



Introducing the.....



**MSZ-AP**

Product Launch



# MSZ-AP SERIES

## The **Quiet** Achiever

After the great success of the MSZ-GL Series, Mitsubishi Electric is proud to introduce the all new MSZ-AP Series. We at Mitsubishi Electric strive to continually provide durable, technologically advanced, high quality products to our customers. With such features as Dual Barrier Coating for easy cleaning and an exceptionally quiet operation, the MSZ-AP continues to supply this high quality standard.

\*Model 25 in heating mode only.

**18**  
dB(A)\*

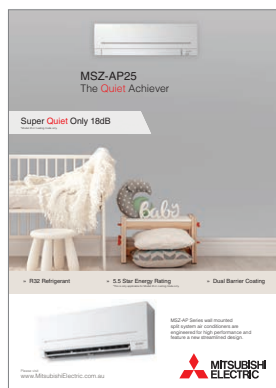


# MSZ-AP SERIES MARKETING SCHEDULE

CAMPAIGN PERIOD	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT
Gift Card Promotion Period								
Gift Card Redemption Only Period								
Gift Card Digital Campaign								
MSZ-AP Digital Campaign								
Press Release for MSZ-AP								

## POINT OF SALE

- » The following point of sale is available for distribution:
  - » A1 Poster
  - » Split Systems Brochure
  - » MSZ-AP Series Product Flyer
- » Also available on our website for download.



A1 Poster



Split Systems Brochure



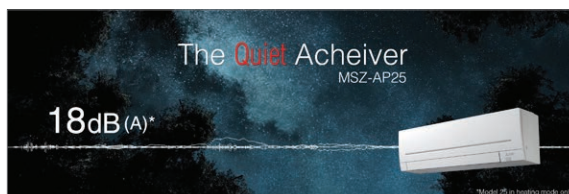
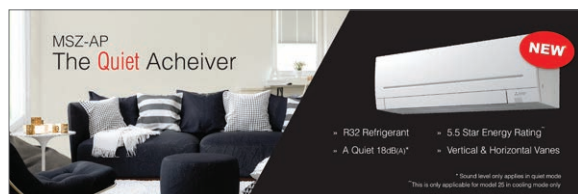
MSZ-AP Series Flyer

## DIGITAL ADVERTISING

- » Digital advertising will go live from the beginning of September and will run until mid-October 2019.
- » Advertising will be found on the following channels: Google Search, Facebook and display programmatic platforms.
- » Some of the top websites this digital campaign can be found on are: realestate.com.au, news.com.au, productreview.com.au, homesnine.com.au and bom.gov.au.

## ARTWORK AVAILABLE:

- » There will be templates available for email signatures and web pages. Customised artwork is available upon request.



Web Banners

## PRODUCT VIDEOS



- » MSZ-AP Series product videos can be found on our company YouTube channel.
- » These videos are also available upon request.

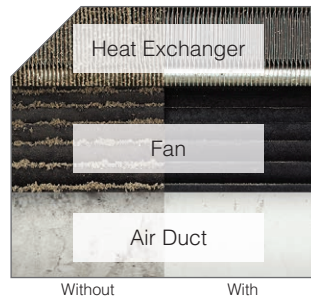


# FEATURES



## NEW Award Winning Design

The MSZ-AP Series has a uniform, streamlined design regardless of the size and model of the unit. The simple yet high-quality appearance is designed to blend in with any interior. When mounted, the units appear smaller due to the tapered bottom end.



## NEW Dual Barrier Coating

Dual Barrier Coating reduces dust and greasy dirt from collecting in the air conditioner. Image shows a simulated comparison of dirt over 10 years, without and with Dual Barrier Coating.



## Quiet Operation

A "Quiet Mode" setting has been added to the fan speed settings, ensuring super quiet operation as low as **18dB\***. Perfect for the bedroom; it's so quiet you'll check to see if it's on.

\*Model 25 in heating mode only.



## R32 Refrigerant

R32 is a refrigerant with just one-third the global warming potential of R410A, meaning reduced risk of harm to the environment.

R32 enables increased energy efficiency and is said to be the next generation in refrigerants.



## NEW Vertical and Horizontal Vanes

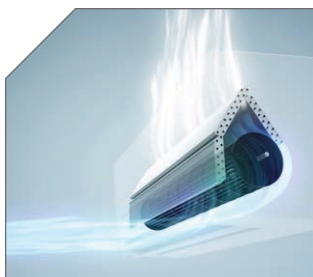
New vertical and horizontal vanes are double the size of the previous model, allowing the airflow direction to be adjusted and improving airflow control effectively. These functions can be activated at the touch of a button on your remote controller.



