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**HITACHI**  
Inspire the Next

# A New Vision of Clean Air

Designed by NAOTO FUKASAWA





## NAOTO FUKASAWA

Product designer

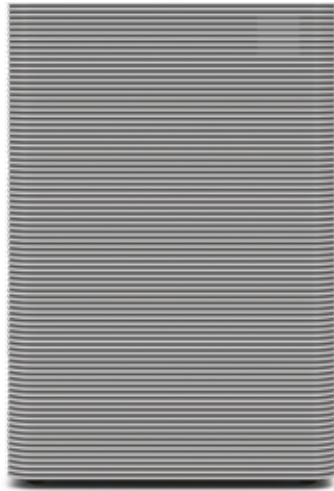


Naoto Fukasawa is a Japanese product designer. Fukasawa has collaborated with world leading companies and brands while also working as a consultant for major international manufactures. He is the winner of numerous awards, including the 2018 Isamu Noguchi Award. He has published books, the most recent being 'Naoto Fukasawa EMBODIMENT' (PHAIDON). Since 2012, he has been the Director of Nihon Mingei-kan (The Japan Folk Crafts Museum).





Dark Grey



Light Grey



Validation of compressed air filters accuracy to ISO 12500-4 : 2009



US Department of Energy Standards



Allergy UK

		EP-PF120J	EP-PF90J
Body Colour		Dark Grey	Light Grey
Power Supply		AC220-240V 50-60Hz	
Applicable Floor Space (m²)		84	65
Mode & Course		Air Purify, Night, Rapid, Auto, ECO	
PM2.5		○ (with sensor)	
Inverter Control		○	
ECO Mode [Efficiency vs Silent Mode (%)]		26	23
Removal Odours		Pet, Tobacco, Cooking, Rotten vegetables, Rotten fish, Grilled meat, Toilet, Sewage outlet, Formaldehyde, VOCs	
Suppressible Substance		Mould, Bacteria, Viruses, Cedar pollen, Dead house dust mites	
Air Flow (m³/min)	Max	12	9
	High	4	4
	Medium	3	3
	Silent	1	1
Power Consumption (W)	Max	75	43
	High	11	11
	Medium	9	9
	Silent	6	6
Sound (dB)	Max	54	50
	High	34	34
	Medium	25	25
	Silent	15	15
Filter Type (Approx. Filter life)		Washable Pre-filter	
		Antimicrobial Allergen-free HEPA Filter (10 years*)	
		Deodorizing Filter (Formaldehyde Removal) (10 years*)	
Off Timer		○ (8 / 6 / 4 / 2 hours)	
Sensors		Odour / VOC, Dust, Illuminance	
Power Code (m)		1.8	
Dimensions (HxWxD) (mm)		657 x 450 x 280	
Weight (kg)		11.5	

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\*1 In accordance with the JEM1467 standard.

## Powerful, Long Range Air Cleaning Power

Bringing more power to air purifying, Hitachi original air pathway design and ultra-efficient fan motor deliver extremely high air delivery rate up to 84m<sup>2</sup> floor space\*<sup>1</sup>. Its Antimicrobial Allergen-free HEPA Filter traps 99.97%\*<sup>2</sup> of 0.3µm fine particles, and 90% of ultrafine particles as small as 0.02µm\*<sup>3</sup>. This helps to freshen the air you breathe in by suppressing the activity of captured allergens\*<sup>4</sup> / airborne bacteria\*<sup>5</sup> / mould and deodorises the air\*<sup>6</sup>.

\*1 Applicable floor space / time taken to clean: operating the unit at max air flow rate. In accordance with The Japan Electrical Manufacturers' Associations standard (JEM1467). Performance differs on the model.

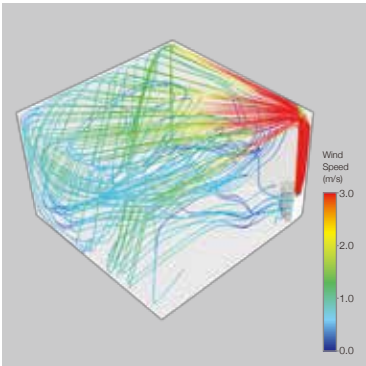
\*2 HEPA Filter traps 99.97% or more dust containing fine particles of 0.3µm at a rated air flow. Based on performance of a single HEPA Filter complying with the JIS Z 8122. Overall room dust removal performance may differ.

\*3 Tested by Institute of Energy and Environmental Technology e.V. (IUTA). Test method: According to DIN 71460 / ISO 11155. Test results: Collects 90% fine particles of 0.02µm.

\*4 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.

\*5 This is the effect on airborne viruses and bacteria after 13 minutes in a 25m<sup>3</sup> 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 (JEM1467). Virus / bacteria suppression effect testing authority: Kitasato Research Center for Environmental Science. Virus test method: Performance evaluation test conforming to The Japan Electrical Manufacturers' Association standard (JEM1467) conducted in a 25m<sup>3</sup> test space. Bacteria / mould test method: Performance evaluation test conforming to The Japan Electrical Manufacturers' Association standard (HD-131) conducted in a 25m<sup>3</sup> test space. Same test applied for bacterial suppression effect. Test item: 1 type of airborne virus / 1 type of airborne bacteria / 1 type of airborne mould.

\*6 Effective in reducing the odour components of the nitrogen-based, aldehyde-based, acid-based, and sulphur-based, which are regarded as four major odours. Nitrogen-based / Aldehyde-based / Acid-based: Tests performed by Hitachi. Sulphur-based: Test performed by Japan Food Research Laboratories.



