


# Serenite


## Product Introduction




**CREATIVE  
TECHNOLOGY**




We carry more than 30 years of  
experience in the semiconductor  
manufacturing industry



We specialize in products  
**artificially** creating static electricity  
in clamping glass and Silicon wafers



and helped make your TVs flat and thin,  
and smartphones smarter  
behind-the scenes



And now we've applied our advanced,  
state-of-the-art technology

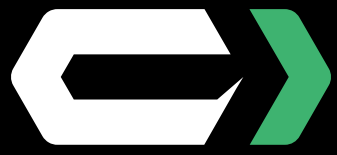


to a particle collector



Want to enjoy purified clean air  
without the nuisance of loud fans?

Meet Serenite



CREATIVE  
TECHNOLOGY

Introducing

# Serenite

Collect particles with our advanced  
electrostatics technology



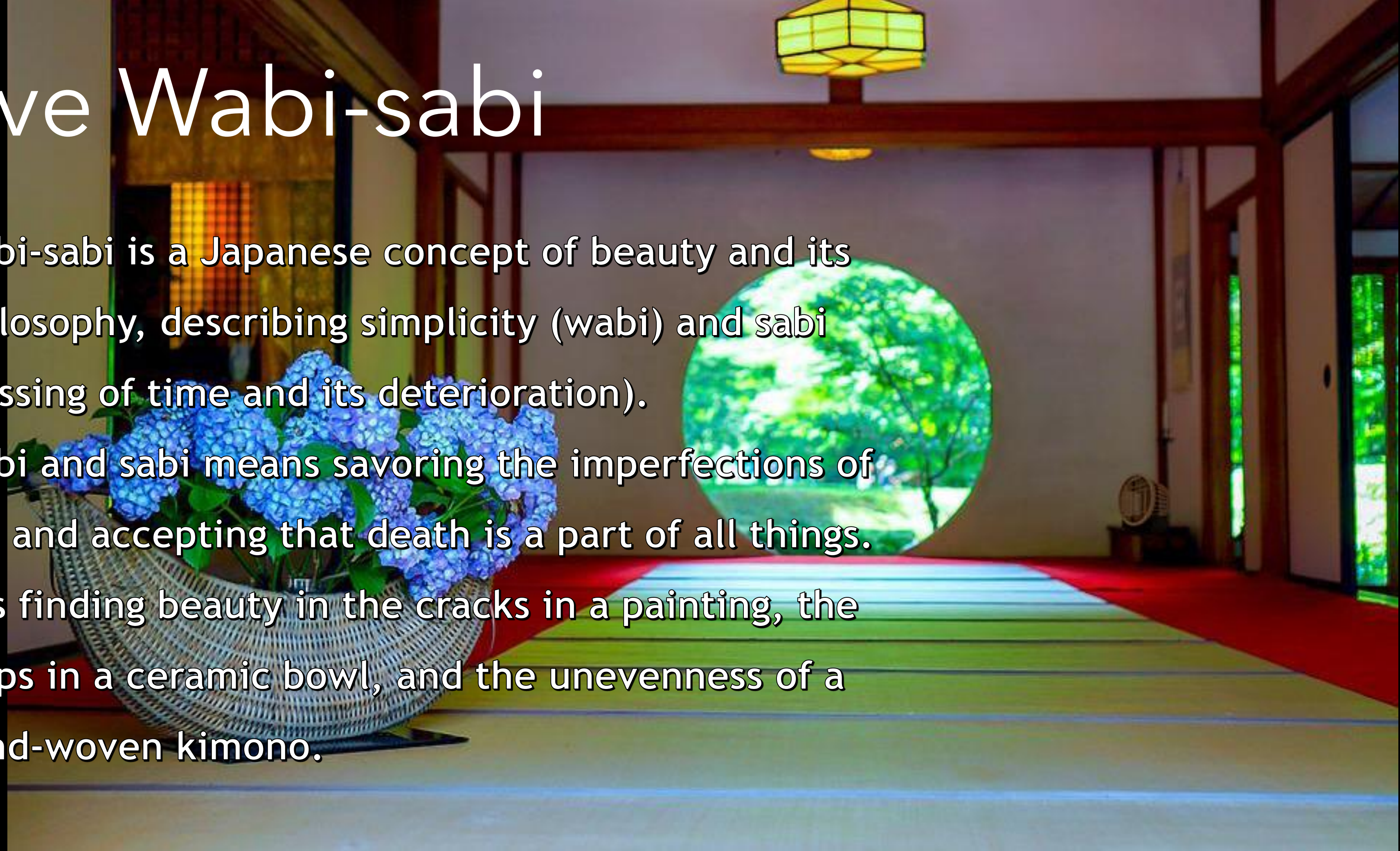


# Live Wabi-sabi

Wabi-sabi is a Japanese concept of beauty and its philosophy, describing simplicity (wabi) and sabi (passing of time and its deterioration).

