

Air Purifier

HITACHI
Inspire the Next



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AUTHENTICALLY
Japan Made

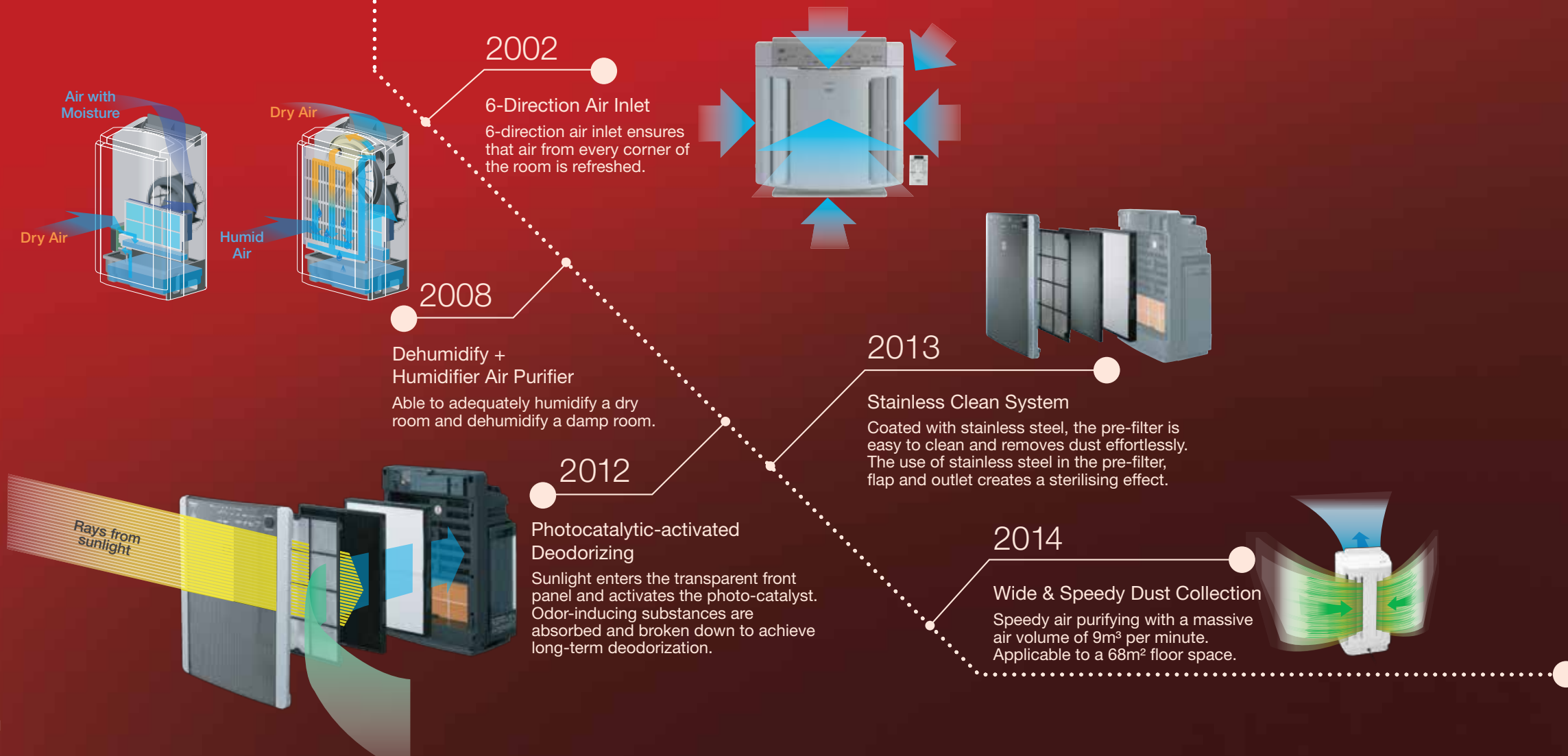
The Hitachi Story

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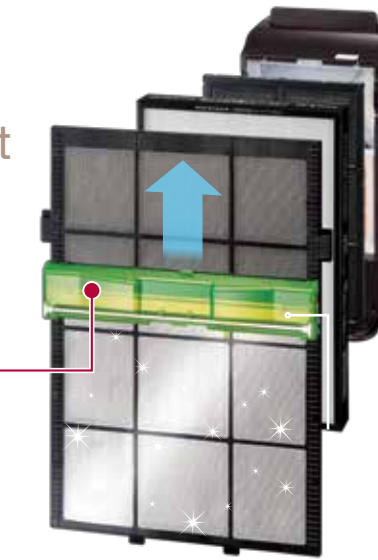
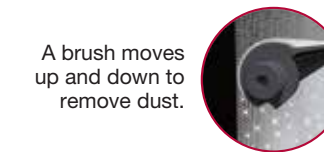
The Hitachi Story

True to its hallmark history and philosophy of innovation, Hitachi's Air Purification System spells 'leading-edge' inside out. From its impressive 6-direction air inlet in 2002 to its breakthrough photocatalytic-activated deodorizing, and its easy-maintenance Stainless Clean technology, everything has been geared towards exemplary performance. With the introduction of Auto Self Clean – Auto Filter Cleaning Robot, maintenance is made even easier with a pre-filter that is automatically cleaned before dust can accumulate. A breath of fresh air, from a company steeped in creating breakthrough technology. Hitachi Social Innovation, it's our legacy for generations to come.