## Massive Air Volume of 12m<sup>3</sup>/min

Hitachi unique technology exclusively designed for its air purifier enables extremely high air flow of up to 12m<sup>3</sup>/min\*<sup>1</sup> ensuring purified air reaches every corner of the room.



## Hitachi Powerful Air Delivery Technology

Hitachi original technology with ultra-efficient fan motor and air pathway design enables massive air volume and effective airflow.



## Stylish Auto Louvres

Auto louvres deliver purified air throughout your whole room.



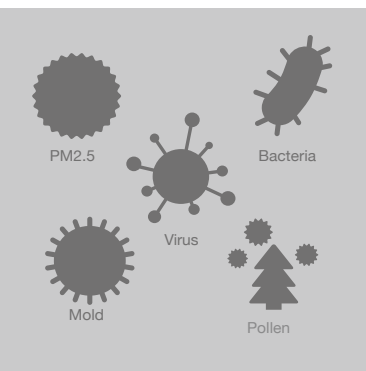
## High Performance Filtration Technology

Its Antimicrobial Allergen-free HEPA Filter with silver-based antimicrobial agent captures 99.97%\*<sup>2</sup> of 0.3µm fine particles, and 90% of ultrafine particles as small as 0.02µm\*<sup>3</sup>. What's more, the Deodorising Filter with activated carbon helps reduce unpleasant odours in your room\*<sup>6</sup>.



## Captures Particles as Small as 0.02µm

The sealed filtration system with Antimicrobial Allergen-free HEPA Filter captures 90% of ultrafine particles as small as 0.02µm\*<sup>3</sup>.



## Captures Harmful Particles You Can't See in Air

Capture the harmful particles and unpleasant odours in your room\*<sup>4 5 6</sup>.

PM2.5 / Virus / Bacteria / Mould / Pollen / Mite / Formaldehyde / Toluene / Ammonia (Pet odours) / Trimethylamine (Rotten fish odours) / Acetaldehyde (Cigarette odours) / Isavaler aldehyde (Grilled meat) / Acetic acid (Cooking odours) / Isovaleric acid (Body odours) / Hydrogen sulfide (Toilet & drain odours) / Methylmercaptan (Rotten vegetables odours)

\*<sup>1</sup> Applicable floor space / time taken to clean: operating the unit at max air flow rate. In accordance with The Japan Electrical Manufacturers' Associations standard (JEM1467). Performance differs on the model.\*<sup>2</sup> HEPA Filter traps 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. \*<sup>3</sup> Tested by Institute of Energy and Environmental Technology e.V. (IUTA). Test method: According to DIN 71460 / ISO 11155. Test results: Collects 90% fine particles of 0.02µm.\*<sup>4</sup> 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.

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## Intuitive Design

With its unique shape that naturally fits in any corner, the air purifier efficiently delivers wall-to-wall air circulation – yet you will hardly notice its presence. Its four-wheel casters allow you to manoeuvre it from room to room. During the night, with Night Mode, the LED automatically dims and lowers the sounds to 15dB\*<sup>1</sup> to ensure you sleep comfortably. The air purifier harmonises naturally in your room and works according to your lifestyle.

\*1 In accordance with The Japan Electrical Manufacturers' Associations standard (JEM1467).



## Designed to Fit Perfectly in any Corner

The back design perfectly fits room corners, combining the best air purifying performance with aesthetically-neat room space.



## Easy to Manoeuvre

Comes with four-wheel casters, for easy manoeuvring from room to room, adding flexibility to your lifestyle.



## Minimises Operation Sound when You Sleep

Night mode automatically detects lighting situation, and adjusts the brightness of LED display, minimising operation sound level down to 15dB\*<sup>1</sup> during your sleep at night.

\*1 In accordance with The Japan Electrical Manufacturers' Associations standard (JEM1467).



# Smart & Minimalist

The air purifier monitors and gives live updates any time you want to know the condition of the air in a room. This is indicated not only by the colour of the LED, but by numerical values stating the conditions of PM2.5, and odour or the total volatile organic compounds (TVOC). Filters can be easily taken out from the unit when the message appears on the display indicating time for filter change and maintenance.



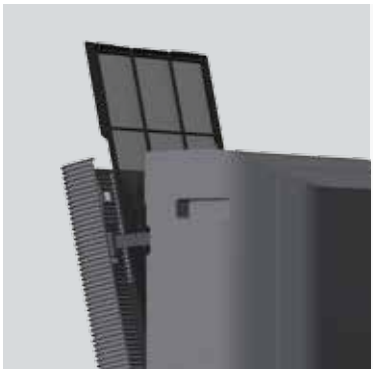
## Minimalist LED Displays

Provide information about the air quality of your room and settings, and appear whenever necessary.



## Monitor Air Quality

The LED colour displays show you the air quality in your room based on 5 different levels, with the LED number monitoring the level of PM2.5 particles and TVOC (Total Volatile Organic Compounds) in your room.



## Easy Filter Maintenance

The LED shows the remaining time of each filter life (%) so you know while one\*<sup>1</sup> to replace / maintain\*<sup>1</sup> and when, to help minimise waste. The Pre-Filter is also designed to be taken out easily.

<sup>\*1</sup> Replace: Applied to Antimicrobial Allergen-free HEPA and Deodorising Filter. Maintenance: Monthly maintenance for Pre-Filter.