Wabi and sabi means savoring the imperfections of life and accepting that death is a part of all things.

It is finding beauty in the cracks in a painting, the chips in a ceramic bowl, and the unevenness of a hand-woven kimono.



# *Serenite* - Hanagoyomi

The concept Hanagoyomi is a Japanese perennial calendar representing each month by its blossoming flower.

Many reminisces Wabi-Sabi during each of the seasonal changes.



# What can *Serenite* offer?

## **Superior air purification performance**

We devoted our advanced electrostatics technology into creating a high-performance air purifier, removing fine particles such as smoke, airborne viruses and pollen.

## **Quiet and undisturbed**

Targeted for everyday use, the fan-less air purifier creates minimal noise and is ideal for use in any situations, from having a whispering conversation to getting a good night's rest without disturbances.

## **Small and portable**

Use *Serenite* in your living room during the day and bring it to your bedroom at night.

Don't look big enough? *Serenite* cleans air matching and beating larger air purifiers more than double its size.

# Serenite - Smoke Filtration Performance

*\*Prototype test results*

## Test Laboratory

Creative Technology  
(Kawasaki R&D Center)

## Test Objective

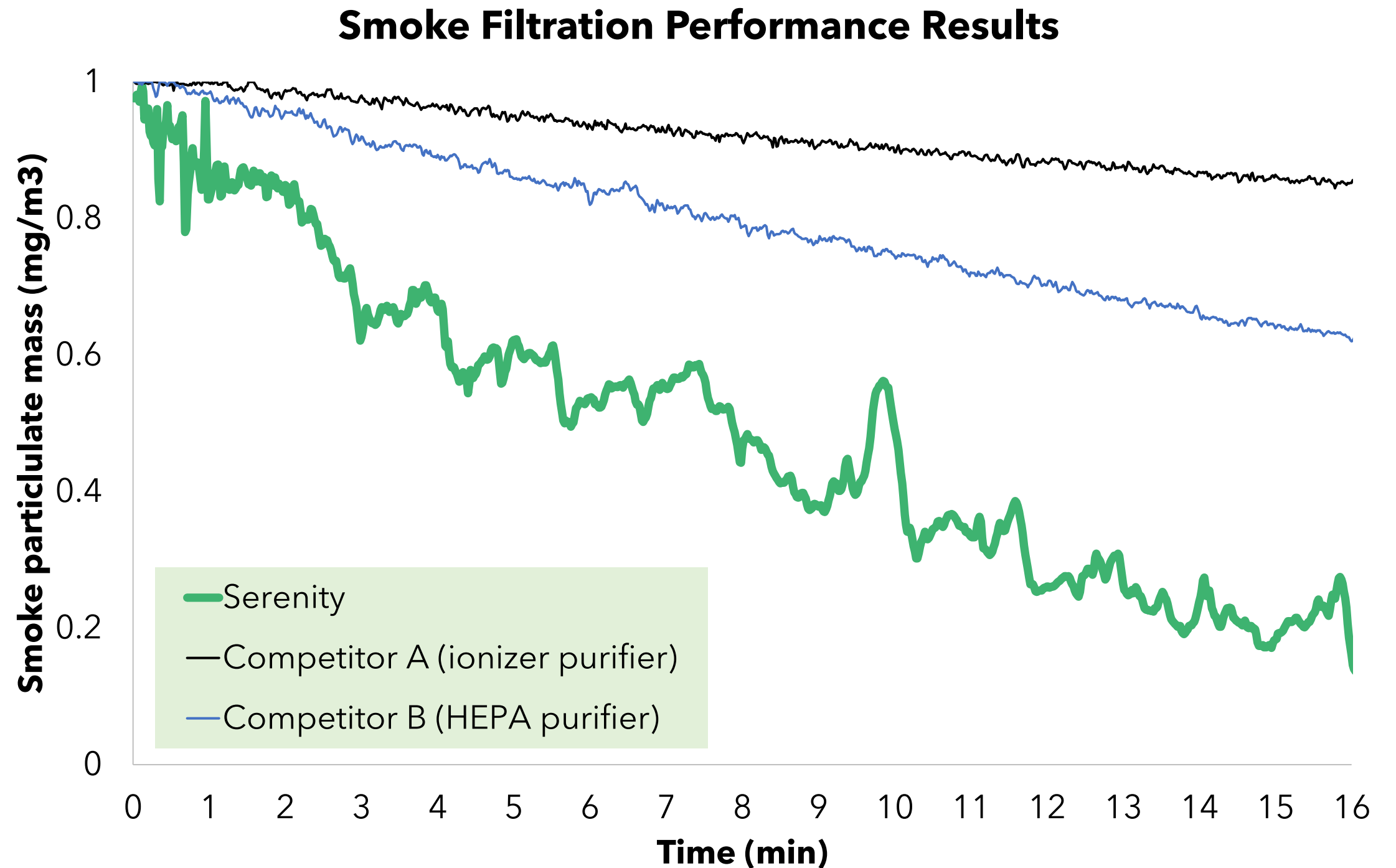
Verify filtration performance  
of Serenite