Auto Self Clean – Auto Filter Cleaning Robot

The pre-filter is automatically cleaned before dust accumulates for easier maintenance.



Allergen-free HEPA & Washable Deodorizing Filter

Ready to remove a variety of dirt and odors from the air, including fine dust and allergens.



Wide & Speedy Dust Collection

Speedy air purifying with massive volume of 11m³ per minute. Applicable to a 79m² floor space.



PM 2.5*1	Free-floating viruses*2	Free-floating bacteria*2	Cedar pollen*3
Ragweed pollen*3	Birch pollen*3	Dust mite excreta*3	Cat dandruff*3
Ammonia*2 (pet odors, etc.)	Trimethylamine*3 (rotten fish odors, etc.)	Acetaldehyde*2 (tobacco odors, etc.)	Isovaleraldehyde*2 (barbecued/broiled meat odors, etc.)
Acetic acid*2 (pickled vegetable odors, etc.)	Isovaleric acid*2 (body odor, room-dried clothes odor, etc.)	Hydrogen sulfide*4 (drain/toilet odors)	Methylmercaptan*4 (rotten vegetable odors)

*1 Effect in a 32m³ enclosed space

*2 Effect in a 25m³ enclosed space

*3 Suppression effect on cedar, ragweed and birch pollen, dust mite excreta, cat dandruff and other substances containing allergens

*4 Test results in a 1m³ test chamber

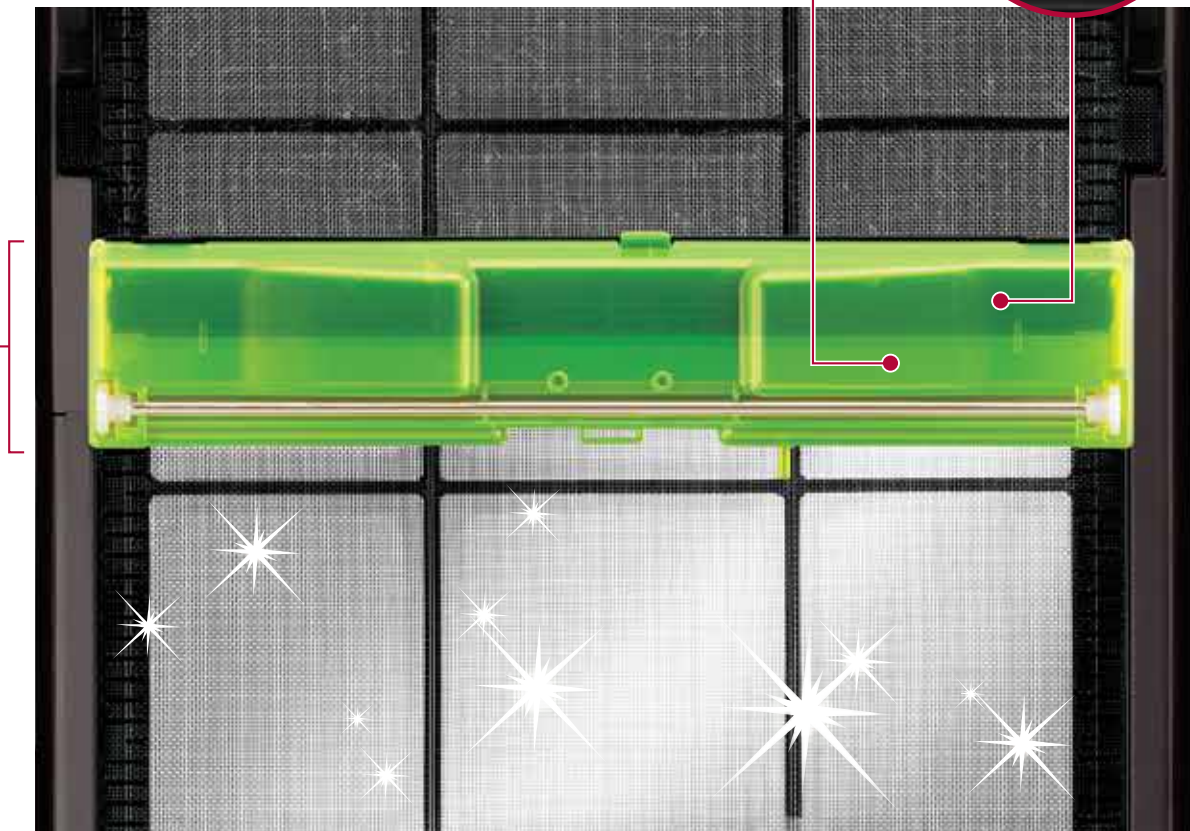
Easy Maintenance & Cleaning

Auto Self Clean – Auto Filter Cleaning Robot

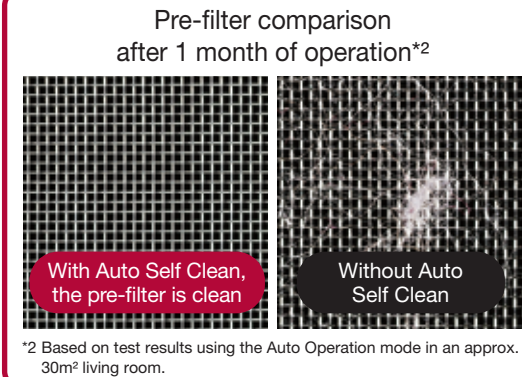
When the Auto Self Clean unit operates, it moves up and down while brushing the pre-filter to remove dust, which is then collected in the dust box.

