

Samsung Introduces Meaningful Innovations in Digital Appliances to Enhance Flexibility within the Home Environment



SINGAPORE – March 9, 2016 – Developed to make a meaningful difference in consumers' lives, Samsung has reinvigorated the home appliance space with fresh thinking and functionality to create desirable appliances.

The AddWash™ Washing Machine and the RT6000 Refrigerator with Twin Cooling Plus™ Technology are designed to deliver convenience and bring flexibility to the home environment.

“Samsung is proud to introduce innovations that matter to our consumers, especially in the area of home appliances. Home appliances are important as they shape the way our consumers live their lives and fulfil real needs in the home. As such, Samsung always strives to deliver on our promise of quality and innovation, providing more flexibility in today's busy modern home environment.” said Poh Hwee Hian, Director & Head of Digital Appliances, Samsung Electronics Singapore.

New RT6000 Refrigerator with Twin Cooling Plus™ Technology Locks in Moisture and Keeps Food Fresh for Longer

The new Samsung top-mounted freezer (TMF) refrigerator, the RT6000, features Samsung's unique Twin Cooling Plus™ technology, and is designed to enhance modern living.

Consumers can now enjoy optimum levels of moisture with the RT6000, which keeps food fresh for longer. The healthiest meals start with the freshest ingredients, and the Twin Cooling Plus™ independent cooling system ensures that a humidity level of up to 70 percent is maintained throughout the fridge*, so that food stays fresh no matter where it is stored.

With two truly independent evaporators, the Twin Cooling Plus™ technology features two separate airflows in the fridge and freezer, thereby preventing unpleasant smells from foods moving between the fridge and freezer. With no air movement between the compartments, the original flavor of ingredients in the freezer is preserved perfectly.

The Twin Cooling Plus™ technology also enables consumers to be flexible with cooling storage depending on their needs, with up to five conversion modes. The true independent cooling system allows the freezer to be converted into a fridge when required and the fridge to be turned off in preparation for a long vacation. The five modes are Freezer-Fridge, Energy Saving**, Vacation, Fridge Max, and Mini mode.

The Samsung RT6000 also comes with the durable Digital Inverter Compressor which is backed by a 10-year warranty. Unlike conventional compressors, which have just two patterns of start and stop, Samsung's Digital Inverter Compressor makes five different moving cycles based on humidity levels and usage patterns. This helps maintain a more consistent temperature, reduces wear and tear on the compressor for greater durability, and keeps noise to a minimum.

The Samsung top-mounted freezer (TMF) refrigerator with Twin Cooling Plus™ technology is now available

at all major consumer electronic stores from \$1,399.

**Humidity level is based on Samsung's internal testing results*

***Not available for some models*

Introducing Industry's First Door to Samsung's Front Load Washer

Samsung recognises that in the rush to get laundry done on a frenzied weeknight or during a busy weekend, a stray clothing item such as a sock may get overlooked. Samsung's simple, practical response to that is to add the industry's first "AddWash" door to its front load washer.

The Samsung AddWash™ Washing Machine has a distinctive access door that makes it convenient to add any item, such as a piece of forgotten laundry, without having to drain the washer in order to open the main washer door mid-cycle. It also allows the consumer to add hand-washed items for rinsing, or additional softener anytime during the cycle.

An embodiment of Samsung's innovation in delivering super time savings and washing performance, the AddWash™ Washing Machine comes with a Super Speed feature that makes it possible to complete a normal wash in less than an hour without compromising washing performance*. Ecobubble™ technology mixes air, water and detergent to create fine cleansing bubbles that penetrate fabrics and remove dirt faster, enabling an effective cool wash as you would in warm water, saving energy.

The AddWash™ Washing Machine also comes with Smart Control** that works with both Android and iOS smartphones. With Smart Control, consumers can now easily monitor the progress of their laundry program, and even choose to get alerts on their smartphone just before the start of a new washing cycle. This option is especially useful when needing to add a few pieces of delicate or hand-washed items towards the end of the wash cycle.

With Samsung AddWash™ Washing Machine, consumers can enjoy added flexibility and efficiency in their laundry routines. Samsung continues to bring new innovations to modern homes to make lives better and easier.

The innovative design of the AddWash™ Washing Machine's distinctive access door won Samsung an iF Design Award in the product category at the world renowned International Forum Design Awards 2016. The Awards is organised by the iF International Forum Design and product submissions are based on a comprehensive evaluation of design, material suitability, innovativeness and seven additional categories: Product, Packaging, Communication, Interior Architecture, Professional Concept, Service Design and Architecture.

The Samsung AddWash™ Washing Machine is now available in all major consumer electronics stores, from \$1,399.

**Based on Super Speed at default settings with a 5kg load*

***Not supported for some models*

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