from the fan and motor.

#### 2. No-grille front panel

The full face panel reduces noise from the evaporator.

#### 3. Conveniently attaches to the wall

The double-tubing cover addresses space problems between the wall and the air conditioner.

#### **Easy Quick Clean System**

LG Split Systems are designed with simple cleaning in mind. The grille is completely detachable and access is made simple with the upward opening cover panel.

#### 1 STEP Ez-Detachable Grille



All that needs to be cleaned can be removed. Now, it is much easier to clean your air conditioner.

#### 2 STEP Ez-Cleaning Filter



Filters must be kept clean at all times to ensure optimum operation but previously were difficult to open and clean. The LG Ez-Cleaning Filter is designed for easy handling and cleaning.

#### **3 STEP** Auto Clean Operation



Moisture in the evaporator can increase the presence of germs and fungi.

The Auto Clean Operation can reduce moisture for a fresh, soft, and dry condition.

#### Healthy **Dehumidification**

Dehumidification mode reduces uncomfortable humidity from the room without over cooling.

#### **Indoor Temperature Distribution Chart**



Conventional Since the surrounding temperature is measured after the air from the unit is widely distributed, an accurate assessment of the air is not possible.

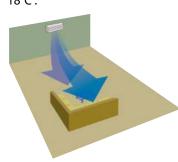


#### **LG Healthy Dehumidification**

By increasing the Vane Angle, a better assessment of the actual temperature is possible to prevent over cooling.

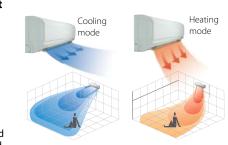
#### Jet Cool™

The Jet cool function allows quick cooling. In this mode, strong, cool air is blown at high speed for 30 minutes, until the room temperature reaches 18°C.



#### **Optimized Cooling & Heating Air Flow**

The air vanes will be adjusted according to the mode of operation. In heating mode air will be distributed at a lower angle due to hot air rising.



reach your desired temperatures even

Improved value of Cooling Mode

Improved value of Heating Mode

#### **Chaos Swing**

The most comfortable airflow for the human body can be found in nature. After analysis, LG has applied the scientific Chaos theory to its air conditioners to effectively reproduce a natural breeze.

The Chaos technology recreates the flow of natural air by controlling the angle speed and movement of the air vane. It also minimizes the temperature difference between high and low areas in the room, creating a more comfortably conditioned environment.

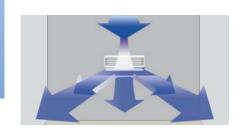
#### **Even & Fast Air flow** LG Electronics' air conditioner improves the difference between high and low indoor temperatures. It allows you to

wider than that of the existing Chaos swing, thus minimizing the difference in indoor temperatures and allowing air in every corner of the room.



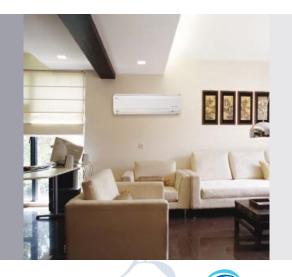
#### 4 Way Auto Swing

Most LG air conditioners automatically distribute the air 4-ways to eliminate hot and cold patches to keep the room at a more constant temperature.





LG Air Conditioners 24



# **S09AW** NEO / **S12AW** NEO **S18AW** N50



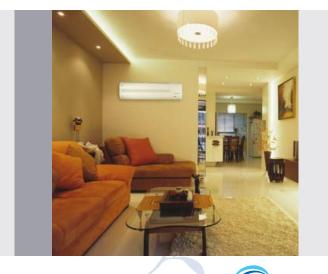
- NEO-Plasma Air Purifying System Anti Corrosion Gold Fin Auto Cleaning
- Auto Changeover Jet Cool/Jet Heat Natural Wind By CHAOS Swing
- Auto Restart Wireless Remote Controller (Luminous) Sleep Mode Auto Operation
- Quiet Operation Healthy Dehumidification One-Touch Air Filter (Anti-Bacteria)
- 24-Hour ON/OFF Setting Timer Hot Start