Auto Self Clean Unit

- At the time of shipment, the Auto Self Clean function is switched off
- The Auto Self Clean unit is mounted on the rear panel of the air purifier
- Operates once after every 48 hours (cumulative) of air purifier operation



*1 Testing authority: Boken Quality Evaluation Institute. Test methods: JIS Z 2801 antimicrobial test (film adhesion test). Target: adhesive bacteria. Antibacterial method: antibacterial components in resin. Test results: antibacterial activity value of 2.0 or higher (An antibacterial activity value of 2.0 or higher indicates an antibacterial effect).



*2 Based on test results using the Auto Operation mode in an approx. 30m² living room.



You can also start automatic self cleaning as desired by pressing the Auto Self Clean button.

Easy maintenance

As a rule, empty the dust box about once a year*

When the dust box becomes full of dust, an indication* lets you know it is time to empty it. The box needs to be emptied about once a year, so it is not troublesome.



*3 Based on the results of dust accumulation tests (assuming collection of approx. 0.2g of dust/month in an approx. 20m² room. In-house investigation.) The amount of dust differs depending on the environment in which the unit is used. Please regularly check the dust box and empty it when necessary.

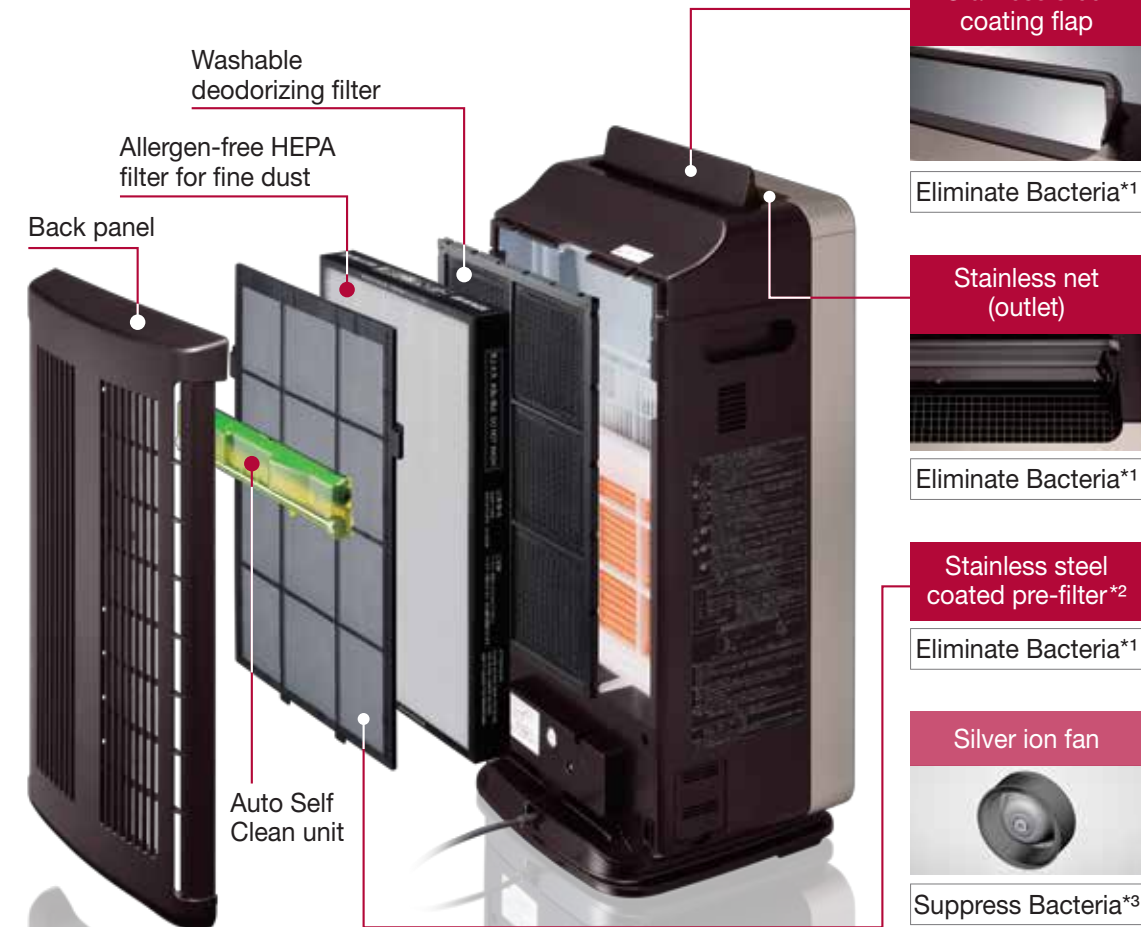
*4 The indication is a rough guide.

Even when the pre-filter is automatically cleaned, depending on conditions of use and the environment, there may be dirt that cannot be removed from the filter. If you are concerned about greasy dirt or other kinds of stubborn dirt, please regularly remove the filter and clean it.

Easy Maintenance & Hygienic

Stainless Clean System

Stainless steel anti-bacterial effect keeps it hygienic. The stainless steel used in the pre-filter, flap and net outlet help eliminate bacteria.