## Blue Fin Condenser

Anti-corrosion treatment has been applied to the heat exchanger of the outdoor unit. This coating inhibits corrosion of the aluminum fins; salt in the air causes this especially in coastal areas.

(Corrosion of the heat exchanger will affect the efficiency and performance of the AC).



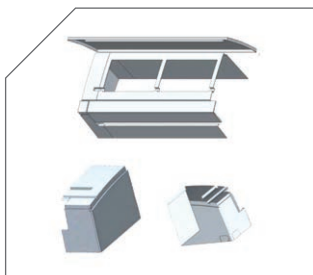
## NEW Heat Exchanger

Our new ø5 heat exchanger has achieved a 32% thinner unit than our previous model. It realises low pressure loss leading to high performance and quietness.



## Night Mode Setting

Maximise a good night's sleep by using the "Night Mode" setting. It lowers the brightness of the LED indicator on the indoor unit and stops the indoor unit from beeping during the night. It also reduces the outdoor unit's noise by 3dB whilst providing comfort inside.



## NEW Easy Installation

Installation is now even easier with a removable cover, where the whole right hand side can be easily removed. Cut-outs for piping are now concealed on the inside to prevent unsightly cut-out lines.



## Wi-Fi Control<sup>\*1</sup>

Unlock the door to smarter cooling and heating for total home comfort. You can control and monitor your air conditioner from anywhere anytime via your smartphone, tablet or online account.

<sup>\*1</sup> Optional upgrade adapter required per unit.

Requires an Internet connection and the App downloaded from the App Store or GooglePlay Store on your smartphone or tablet with the latest Operating System available.

<sup>\*2</sup> To use Amazon Alexa to control your air conditioner, you will need an Amazon Echo device.

<sup>\*3</sup> To use Google Assistant to control your air conditioner, you will need a Google Home smart speaker.



**NEW**

# Wi-Fi Control **compatible** with Amazon Alexa and Google Assistant



Mitsubishi Electric air conditioning systems connected with Wi-Fi Control\*<sup>1</sup> are now also Amazon Alexa\*<sup>2</sup> and Google Assistant\*<sup>3</sup> enabled! This means you can now enjoy hands-free air conditioning control. Relaxing on the sofa and not ready just yet to get up for the remote? Now you can tell your air conditioner to turn itself on without lifting a finger!

Learn more about these exciting new functions from April 1st 2019.

\*<sup>1</sup> Optional upgrade adapter required per unit.

Requires an Internet connection and the App downloaded from the App Store or GooglePlay Store on your smartphone or tablet with the latest Operating System available.

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## Handheld Controller

Making the most out of your air conditioner all starts with the controls, this allows you to create the comfort levels to match your demands.



### Weekly Remote Controller

With an easy to read display and a variety of operating modes at the touch of a button. This controller features a weekly and 24 hour timer, to set operating times on a daily basis. The 'i-Save' mode recalls the preset temperature. This remote is included with all MSZ-AP units.





Wi-Fi  
CONTROL\*

**Control** Your Comfort Anywhere, Anytime\*<sup>1</sup>

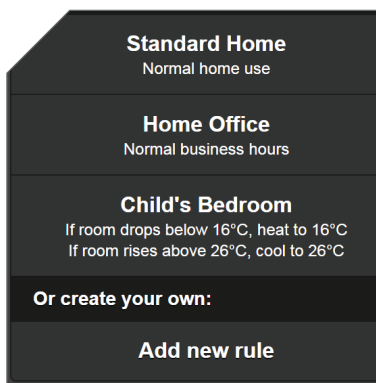
# Wi-Fi Control\*<sup>1</sup>

Wi-Fi Control unlocks the door to smarter heating or cooling, for total home comfort wherever you are. This innovative technology connects your MSZ-AP Series air conditioner to your smartphone, tablet or online account, giving you the freedom to control each unit fully on-the-go via an Internet connection from anywhere in the world.



## Superior Customisation

This innovative technology places multiple functions of your air conditioner at your fingertips. Turning the unit ON/OFF, adjusting set temperature, changing mode, fan speed and airflow direction are all possible.



## Develop Operating Rules

Tailor your system to always meet your needs. Unlock the full potential of your air conditioner, program your system to turn On/Off at specific times, change settings, and develop temperature rules to ensure superior comfort day after day.



## NEW Wi-Fi Voice Control with Amazon Alexa and Google Assistant

Mitsubishi Electric air conditioning systems connected with Wi-Fi Control\*<sup>1</sup> are now also Amazon Alexa and Google Assistant enabled!\*<sup>2\*3</sup> This means you can enjoy hands-free control.

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