#### **S12AM** N41G



- NEO-Plasma Air Purifying System Anti Corrosion Gold Fin Auto Cleaning
- Auto Changeover Jet Cool/Jet Heat Natural Wind By CHAOS Swing
- 4-Way Auto Swing Auto Restart Wireless Remote Controller (Luminous)
- Sleep Mode Auto Operation Quiet Operation Healthy Dehumidification
- One-Touch Air Filter (Anti-Bacteria) 24-Hour ON/OFF Setting Timer Hot Start















S18AW

#### Specification

| Model                    | INDOOR UNIT<br>OUTDOOR UNIT  | S09AW NEO<br>S09AW UEO | S12AW NEO<br>S12AW UEO | S18AW N50<br>S18AW U50 |
|--------------------------|------------------------------|------------------------|------------------------|------------------------|
| <b>Cooling Capacity</b>  | w                            | 2,630                  | 3,510                  | 5,280                  |
| <b>Heating Capacity</b>  | W                            | 3,600                  | 4,570                  | 6,070                  |
| Input                    | Cooling                      | 650                    | 1090                   | 1600                   |
|                          | Heating W                    | 870                    | 1260                   | 1680                   |
| Running Current          | Cooling                      | 3.0                    | 4.8                    | 7.5                    |
|                          | Heating A                    | 4.0                    | 5.7                    | 8.5                    |
| Power Supply             | ø,V, Hz                      | 1,220-240,50           | 1,220-240,50           | 1,220-240,50           |
| E.E.R                    | Cooling W/W                  | 4.05                   | 3.23                   | 3.30                   |
| C.O.P                    | Heating W/W                  | 4.14                   | 3.63                   | 3.61                   |
| <b>ENERGY Efficiency</b> | Class Cooling/Heating        | A/A                    | A/A                    | A/A                    |
| Noise Level              | Indoor (H/M/L/Sleep) dB(A)±3 | 31/27/22/20            | 37/27/22/20            | 42/39/36               |
| (SoundPress,1m)          | Outdoor, Max dB(A)±3         | 45                     | 45                     | 55                     |
| Air Flow                 | Indoor, Max m³/min (CFM)     | 8.5 (300)              | 9.5 (335)              | 13 (459)               |
|                          | Outdoor, Max m³/min (CFM)    | 29 (1024)              | 29 (1024)              | 42 (1483)              |
| Dehumidification R       | ate I/h                      | 0.6                    | 1.3                    | 2.1                    |
| Refrigerant charge       | (R410a) g                    | 1000                   | 1000                   | 1200                   |
| SVC Valve                | Liquid mm (inch)             | 6.35 (1/4)             | 6.35 (1/4)             | 6.35 (1/4)             |
| Connections              | Gas mm (inch)                | 9.52 (3/8)             | 9.52 (3/8)             | 12.7 (1/2)             |
| Dimensions               | Indoor mm                    | 895x282x165            | 895x282x165            | 1090x300x178           |
| (W*H*D)                  | Outdoor mm                   | 770x545x245            | 770x545x245            | 870x655x320            |
| Net Weight               | Indoor kg (lbs)              | 8 (17.6)               | 8 (17.6)               | 13 (29)                |
|                          | Outdoor kg (lbs)             | 32 (71)                | 32 (71)                | 64 (141)               |

Note: Due to our policy of innovation some specifications may be changed without notification.