*1 Not all of the bacteria in the air released by the air purifier are eliminated. Antibacterial effect of the (1) stainless pre-filter, (2) stainless flap, and (3) stainless net (outlet) • Testing authority: (1) and (2) Boken Quality Evaluation Institute, (3) Kitasato Research Center for Environmental Science • Test method: JIS Z 2801 (film contact method) • Test item: Attached bacteria • Sterilization method: Using the metal ion contained in stainless steel • Test results: 99% of bacteria eliminated after 24 hours.

*2 Stainless-steel coating.

*3 There is no anti-bacterial effect in the air released by the air purifier. Anti-bacterial effect of the silver ion fan • Testing authority: Boken Quality Evaluation Institute • Test method: JIS Z 2801 (film contact method) • Test item: Attached bacteria • Anti-bacterial method: Anti-bacterial components included into the silver ion fan • Test results: Anti-bacterial activity value 5.1 (anti-bacterial effect is present when the activity value is more than 2.0).

User-friendly

Glass panel

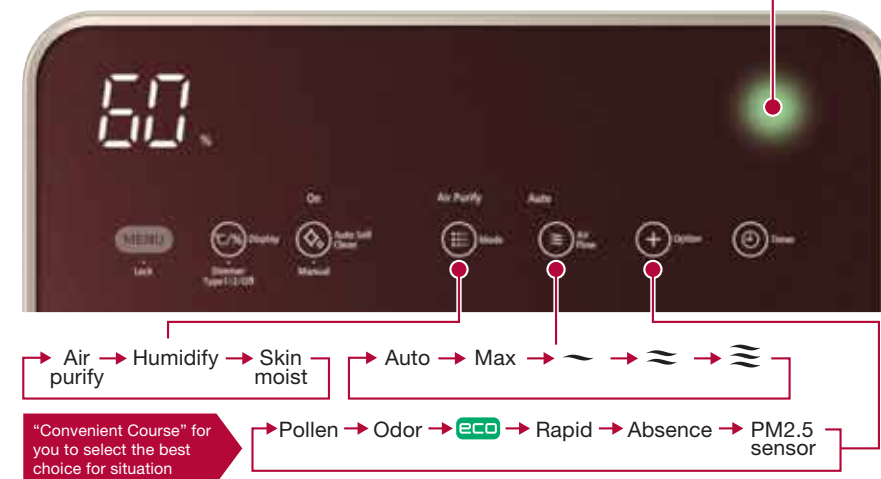
Flat front glass panel is easy to clean – simply wipe off dirt. Reinforced glass is also scratch-resistant. Color does not fade and matches home interiors.



Touch panel operation

Touch panel has been incorporated on front glass panel.

Clean monitor changes its color to notify status. Blinks when PM2.5 sensor is activated.



Slim design

Sleek, slim design of this large capacity unit occupies less space and is an ideal match for modern interiors.



Deodorizing

Washable deodorizing filter Replacement not necessary for approx. 10 years*1

Filter can be washed with water to restore deodorizing power*2. This helps to reduce four major types of odor bases: nitrogen, aldehyde, acid and sulphur components.

How deodorizing power is restored

Activated carbon Micropore Odor component

Odor components are absorbed in the micropores of the activated carbon. As odor components accumulate, deodorizing power decreases.

Soak the washable deodorizing filter in water and odor components dissolve in the water.

Deodorizing power is restored to enable absorption of odor components once again.

Washable deodorizing filter

Can be washed with water

*1 In accordance with the JEM1467 standard of the Japan Electrical Manufacturers' Association. The number of years after which the odor elimination rate decreased by half with 5 cigarettes smoked per day. Maintenance or replacement may be required depending on conditions of use and the type and strength of odors.

*2 Depending on the odor, washing with water may not eliminate it. Restoration of deodorizing performance by washing with water gradually declines.

<p>Nitrogen-based</p> Ammonia (Pet odors, etc.) Trimethylamine (Foul fish odors, etc.)	<p>Aldehyde-based</p> Acetaldehyde (Cigarette odors, etc.) Isovaleraldehyde (Odors of grilled meat, etc.)	<p>Acid-based</p> Acetic acid (Cooking odors including pickling odors) Isovaleric acid (Body odors, odor of laundry drying indoors, etc.)
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Results of odor elimination tests in a 25m³ test space using single odor components. Odor elimination performance differs under conditions of actual use in a room. Tests performed by Hitachi.

Sulphur-based Hydrogen sulfide (Odors from drain outlet and toilets) Methylmercaptan (Odors from rotten vegetables)

Results of deodorizing performance tests performed in a 1m³ test space with single odor components. Deodorizing performance differs depending on the space where the unit is actually used. Testing authority: Japan Food Research Laboratories

Dust Collection Performance

Allergen-free HEPA for fine dust

Effectively captures fine particles

Multi-layered structure of Allergen-Free HEPA Filter for fine dust effectively catches fine particles including dust, cedar pollen and airborne mold. It also suppresses the PM2.5.

HEPA Filter collects **99.97%** or more dust containing fine particles of 0.3µm at a rated air flow

Based on performance of a single HEPA filter complying with the JIS Z 8122. Overall room dust removal performance may differ.

