

***Greenbuild 2017
Booth #838***

What Homebuyers Want: Mitsubishi Electric Offers Energy-efficient Solutions for Complete Home Comfort

SUWANEE, Ga., November 8, 2017 – A [National Association of Home Builders](#) survey, “What Homebuyers Really Want,” revealed that more than half of U.S. homeowners say the quality of their home’s HVAC system is essential. A quality HVAC system ranked third among individual home components that homeowners value most, behind only windows and roofing. [ENERGY STAR®](#) rated appliances were rated either essential or desirable by 94 percent of homeowners in this same survey. Zoned Comfort Solutions™ represent the crossroads of these two requirements for quality HVAC and energy efficiency.

[Mitsubishi Electric US, Inc. Cooling & Heating Division](#) (Mitsubishi Electric), a leading manufacturer of Zoned Comfort Solutions and Variable Refrigerant Flow (VRF) cooling and heating systems, offers a complete line of energy-efficient cooling and heating products. These systems satisfy homeowners who are building from the ground up, retrofitting existing structures or simply adding on a new room. Zoned Comfort Solutions provide individual temperature control, installation flexibility, energy efficiency and quiet operation that traditional central systems or window units cannot match, regardless of the application. Zoned



Ned Bonzi Photography. [NedBonzi.com](#)

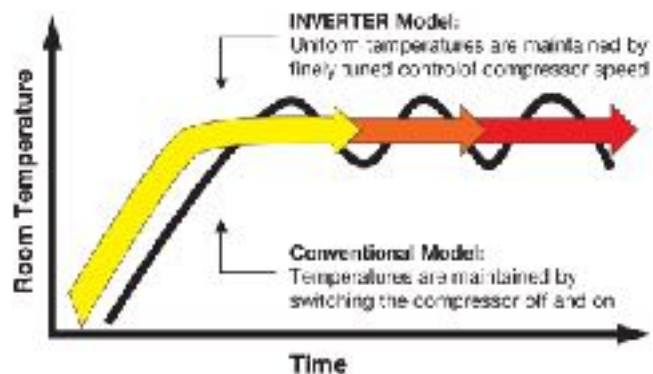
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technology is the fastest growing segment of the HVAC industry and is convenient, efficient and environmentally friendly.

- **Complete comfort control.** Homeowners have complete, personalized control over each zone (or room) in their home with zoned technology. Zones can be cooled or heated to a specific temperature request and turned off when unoccupied.

“Zoned technology allows homeowners to cool or heat the rooms they use the most (such as the living room), while saving energy in less used areas of the house (such as a guest bedroom),” says Michelle Robb, director, residential marketing, Mitsubishi Electric US, Inc. Cooling & Heating Division. “We’ve been trained from childhood to turn off the lights when we leave a room to save energy; zoned systems allow us to do this with the HVAC as well.”

- **Energy efficiency.** Mitsubishi Electric systems are up to 40 percent more energy-efficient than conventional central air systems and window A/C units, saving consumers an average of \$440 per year. At the core of



Mitsubishi Electric’s zoned systems is a highly responsive component – the INVERTER-driven compressor – that ensures the system adjusts to temperature fluctuations. Where conventional HVAC models maintain temperature by switching the compressor on and off (see graph above), INVERTER-driven compressors are maintained by finely tuned control of compressor speed. The MSZ-FH line is the most energy-efficient zoned system on the market at 30.5 SEER (MSZ-FH09NA).

- **Sustainability.** Mitsubishi Electric systems meet or exceed all relevant codes and standards. Mitsubishi Electric is currently the leader in zoned HVAC products that qualify for the ENERGY STAR® Most Efficient products designation. These systems can help homes attain vital points to earn [LEED® certification for homes](#) and to meet the aggressive [US Passive House Standards](#). Many zoned systems also qualify for local, state and federal tax credits or state utility rebates. Systems operate with environmentally friendly refrigerant, and 89 percent of the system components are recyclable.

“For evidence that zoned technology is the future of HVAC, look no further than the sustainable qualities of these systems,” says Robb. “As builders and homeowners become increasingly environmentally conscious, Zoned Comfort Solutions will be a natural fit in any residential application due to their compact size, energy efficiency and non-fossil fuel source.”

- **Hyper-Heating INVERTER™ (H2i®) technology.** The MSZ-FH line operates at 100 percent capacity at 5 degrees Fahrenheit, giving it the highest low ambient capabilities on the market.

“Hyper-Heating INVERTER technology eliminates, in many cases, the need for an auxiliary heating source such as a boiler,” says Robb, “addressing significant industry demand to provide heat pump operation in extreme conditions without relying on fossil fuels.”

- **Easy installation and design flexibility.**

Zoned systems are simple to design and install, and some models can be installed in less than a day by a qualified HVAC contractor. Not only does installation require less labor and fewer materials, but zoned systems also provide greater design flexibility and help maximize space.



- **Quiet operation.** The systems are designed to provide the quietest possible operation for both indoor and outdoor environments. Indoor units operate between 19 and 34 decibels – quieter than a human whisper.
- **Indoor Air Quality.** Minimal ductwork and the three-part [filtration system](#) included in indoor units reduce allergens, viruses and bacteria in the air.
- **Aesthetics.** Mitsubishi Electric Zoned Comfort Solutions offer a selection of several indoor units to suit a variety of homeowner preferences and building types. The designs include ductless wall-mounted, floor-mounted and ceiling-recessed cassette, as well as horizontal-ducted units.

Click [here](#) to learn more about Mitsubishi Electric US, Inc. Cooling & Heating Division and Zoned Comfort Solutions technology.

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About Mitsubishi Electric US, Inc. Cooling & Heating Division

Mitsubishi Electric US, Inc. Cooling & Heating Division (Mitsubishi Electric) is headquartered in Suwanee, Georgia. Mitsubishi Electric is a leading marketer of Zoned Comfort Solutions™ and Variable Refrigerant Flow (VRF) air-conditioning and heating technology in North America, Latin America, the Caribbean and Bermuda. In 1982, Mitsubishi Electric introduced its state-of-the-art, ductless air conditioners and heat pumps in North America and later expanded its product line with VRF zoning heat pump systems using INVERTER technology to offer simultaneous cooling and heating capabilities. The division also offers compressors and a full line of air-conditioning accessories. Mitsubishi Electric products have won more than 58 innovation and excellence awards, including the 2015 Record Products Award from *Architectural Record*, a 2015 ACH&R News Dealer Design Award, a 2016 Product Innovation Award from *Architectural Products*, a 2015 AHR Expo Innovation Award from *ASHRAE*, a 2016 *College Planning & Management* New Product of the Year Award, a 2016 *School Planning & Management* New Product of the Year Award, a 2016 and 2017 Money-Saving Products Award from *BUILDINGS*, a 2017 Excellence in Design Award from *Appliance Design* and a 2017 Product of the Year Award from *Consulting-Specifying Engineer*. More information is available at www.mehvac.com and at Mitsubishi Electric's [blog](#). Mitsubishi Electric is also on [Facebook](#), [Twitter](#), [Pinterest](#) and [YouTube](#).

In addition to cooling and heating products, [Mitsubishi Electric US group companies'](#) principal businesses include semiconductor devices, automotive electrical components, factory automation products and services, elevators and escalators, solar modules, electric utility products and large-scale video displays for stadiums and arenas. Mitsubishi

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Electric US group companies have roughly 31 locations throughout North America with approximately 4,000 employees.

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