S12AM

#### Specification

| Model                    | INDOOR UNIT<br>OUTDOOR UNIT |          | S12AM N41G<br>S12AM U41G |
|--------------------------|-----------------------------|----------|--------------------------|
| Cooling Capacity         |                             | W        | 3,520                    |
| Heating Capacity         |                             | W        | 4,000                    |
| Input                    | Cooling                     | W        | 1090                     |
|                          | Heating                     | W        | 1,170                    |
| Running Current          | Cooling                     | A        | 5.0                      |
|                          | Heating                     | A        | 5.3                      |
| Power Supply             |                             | ø,V, Hz  | 1,220-240,50             |
| E.E.R                    | Cooling                     | W/W      | 3.23                     |
| C.O.P                    | Heating                     | W/W      | 3.42                     |
| <b>ENERGY Efficiency</b> | Class Cooling/              | Heating  | A/B                      |
| Noise Level              | Indoor (H/M/L/Sleep)        | dB(A)±3  | 38/30/25/22              |
| (SoundPress,1m)          | Outdoor, Max                | dB(A)±3  | 45                       |
| Air Flow                 | Indoor, Max m³/m            | in (CFM) | 10.8 (381)               |
|                          | Outdoor, Max m³/m           | in (CFM) | 26 (918)                 |
| Dehumidification R       | Rate                        | I/h      | 1.5                      |
| Refrigerant charge       | (R410a)                     | g        | 940                      |
| SVC Valve                | Liquid m                    | m (inch) | 6.35 (1/4)               |
| Connections              | Gas m                       | m (inch) | 9.52 (3/8)               |
| Dimensions               | Indoor                      | mm       | 840x270x153              |
| (W*H*D)                  | Outdoor                     | mm       | 770x545x245              |
| Net Weight               | Indoor                      | kg (lbs) | 9 (20)                   |
|                          | Outdoor                     | kg (lbs) | 38 (83.8)                |

Note: Due to our policy of innovation some specifications may be changed without notification.



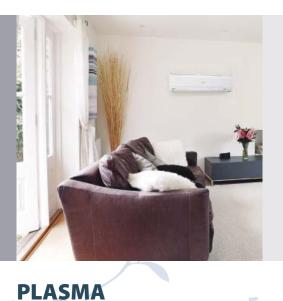
2.6~3.5kW





2.6~3.5kW

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#### ES-H0964DM0 / ES-H1264DM0 / ES-H1865DM0 ES-H2465DM0

- NEO-Plasma Air Purifying System Anti Corrosion Gold Fin
- Natural Wind By CHAOS Swing Wireless Remote Controller
- Sleep Mode Auto Operation Healthy Dehumidification
- 24Hour ON/OFF Setting Timer Self Diagnosis 4-way Auto Swing
- Deodorizer
   Hot Start