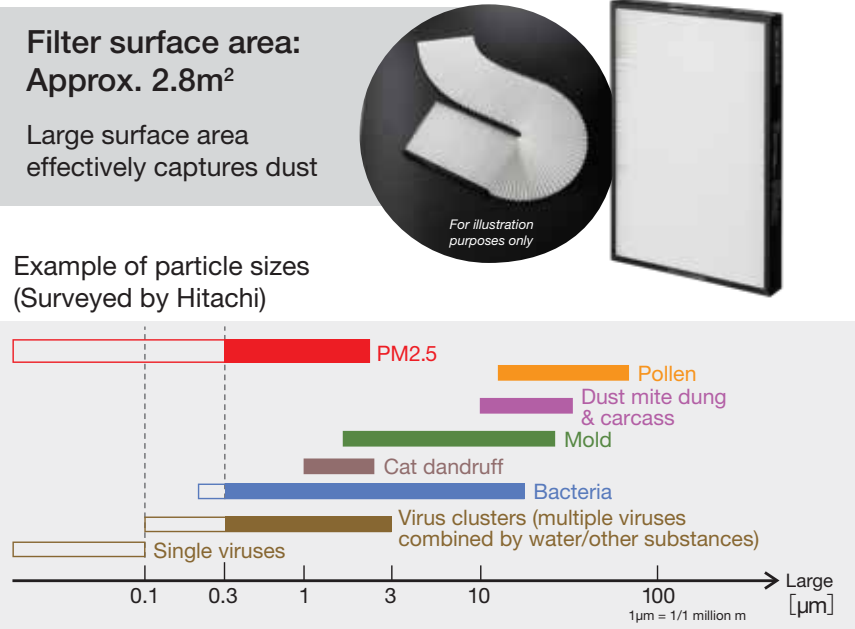
Suppresses activity of captured allergen substances

The allergen-free components of the HEPA Filter for fine dust suppress the activity of cedar, birch & ragweed pollen, dust mite dung & cat dandruff that have been captured.

• Testing authority: Nichinichi Pharmaceutical Co., Ltd • Test method: ELISA • Suppression method: Application of anti-allergen agent to filter • Test results: Cedar pollen 96 % suppression, birch pollen 90%, ragweed pollen 96%, American dust mite dung 93%, European dust mite dung 91%, and cat dandruff 85%. Value in percentage calculated by Hitachi

Air Purifier suppresses airborne viruses and bacteria*3

This is the effect on airborne viruses and bacteria after 13 minutes in a 25m³ test space, not the proven effect in a space where the filter is actually used. Effects may differ according to conditions and method of use. Tests performed conform to the Japan Electrical Manufacturers' Association standard (HD-124). *3 Virus/ bacteria suppression effect • Testing authority: Kitasato Research Center for Environmental Science • Test method: Performance evaluation test conforming to the Japan Electrical Manufacturers' Association standard (HD-124) conducted in a 25m³ test space. Same test applied for bacterial suppression effect • Test item: 1 type of airborne virus/1 type of airborne bacterium • Test results: 99% or more suppressed in 13min • Model used: EP-L110E (with max air flow).



Wide and speedy dust collection

Applicable to a 79m² floor space. Rapidly collects dust in just 6 minutes in a 13m² room.

Increased air intake surface area achieved on the back lateral sides. By widely collecting dust from both sides, a 13m² room can be quickly purified in a mere 6 minutes.

Dust collection capacity applicable to a floor space of up to **79m²**

Cleans a **13m²** room in just **6 minutes**

Time taken to clean

Displays time taken for dirt (powdered dust) of standard thickness to reach a level lower than the standard amount of such powdered dust in a room of approx. 13m².

Speedy air purifying with a massive air volume of **11m³** per min.

Wide range air intake

Mechanism for wide & speedy dust collection

Massive air volume air pathway

New motor with compact, high-efficiency fan produces massive air flow

PM2.5 sensor detects fine particles, cleans them up with max air flow

Purifies PM2.5 particles with a massive air volume – much quicker than the normal automatic air purification mode

Switches to high-sensitive detection mode and purifies fine dust with max air flow operation.*1 HEPA filters enable the collection of fine particles*2 of 0.1µm and larger (0.5µm or larger with the dust sensor detection). Continues super-sensitive patrol operation even after cleaning the air.

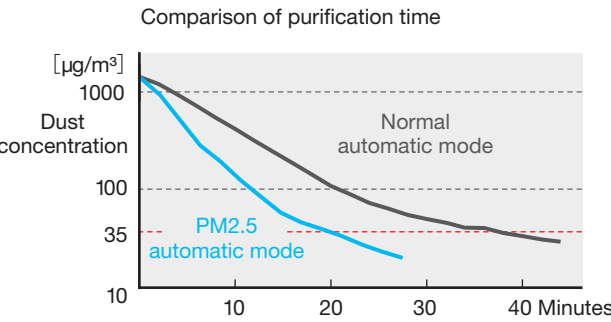
*1 Comparison with normal automatic air purification mode. Time required for reducing an initial concentration of approx. 1,000 µg/m³ to 35 µg/m³. Normal automatic air purification mode: 38 min, PM2.5 sensing automatic operation mode: 20 min. Surveyed by Hitachi.

*2 Cigarette smoke.

99% of 0.1 to 2.5µm particles caught*3 — ready to remove PM2.5 particles

New particles entering from outside during ventilation or by other means are not considered here.

PM2.5 is a collective term for particulate matter of 2.5µm or less in diameter. Removal of particulate matter less than 0.1µm has not been verified. Further, not all harmful substances in the air can be removed. Results were obtained in a sealed 32m³ space and not in an actual living space.



