

HOME AIR PURIFICATION SYSTEM COMPARISON

Customer Benefit	AirWaves™	Room Ionizers	Room Ozonators	Room Air Filters
Better Health				
Bacteria Control	Yes* **	Limited	Yes**	Limited
Virus Control**	Yes**	Limited	Yes**	Limited
Mold/Fungus Control	Yes**	Yes**	Yes**	Yes
Pollutant Control	Organic pollutants	Organic pollutants	Organic pollutants	Particulate pollutants
Smoke Control	Yes	Yes	Yes	Yes
Harmful side-effects	None	May harm asthmatics, lung and heart disease sufferers due to ozone by-product	May harm asthmatics, lung and heart disease sufferers due to ozone by-product	None
Odor Control	Effective against most household odors	Effective against most household odors in room	Effective against most household odors within range of unit	Not effective against gases or particles smaller than filter
Dust Control	No	No	No	Within range of unit
Range of Protection	Protects your whole home, all the time, up to 3,000 sq. ft. per unit	Only covers a room at a time, when on. Typical range under 500 sq. ft.	Only covers a room at a time, when on. Coverage varies by make/model	Only covers a room at a time, when on. Coverage varies by model
Ease of Use	Automatically runs any time your fan, heater, or AC runs – never need to turn on/off	Recommended to run all the time; gunky collection grid to clean weekly	Manual operation	Filters need regular replacement.
Cost of Use	\$90-180 replacement part every two years (worst-case; typical replacement period much longer), \$0.05 a day in electricity	\$40 replacement part every year to every 3 years per unit; \$0.05 a day in electricity	Replacement parts schedule and cost depend on make/model	Up to \$150/year in filters plus \$.50-\$1.00/day in electricity
Invisible Protection	Yes	No. Aesthetics and size depend on particular unit	No	No. Can be big/ugly
Silent Protection	Yes	Can be noisy when needing cleaning	Yes	No. Can have unacceptable fan noise
Energy Efficiency	47 watts - less than a small light bulb	10 watts, but runs all the time	Typically energy efficient. Actual energy use depends on make/model	Typical 100-250 watt power use – if used all the time can cost over \$1/day in electricity.

* Laboratory Test Report available

** Note: Eradication effectiveness varies by type of bacteria or virus or spore. For example, anthrax spores are virtually indestructible but the live virus is vulnerable.

SELLING AIRWAVES™ AGAINST THE COMPETITION

Competition	Key AirWaves™ Selling Points
Room Ionizer	<ul style="list-style-type: none"> • Covers the whole home with odor control and disinfection – not just a room at a time • No harmful byproducts – only oxygen is emitted from AirWaves™; room ionizers give off low levels of ozone • Never needs cleaning – room ionizers need to be taken apart and cleaned weekly • Invisible – do you really need a big plastic sculpture? • Easier to operate – never need to turn AirWaves™ on or off • More reliable – AirWaves™ needs service at most every two years, room ionizers need annual service
Room Ozonator (Sharper Image, others)	<ul style="list-style-type: none"> • Covers the whole home with odor control and disinfection – not just a room at a time • No harmful byproducts – only oxygen is emitted from AirWaves™; room ionizers give off low levels of ozone • Invisible – do you really need another thing to hide? • Easier to operate – never need to turn AirWaves™ on or off • More reliable – AirWaves™ needs service at most every two years, room ionizers need annual service
Room Air Filter (HEPA)	<ul style="list-style-type: none"> • Covers the whole home with odor control and disinfection – not just a room at a time • Easier to operate – filters need regular replacement • More energy efficient – AirWaves™ uses just 47 watts, and only runs when your HVAC fan is operating; filters can use up to 250 watts for one room, and operate 24 hours a day.



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Ozone Systems for Water & Air Purification

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