

News Release

FOR IMMEDIATE RELEASE

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HITACHI DEALER CONVENTION Latest Showcase of Consumer Electronics

Yangon, September 9th, 2019 – Hitachi Home Electronics Asia (S) Pte. Ltd. in partnership with its Authorised Distributor Shwe Bagyi Co., Ltd held a Dealer Convention at Wyndham Grand Yangon Hotel today.

Working under the slogan of “360-degrees of happiness: a happy life for each and every customer,” the convention showcased the latest range of well-designed functional products and sophisticated solutions to customers from product planning to design, manufacturing, sales and after-sales services.

The guests were treated to a magical night by special guests’ appearance Mr Top & Harry, Myanmar famous magicians. Hitachi latest products came alive with their world class magic performance.

True to its ‘Happiness’ slogan, the guests also brought home special ‘Happy Aroma’ door gifts.

New Product Brief Information:

Energy Saving Refrigerators

1) Power Deodorization

Equipped with a Triple Power Filter that catches and removes 7 odor components (Methyl Mercaptan, Ammonia, Acetaldehyde, Trimethylamine, Propanal, Hexanal and Acetic Acid) while also inhibiting the activity of any bacteria captured to provide a sterilizing effect. Combining the properties of Activated Carbon, Zeolite and Manganese Oxide (catalyst), the filter greatly reduces the percentage of odors present over time.

Available in Bottom Freezer series model R-WB560PG8



2) Spot Cooling Function

Approx. 20% faster cooling. For items that you want to cool off quickly and powerfully, there is a space prepared on the middle shelf with a spot cooling function, where the direct chilled air hits those items placed there. This is convenient when you want to cool drinks quickly.

Available in Stylish Bottom Freezer series model R-B330PG7 BBK, BSL



3) Energy Saving

All Hitachi Refrigerators control how much and to which compartment chilled air is delivered, it assures no wasted energy thus helping it acquire energy saving ratings.

4) Stabilizer Free

All Hitachi Refrigerators cool under wide voltage fluctuations 130v-300v.

Even without a special stabilizer, Hitachi's inverter refrigerators can operate under wide voltage fluctuations.

5) Long Cool Keeper

All Hitachi Refrigerators have a cooling Retention of 12-15 Hours. The temperature in the freezer compartment is maintained to keep food fresh in the event of a power cut.

Powered Inverter Washing Machines



1) 60°C Allergy Care

Ideal for eliminating bacteria within fabrics. Removes odors and 99.99% bacteria.

2) 40°C Stain Care

With sweat comes oil (sebum), which causes yellow stains. The enzymes in the washing detergent are activated by the 40°C water, which effectively removes the stain-causing oil.

Removes 99.99 bacteria.

3) Easy Refresh

With high temperature steam generated by the built-in heater, it removes unpleasant odors such as cigarette smoke without washing.

4) Prewash+

Prewashes heavily soiled items allowing you to later add your normally soiled clothes to be washed in one go.

5) Easy Dissolver

Powerfully dissolves powder detergent to minimize residue.

Made in Japan Air Purifier

Beat the Influenza this season with Hitachi Made in Japan Air Purifiers.

Awarded 'Allergy UK Seal of Approval' in recognition of its proven ability to reduce exposure to allergens.

Equipped with Allergen-Free HEPA & Washable Deodorizer Filter, it removes a variety of dirt and odors from the air, including fine dust and allergens.

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 dander*3
Ammonia*2 (pet odors, etc.)	Trimethylamine*2 (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)



About Hitachi Home Electronics Asia

Established in 1995, Hitachi Home Electronics Asia (S) Pte. Ltd. is the marketing arm of Hitachi Global Life Solutions Inc., providing extensive sales distribution and marketing services for consumer electronics and multi-media products across Asia Pacific and South Asia, and some regions in West Africa. It is also the regional service and parts centre for its supporting networks. For more information about Hitachi Home Electronics Asia in Myanmar, please visit <https://www.homeappliances.hitachi.com/mm/eng/>