*3 Odor sensor does not activate during the PM2.5 sensing mode

Operation mode automatically changes according to fine particle concentration



Low operating sound and energy-saving

Special emphasis has been placed on reducing noise during operation and lowering electricity cost

Low noise operation

20 dB	Sound of leaves rustling on a tree	30 dB	Pendulum of a wall clock
40 dB	Inside a library	50 dB	Inside a regular office

	Silent	Medium	High	Max
EP-L110E	14dB	25dB	32dB	55dB

eco operation cuts energy consumption by up to 14%*1 compared to normal automatic operation

When the air is clean or the level of humidity is suitable, the fan automatically pauses and resumes operation every hour.

*1 Energy consumption compared between automatic operation and ECO operation in air purifying mode. Automatic operation: 6.8Wh, ECO operation: 5.6Wh. Tested by Hitachi. Reduction rate of power consumption varies depending on how dirty the air is. Reaction toward dealing with dirty air and corresponding to humidity changes may be slower compared to normal operation mode.

EP-L110E

INVERTER



Auto Self Clean makes maintenance easy. And air drawn in from a wide area enables the collection of dust in a 13m² room in just 6 minutes.

Brown (BR)

Hitachi's Air Purifiers were awarded the Allergy UK Seal of Approval in recognition of their proven ability to reduce exposure to allergens.

- Tested by Allergy UK (The British Allergy Foundation)
- Tested with house dust mites and pollen
- Applies to EP-L110E, EP-A9000, EP-M70E, EP-A7000, EP-A6000, EP-A5000 and EP-A3000

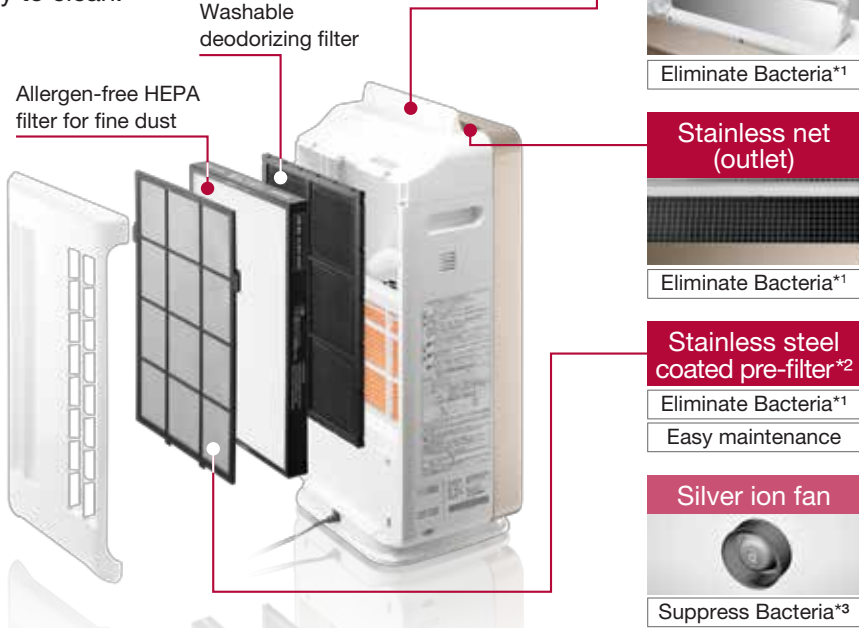
Clean air mode	Purifying time (At maximum air flow)*2	6 min in a 13m² room
	Recommended applicable floor space for air purification (At maximum air flow)	~ 79m²
Clean air and humidifying mode	Purifying time (At maximum air flow)*2	10 min in a 13m² room
	Recommended applicable floor space for air purification (At maximum air flow)	~ 50m²
	Humidifying amount (At maximum air flow)*3	Approx. 800 mL/h
	Recommended applicable floor space for humidifying	Room with wooden flooring ~ 22m² Modern prefabricated room ~ 37m²
	Air flow amount (50/60Hz at maximum mode)	11.0m³/min
	Auto Self Clean	○
	Wide and speedy dust collection	○
	PM2.5 sensor	○
	HEPA filter	○
	Washable deodorizing filter	○
	Stainless clean system	○
	Glass panel	○
	Touch panel operation	○
	Off timer	4 hours / 2 hours
	Room temperature indication	○

*2 Time taken to clean: Displays time taken for dirt (powdered dust) of standard thickness to reach a level lower than the standard amount of such powdered dust in a room of approx. 13m².

*3 In accordance with the JEM1426 standard of Japan Electrical Manufacturers' Association

Stainless Clean System

The stainless filter is not only hygienic but also easy to clean.



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Allergen-free HEPA filter for fine dust

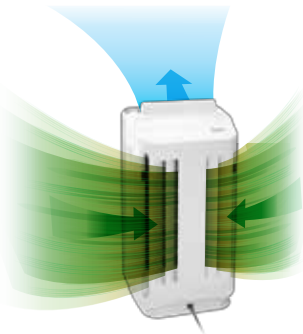
Effectively captures fine particles

HEPA Filter collects 99.97% or more dust of 0.3µm
Collects 99.7% or more dust containing fine particles of 0.3µm at a rated air flow. Based on performance of a single HEPA filter with the JIS Z 8122. Overall room dust removal performance may differ.



Wide & Speedy Dust Collection*4

Speedy air purifying with a massive air volume of 9m³ per min. Applicable to a 68m² floor space.