ES-H0964DM0 / ES-H1264DM0 / ES-H1865DM0 / ES-H2465DM0

#### Specification

| Model                    | INDOOR UNIT<br>OUTDOOR UNIT |                   | ES-H0964DM0  | ES-H1264DM0  | ES-H1865DM0  | ES-H2465DM0  |
|--------------------------|-----------------------------|-------------------|--------------|--------------|--------------|--------------|
| <b>Cooling Capacity</b>  |                             | W                 | 2,760        | 3,520        | 5,340        | 7,000        |
| <b>Heating Capacity</b>  |                             | w                 | 2,810        | 3,670        | 5,570        | 7,500        |
| Input                    | Cooling                     | W                 | 880          | 1150         | 1760         | 2550         |
|                          | Heating                     | W                 | 850          | 1180         | 1760         | 2380         |
| Running Current          | Cooling                     | A                 | 3.9          | 5.2          | 7.9          | 11.3         |
|                          | Heating                     | A                 | 3.8          | 5.3          | 7.9          | 10.8         |
| Power Supply             |                             | ø,V, Hz           | 1,220-240,50 | 1,220-240,50 | 1,220-240,50 | 1,220-240,50 |
| E.E.R                    | Cooling                     | W/W               | 3.13         | 3.06         | 3.03         | 2.74         |
| C.O.P                    | Heating                     | W/W               | 3.31         | 3.11         | 3.16         | 3.15         |
| <b>ENERGY Efficiency</b> | Class                       | Cooling/Heating   | B/C          | B/D          | B/D          | D/D          |
| Noise Level              | Indoor                      | dB(A)±3           | 26           | 32           | 34           | 37           |
| (SoundPress,1m)          | Outdoor                     | dB(A)±3           | 46           | 47           | 54           | 55           |
| Air Flow                 | Indoor, Max                 | m <sup>3</sup> /h | 400          | 510          | 800          | 870          |
|                          | Outdoor, Max                | m <sup>3</sup> /h | 1500         | 1500         | 2520         | 2520         |
| Dehumidification R       | ate                         | I/h               | 1.0          | 1.5          | 2.5          | 3.2          |
| Refrigerant charge       | (R410a)                     | g                 | 650          | 940          | 980          | 1530         |
| SVC Valve                | Liquid                      | mm (inch)         | 6.35 (1/4)   | 6.35 (1/4)   | 6.35 (1/4)   | 9.52 (3/8)   |
| connections              | Gas                         | mm (inch)         | 9.52 (3/8)   | 9.52 (3/8)   | 12.7 (1/2)   | 15.88 (5/8)  |
| Dimensions               | Indoor                      | mm                | 840x270x153  | 840x270x153  | 1090x300x178 | 1090x300x178 |
| (W*H*D)                  | Outdoor                     | mm                | 575x540x262  | 770x540x245  | 870x655x320  | 870x655x320  |
| Net Weight               | Indoor                      | kg                | 7.4          | 7.4          | 11.6         | 11.6         |
|                          | Outdoor                     | kg                | 29           | 36           | 59           | 62           |

 $Note: Due \ to \ our \ policy \ of \ innovation \ some \ specifications \ may \ be \ changed \ without \ notification.$ 



#### ES-H1264EB1 / ES-H1865EB1

- Anti Corrosion Gold Fin Natural Wind By CHAOS Swing
- Wireless Remote Controller Sleep Mode Auto Operation
- Healthy Dehumidification 24Hour ON/OFF Setting Timer
- Self Diagnosis 4-way Auto Swing Deodorizer Hot Start









#### **FOUR SEASONS - 2007 New model**

Improved heating capacity!





ES-H1264EB1 / ES-H1865EB1

| Model                   | INDOOR UNIT<br>OUTDOOR UNIT            |                   | ES-H1264EB1  | ES-H1865EB1  |
|-------------------------|--|-------------------|--------------|--------------|
| <b>Cooling Capacity</b> |  | W                 | 3,519        | 5,279        |
| Heating Capacity        |  | w                 | 3,812        | 5,865        |
| Input                   | Cooling                                | W                 | 1150         | 1780         |
|                         | Heating                                | W                 | 1170         | 1830         |
| Running Current         | Cooling                                | A                 | 5.2          | n/a          |
|                         | Heating                                | A                 | 5.3          | n/a          |
| Power Supply            |  | ø,V, Hz           | 1,220-240,50 | 1,220-240,50 |
| E.E.R                   | Cooling                                | W/W               | 3.43         | 3.41         |
| C.O.P                   | Heating                                | W/W               | 3.26         | 3.21         |
| ENERGY Efficiency C     | NERGY Efficiency Class Cooling/Heating |                   | A/C          | A/C          |
| Noise Level             | Indoor                                 | dB(A)±3           | 32           | 34           |
| (SoundPress,1m)         | Outdoor                                | dB(A)±3           | 47           | 54           |
| Air Flow                | Indoor, Max                            | m <sup>3</sup> /h | 520          | 720          |
|                         | Outdoor, Max                           | m <sup>3</sup> /h | 1500         | 2520         |
| Dehumidification Ra     | ate                                    | I/h               | 1.5          | 2.5          |
| Refrigerant charge (    | (R410a)                                | g                 | 940          | 980          |
| SVC Valve               | Liquid                                 | mm (inch)         | 6.35 (1/4)   | 6.35 (1/4)   |
| connections             | Gas                                    | mm (inch)         | 9.52 (3/8)   | 12.7 (1/2)   |
| Dimensions              | Indoor                                 | mm                | 840x270x155  | 1082x297x195 |
| (W*H*D)                 | Outdoor                                | mm                | 770x540x245  | 870x655x320  |
| Net Weight              | Indoor                                 | kg                | 7.4          | 11.6         |
|                         | Outdoor                                | kg                | 38           | 59           |

