

## IFA 2022: Panasonic Highlights Ground-Breaking nanoe™ X for Indoor Air Quality

**The recent pandemic highlighted the importance of Indoor Air Quality (IAQ) to ensure more hygienic environments in homes, businesses, and public buildings.**

**Berlin, Germany, 2022/08/31** – To keep our minds sharp and our bodies fit, we breathe approximately 8,000 – 9,000 litres of air daily<sup>1</sup>. Most of this air is ingested indoors, within the buildings where we live, work and sleep. In fact, a report from the European Commission indicates that Europeans now spend up to 90%<sup>2</sup> of their time indoors.

For years the focus has been on outdoor air quality and air pollution (particularly in major cities) dominating headlines. Nevertheless, scientific research suggests that indoor air can be significantly more polluted than outdoor air as it contains higher concentrations of potentially harmful bacteria, viruses and particles. If left unaddressed, the pollutants could become more concentrated, potentially creating harmful indoor surroundings. Unfortunately, simply opening windows is not a solution for everyone to provide fresher and cleaner air within a property.

Numerous factors can diminish the quality of the air we breathe – for example, mould, pollen, viruses and certain odours. Each of these can create not only an unpleasant environment but have an impact on our bodies and mind. Moreover, they can trigger issues such as the spread of viruses, such as COVID-19, asthma and allergies. Allergens such as pollens, fungi and dust can all cause allergic reactions. The World Health Organization has estimated that over 400 million people globally suffer from these allergens. The result affects work productivity and is estimated to cost the economy 30 to 50 billion EUROS per year in the European community<sup>3</sup>.

Since indoor air pollution can have many sources and is difficult to observe, it can be particularly difficult to protect ourselves from it. The World Health Organisation categorises the most relevant IAQ (Indoor Air Quality) issues for public health as follows: biological air pollutants (dampness and mould), chemical pollution (can include everyday cleaning

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<sup>1</sup> National Geographic - Lungs and How They Fuel Our Bodies With Oxygen

<sup>2</sup> <https://indoorairpollution.co.uk/>

<sup>3</sup> Kanar Sweiss, Hospital admissions due to vasomotor and allergic rhinitis in England and Wales between 1999 and 2019: an ecological study

products and Volatile Organic Compounds in building products) and pollutants from indoor combustion of fuels<sup>4</sup>.

IAQ needs to be considered not just in our homes. Children spend a good portion of time at school where the air quality is often dependent on insufficient building ventilation. Improving the quality of the school indoor environment is essential for supporting the respiratory health of children and adolescents. As a subject matter of growing interest, programmes and public health regulations are being introduced and strengthened across Europe, so it is imperative that facilities and education authorities are ready to address this.

In a move towards supporting cleaner indoor environments, Panasonic has developed nanoe technology. In 2003, Panasonic introduced its ground-breaking nanoe™ (= nano-technology + electric) technology which is now integrated into many of its air conditioners. Since then, the company has been actively developing, testing and improving the technology, with the high performance nanoe™ X (mark 2) released in 2019, which produces 9.6 trillion hydroxyl radicals per second – and is 20 times more effective.

nanoe™ X is an extremely effective way to improve air hygiene by inhibiting the transmission of airborne and adhesive pathogens. The technology collects invisible moisture in the air, applies a high voltage to it and generates hydroxyl radicals which then will be again contained in tiny water particles. Hydroxyl radicals, abundant in nature, inhibit the growth of 5 types of pollutants, including certain viruses and bacteria, mould, pollen, allergens and hazardous substances. Whilst hydroxyl radicals only last less than a second in nature, once contained in tiny water particles abundant in the air, nanoe™ X generates particles that last more than 10 minutes. This much longer lifespan allows the particles to spread throughout a space, improving the air and surfaces on which they land.

Recent, independent testing verifies that nanoe™ X can inhibit certain types of bacteria and viruses, bringing these benefits indoors to hard surfaces, soft furnishings and textiles.

Tony Bourne, a UK homeowner who recently installed Panasonic's Etherea AC units with nanoe™ X, commented, "I have the Panasonic nanoe™ X units installed in my own home, as our bedroom was very hot in the summer along with my wife suffering from chest problems and hayfever, we have since found that the Panasonic air conditioning unit with

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<sup>4</sup> [WHO guidelines for indoor air quality - Euro.who.int](https://www.euro.who.int/en/health-topics/air-quality)

nanoe™ X technology has really helped and we both sleep much better now.”

nanoe™ X works independently from the heating and cooling operation and requires no maintenance. The nanoe™ X particles are released even in fan-only mode, using just 47.1W of power to help improve protection 24 hours a day 7 days a week.

Panasonic’s nanoe™ X comes as standard in several of its air conditioning devices, including its Panasonic Etherea models, which are on display at IFA 2022.

To find out more please visit [www.aircon.panasonic.eu](http://www.aircon.panasonic.eu).

## About the Panasonic Group

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A global leader in developing innovative technologies and solutions for wide-ranging applications in the consumer electronics, housing, automotive, industry, communications, and energy sectors worldwide, the Panasonic Group switched to an operating company system on April 1, 2022 with Panasonic Holdings Corporation serving as a holding company and eight companies positioned under its umbrella. Founded in 1918, the Group is committed to enhancing the well-being of people and society and conducts its businesses based on founding principles applied to generate new value and offer sustainable solutions for today’s world. The Group reported consolidated net sales of Euro 56.40 billion (7,388.8 billion yen) for the year ended March 31, 2022. Devoted to improving the well-being of people, the Panasonic Group is united in providing superior products and services to help you Live Your Best.

To learn more about the Panasonic Group, please visit:

<https://holdings.panasonic/global/>

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