Other Features*4

- Powerful humidification at 800mL/h
- Washable deodorizing filter
- User friendly touch panel operation panel
- Low operating sound and energy-saving

*4 Applies to EP -A9000

EP-A9000, EP-M70E

INVERTER



The 'wide and speedy dust collection' function enables air to be widely drawn in for rapid collection of dust in just 7 minutes (for EP-9000) and 9 minutes (for EP-M70E) in a 13m² room.



EP-A9000
Champagne (CH)

	Applicable Floor Space
Air Purifying	~68m²



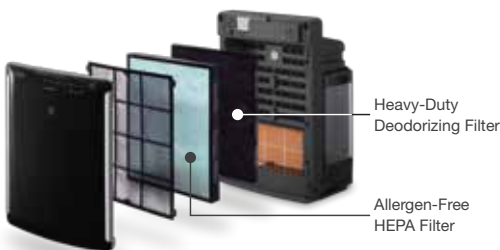
EP-M70E
Pearl White (PW)

	Applicable Floor Space
Air Purifying	~53m²

EP-A7000



Premium Black (BK)



- Powerful Operation
Room size up to 50m²
- ECO Mode
Saves 23% more energy compared to the Silent mode
- Humidifying Function
- Quiet Silent Mode 15dB

	Applicable Floor Space
Air Purifying	~50m ²

EP-A5000



White (WH)



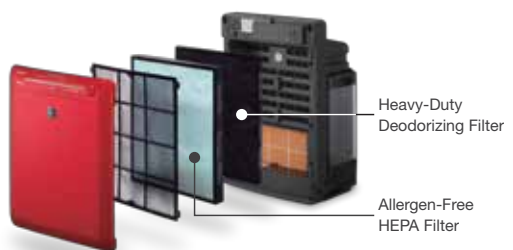
- ECO Mode
Energy consumption is up to about 36% less compared to regular automatic operation
- Humidifying Function
- Quiet Silent Mode 15dB

	Applicable Floor Space
Air Purifying	~33m ²

EP-A6000



Red (RE)



- ECO Mode
Saves 23% more energy compared to the Silent mode
- Humidifying Function
- Quiet Silent Mode 15dB

	Applicable Floor Space
Air Purifying	~46m ²

EP-A3000

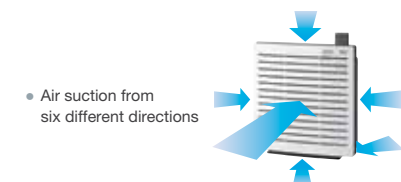
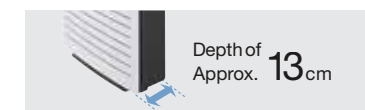


White (WH)



Allergen-Free Catechin Deodorizing EPA Filter
Thoroughly catches odors*1 and pollen

- 13cm Deep Compact Model



- Air suction from six different directions

	Applicable Floor Space
Air Purifying	~25m ² (240V)