 $Note: Due \ to \ our \ policy \ of \ innovation \ some \ specifications \ may \ be \ changed \ without \ notification.$ 

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#### ES-H0964DA0 / ES-H1264DA0 / ES-H1865DA0 ES-H2465DA0

- Anti Corrosion Gold Fin Natural Wind By CHAOS Swing
- Wireless Remote Controller Sleep Mode Auto Operation
- Healthy Dehumidification 2-way Auto Swing 24Hour ON/OFF Setting Timer
- Self Diagnosis Deodorizer Hot Start













ES-H0964DA0 / ES-H1264DA0 / ES-H1865DA0 / ES-H2465DA0

#### Specification

**BIO** 

| Model                    | INDOOR UNIT<br>OUTDOOR UNIT |                   | ES-H0964DA0  | ES-H1264DA0  | ES-H1865DA0  | ES-H2465DA0  |
|--------------------------|-----------------------------|-------------------|--------------|--------------|--------------|--------------|
| <b>Cooling Capacity</b>  |                             | w                 | 2,640        | 3,520        | 5,280        | 7,040        |
| <b>Heating Capacity</b>  |                             | w                 | 2,730        | 3,670        | 5,570        | 7,040        |
| Input                    | Cooling                     | w                 | 910          | 1170         | 1800         | 2700         |
|                          | Heating                     | W                 | 870          | 1190         | 1780         | 2610         |
| Running Current          | Cooling                     | A                 | 4.0          | 5.3          | 8.1          | 12.6         |
|                          | Heating                     | A                 | 3.8          | 4.9          | 8.1          | 12.2         |
| Power Supply             |                             | ø,V, Hz           | 1,220-240,50 | 1,220-240,50 | 1,220-240,50 | 1,220-240,50 |
| E.E.R                    | Cooling                     | W/W               | 2.90         | 3.00         | 2.93         | 2.61         |
| C.O.P                    | Heating                     | W/W               | 3.20         | 3.36         | 3.12         | 2.7          |
| <b>ENERGY Efficiency</b> | Class                       | Cooling/Heating   | C/C          | B/B          | C/D          | D/E          |
| Noise Level              | Indoor                      | dB(A)±3           | 31           | 31           | 35           | 39           |
| (SoundPress,1m)          | Outdoor                     | dB(A)±3           | 46           | 47           | 54           | 55           |
| Air Flow                 | Indoor, Max                 | m <sup>3</sup> /h | 400          | 520          | 720          | 940          |
|                          | Outdoor, Max                | m <sup>3</sup> /h | 1500         | 1500         | 2520         | 2520         |
| Dehumidification R       | ate                         | I/h               | 1.0          | 1.5          | 2.5          | 2.7          |
| Refrigerant charge       | (R410a)                     | g                 | 650          | 940          | 980          | 1530         |
| SVC Valve                | Liquid                      | mm (inch)         | 6.35 (1/4)   | 6.35 (1/4)   | 6.35 (1/4)   | 9.52 (3/8)   |
| connections              | Gas                         | mm (inch)         | 9.52 (3/8)   | 9.52 (3/8)   | 12.7 (1/2)   | 15.88 (5/8)  |
| Dimensions               | Indoor                      | mm                | 802x262x165  | 888x287x170  | 1080x314x182 | 1080x314x184 |
| (W*H*D)                  | Outdoor                     | mm                | 575x540x262  | 770x540x245  | 870x655x320  | 870x655x320  |
| Net Weight               | Indoor                      | kg                | 6.2          | 8.7          | 12.0         | 12.0         |
|                          | Outdoor                     | kg                | 28           | 35           | 50.5         | 62           |