SPECIFICATIONS

Model Name		EP-L110E				EP-A9000				EP-M70E				EP-A7000				EP-A6000				EP-A5000				EP-A3000			
Body Color		Brown				Champagne				Pearl White				Premium Black, Premium White				Red, White				White				White			
Power Supply		AC220-240V 50-60Hz				AC220-240V 50-60Hz				AC220-240V 50-60Hz				AC220-240V 50-60Hz				AC220-240V 50-60Hz				AC220-240V 50-60Hz				AC220-240V 50-60Hz			
Applicable Floor Space (m²)*1		79				68				53				50				46				33				25			
Humidifying Capacity (mL/h)*2		Approx. 800				Approx. 800				Approx. 700				Approx. 670				Approx. 670				Approx. 520				-			
Tank Capacity (L)		Approx. 2.5				Approx. 2.5				Approx. 2.5				Approx. 2.5				Approx. 2.5				Approx. 2.5				-			
Mode & Course		Air Purify, Humidify, Skin Moist, Pollen, Odor, Rapid, Absence, ECO				Air Purify, Humidify, Skin Moist, Pollen, Odor, Rapid, Absence, ECO				Air Purify, Humidify, Skin Moist, Pollen, Odor, Rapid, Absence, ECO				Air Purify, Humidify, Skin Moist, Pollen, Strong Deodorization, ECO				Air Purify, Humidify, Skin Moist, Pollen, Strong Deodorization, ECO				Air Purify, Humidify, Skin Moist, Pollen, Strong Deodorization, ECO				Air Purify, Pollen, Odor			
Auto Self Clean		○				-				-				-				-				-				-			
PM 2.5		○ (with sensor)				○ (with sensor)				○ (with sensor)				○				○				○				○			
STAINLESS CLEAN		○				○				○				-				-				-				-			
Inverter Control		○				○				○				○				○				○				-			
ECO Mode	Efficiency vs Silent mode (%)	13				14				16				23				23				36				-			
Removable Odors		Pet, Tobacco, Cooking, Rotten vegetables, Rotten fish, Grilled meat, Toilet, Sewage outlet				Pet, Tobacco, Cooking, Rotten vegetables, Rotten fish, Grilled meat, Toilet, Sewage outlet				Pet, Tobacco, Cooking, Rotten vegetables, Rotten fish, Grilled meat, Toilet, Sewage outlet				Pet, Tobacco, Cooking, Rotten vegetables, Rotten fish, Grilled meat, Toilet, Sewage outlet, VOCs				Pet, Tobacco, Cooking, Rotten vegetables, Rotten fish, Grilled meat, Toilet, Sewage outlet, VOCs				Pet, Tobacco, Cooking, Toilet, Sewage outlet				Pet, Tobacco, Cooking, Toilet, Sewage outlet			
Suppressible Substances		Mold, Bacteria, Viruses, Cedar pollen, Dead house dust mites				Mold, Bacteria, Viruses, Cedar pollen, Dead house dust mites				Mold, Bacteria, Viruses, Cedar pollen, Dead house dust mites				Mold, Bacteria, Viruses, Cedar pollen, Dead house dust mites				Mold, Bacteria, Viruses, Cedar pollen, Dead house dust mites				Mold, Cedar pollen, Dead house dust mites				Mold, Cedar pollen, Dead house dust mites			
Air Flow Rate		Max	High	Medium	Silent	Max	High	Medium	Silent	Max	High	Medium	Silent	Max	High	Medium	Silent	Max	High	Medium	Silent	Max	High	Medium	Silent	Max	High	Medium	Silent
Air Flow	Clean air mode (m³/min)	11.0	4.0	3.1	1.1	9.0	4.0	2.7	1.1	7.2	4.0	2.7	1.1	7.0	4.5	3.4	1.0	6.5	4.5	3.5	1.0	5.0	4.3	3.0	1.0	2.8/3.2	1.7/1.4	1.2/0.8	
	Clean air & humidifying (m³/min)	6.7	4.0	3.1	2	6.7	4.0	2.7	1.6	6.0	4.0	2.7	1.6	6.0	3.5	2.9	0.8	6.0	3.5	2.9	0.8	4.5	3.7	2.8	0.9	-			
Power Consumption	Clean air mode (W)	95	13	11	8	85	16	10	7	59	16	11	8	60	22	14	4	60	22	14	4	50	32	14	4	37/43	25/24	22/20	
	Clean air & humidifying (W)	28	13	11	8	43	16	10	8	41	16	11	9	60	16	11	4	60	16	11	4	40	28	14	5	-			
Sound	Clean air mode (dB)	55	32	25	14	54	38	30	15	49	38	30	15	52	42	38	15	52	42	38	15	50	46	40	15	47/51	37/35	32/31	
	Clean air & humidifying (dB)	44	32	25	16	48	38	30	20	47	38	30	20	50	40	36	13	52	40	36	13	50	46	40	15	-			
Filter Type (Approx. filter life)	Washable Prefilter	○ (Stainless)				○ (Stainless)				○ (Stainless)				○				○				○				○			
	Allergen-free HEPA Filter (10 years*3)	○ (H13)				○ (H13)				○ (H13)				-				-				-				-			
	Allergen-free HEPA Filter (8 years*3)	-				-				-				○ (H13)				○ (H13)				-				-			
	Allergen-free Catechin Deodorizing EPA Filter (2 years*3)	-				-				-				-				-				○ (E12)				○ (E12)			
	Heavy Duty Deodorizing Filter (10 years*3)	-				-				-				○				○				-				-			
	Washable Deodorizing Filter (10 years*3)	○				○				○				-				-				-				-			
	Humidifying Filter (120 months*4)	○				○				○				-				-				-				-			
Remote Control		-				-				-				○				○				○				○			
Off Timer		○ (4 hours or 2 hours)				○ (4 hours or 2 hours)				○ (4 hours)				○ (4 hours)				○ (4 hours)				○ (4 hours)				○ (2 hours)			
Sensors		Odor, Dust, Humidity, Temperature				Odor, Dust, Humidity, Temperature				Odor, Dust, Humidity, Temperature				Odor, Dust, Humidity				Odor, Dust, Humidity				Odor, Humidity				Odor			
Power cord (m)		1.8				1.8				1.8				1.8				1.8				1.8				1.8			
Dimensions (HxWxD) (mm)		673×360×291				669×360×254				669×360×254				584×430×273				584×430×273				537×430×242				424×400×133			
Weight (kg)		13.7				12.5				12.0				10				10				8.5				4			

*1 Applicable floor space for operating the unit at maximum. air flow rate (JEM1467; The Japan Electrical Manufacturers' Association)

*2 Measurement conditions: 20°C, 30% humidity (JEM1426)

*3 In accordance with the JEM 1467 standard. In a test of dust collecting and deodorizing capability with 5 cigarettes smoked per day, the period of time after which air purifying took twice as long as the initial time, and the odor removal rate became half the initial rate.

*4 In a test performed with humidifying operation of 8 hours a day and washing with tap water once a month, the periods of time after which the level of humidication became half the initial level.

*3&4 Since there are theoretical values, under actual conditions of use, replacement may be required after a shorter period of time.

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Hitachi Sales (Malaysia) Sdn. Berhad (11543-v) Customer Careline: 1 800 88 1122

Website: www.hitachiconsumer.com.my

Email: marketing.hsm.tf@hitachi.com

Mon - Fri 9.00am - 5.45pm



Hitachi Sales Malaysia



*1 Proven to effectively reduce ammonia, acetaldehyde, acetic acid and hydrogen sulfide. The results of deodorizing performance tests using single odor components in a 1m³ test chamber. Tested by Hitachi. Deodorizing performance differs depending on the space where the unit is actually used.