 $Note: Due \ to \ our \ policy \ of \ innovation \ some \ specifications \ may \ be \ changed \ without \ notification.$ 



#### ES-H096JLA0 / ES-H126LLA0 / ES-H186KLA0 ES-H246KLA0

- Anti Corrosion Gold Fin Natural Wind By CHAOS Swing
- Wireless Remote Controller Sleep Mode Auto Operation
- Healthy Dehumidification 2-way Auto Swing 24Hour ON/OFF Setting Timer
- Self Diagnosis Hot Start











ES-H096JLA0 / ES-H126LLA0 / ES-H186KLA0 / ES-H246KLA0

**ECO** 

| Model              | INDOOR UNIT<br>OUTDOOR UNIT |                   | ES-H096JLA0  | ES-H126LLA0  | ES-H186KLA0  | ES-H246KLA0  |
|--------------------|-----------------------------|-------------------|--------------|--------------|--------------|--------------|
| Cooling Capacity   | ·                           | w                 | 2,640        | 3,520        | 5,280        | 7,040        |
| Heating Capacity   |                             | w                 | 2,730        | 3,670        | 5,570        | 7,040        |
| nput               | Cooling                     | W                 | 910          | 1170         | 1800         | 2700         |
|                    | Heating                     | W                 | 870          | 1190         | 1780         | 2610         |
| unning Current     | Cooling                     | A                 | 4.0          | 5.3          | 8.1          | 12.6         |
|                    | Heating                     | A                 | 3.8          | 4.9          | 8.1          | 12.2         |
| ower Supply        |                             | ø,V, Hz           | 1,220-240,50 | 1,220-240,50 | 1,220-240,50 | 1,220-240,50 |
| .E.R               | Cooling                     | W/W               | 2.90         | 3.00         | 2.93         | 2.61         |
| .О.Р               | Heating                     | W/W               | 3.20         | 3.36         | 3.12         | 2.7          |
| NERGY Efficiency ( | Class                       | Cooling/Heating   | C/C          | B/B          | C/D          | D/E          |
| loise Level        | Indoor                      | dB(A)±3           | 31           | 31           | 35           | 39           |
| SoundPress,1m)     | Outdoor                     | dB(A)±3           | 46           | 47           | 54           | 55           |
| ir Flow            | Indoor, Max                 | m <sup>3</sup> /h | 400          | 520          | 720          | 940          |
|                    | Outdoor, Max                | m <sup>3</sup> /h | 1500         | 1500         | 2520         | 2520         |
| ehumidification R  | ate                         | I/h               | 1.0          | 1.5          | 2.5          | 2.7          |
| efrigerant charge  | (R410a)                     | g                 | 650          | 940          | 980          | 1530         |
| VC Valve           | Liquid                      | mm (inch)         | 6.35 (1/4)   | 6.35 (1/4)   | 6.35 (1/4)   | 9.52 (3/8)   |
| onnections         | Gas                         | mm (inch)         | 9.52 (3/8)   | 9.52 (3/8)   | 12.7 (1/2)   | 15.88 (5/8)  |
| imensions          | Indoor                      | mm                | 802x262x165  | 888x287x170  | 1080x314x182 | 1080x314x184 |
| W*H*D)             | Outdoor                     | mm                | 575x540x262  | 770x540x245  | 870x655x320  | 870x655x320  |
| et Weight          | Indoor                      | kg                | 6.2          | 8.7          | 12.0         | 12.0         |
|                    | Outdoor                     | kg                | 28           | 35           | 50.5         | 62           |

Note: Due to our policy of innovation some specifications may be changed without notification.

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