## Smoke used

*Smoke of burning incense*

## Test environment

1.4m x 1.4m x 1.4m  
acrylic test chamber



# Serenite - Smoke Filtration Performance

*\*Prototype test results*

Products	Time Decay Rate (Higher is better)	Noise (in dB)
Competitor A (Ionizer purifier)	0.018	31
Competitor B (HEPA purifier)	0.030	40
<b>Serenite</b>	<b>0.103</b>	<b>16</b>

Superior air purification performance at low noise levels

# Virus Collection Performance

*\*Prototype test result, conducted in conjunction with a circulating fan*

## Test Laboratory

Japan Food Research Laboratories

## Test Objective

Count airborne virus within the 25m<sup>3</sup> test chamber

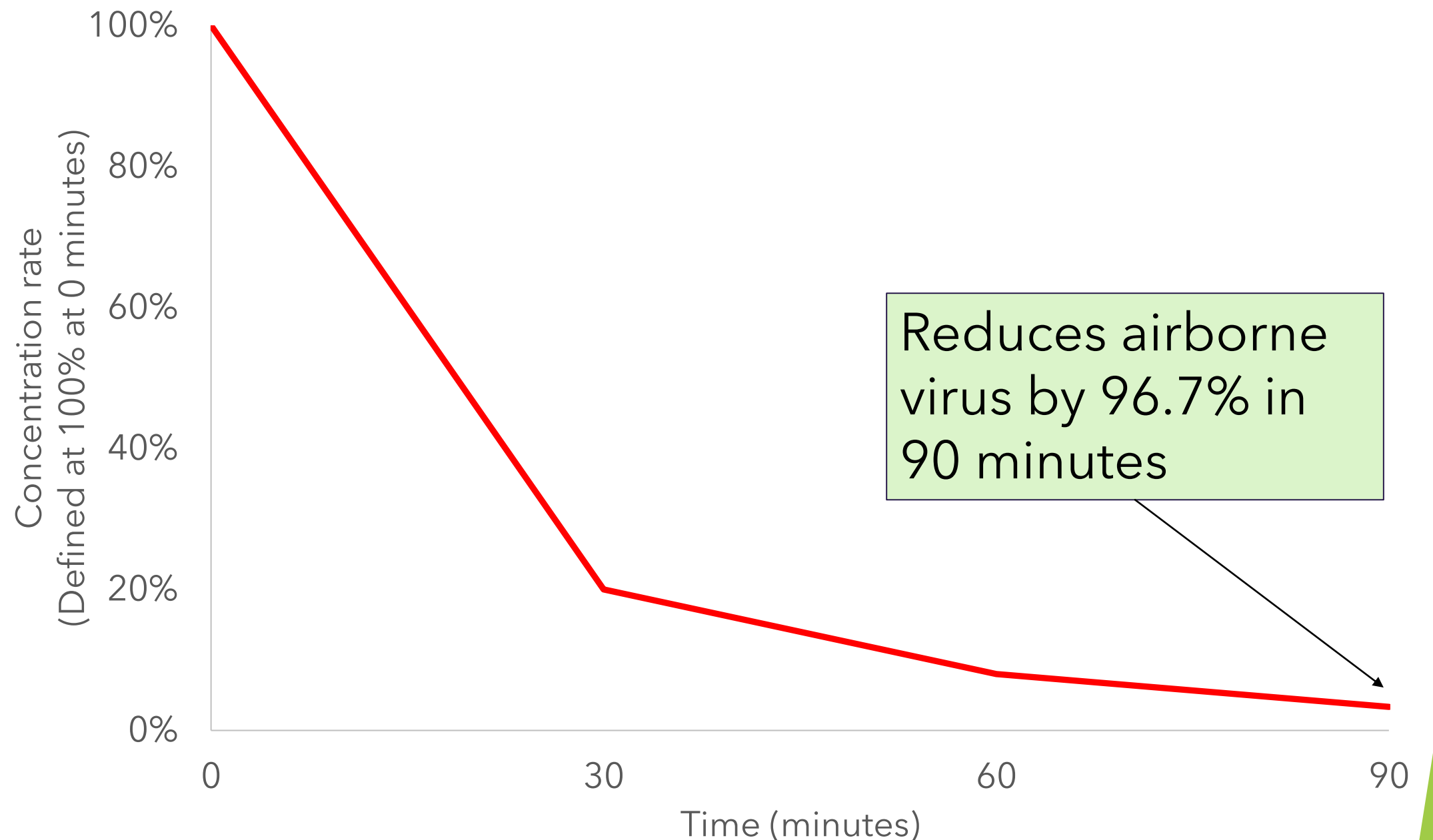
## Infected targets counted

*Escherichia Coli phage φX174*  
NBRC 103405

## Test condition

With an external fan generating air circulation of 10m<sup>3</sup>/s

**Virus Collection Performance Test Result**  
(Per JEMA1467 - Airborne Virus Removal Test)



# Pollen Collection Performance

*\*Prototype test result, conducted in conjunction with a circulating fan*

## Test Laboratory

Japan Food Research Laboratories

## Test Objective

Count airborne pollen concentration (ng/m<sup>3</sup>) within the 25m<sup>3</sup> test chamber

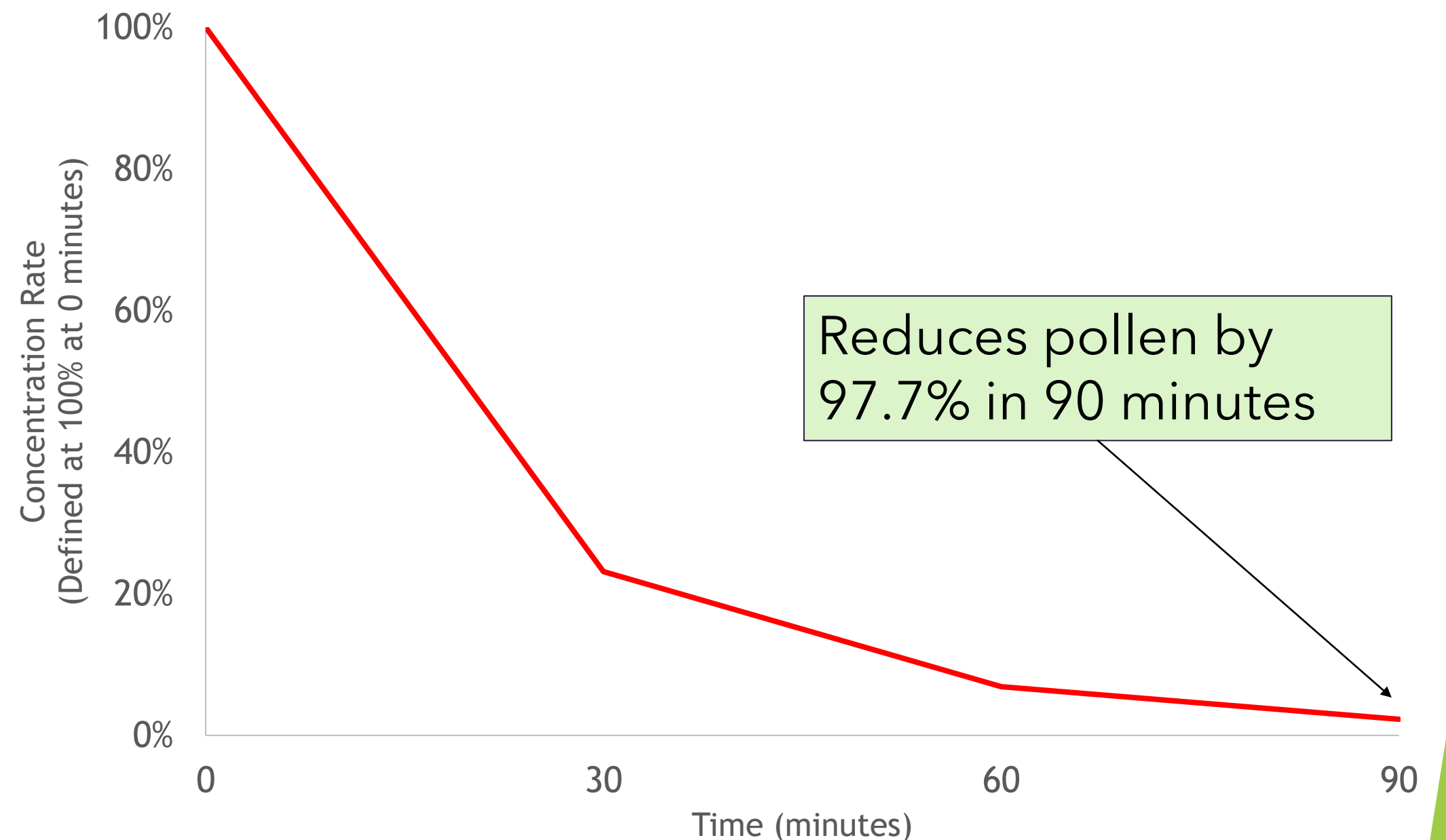
## Targets counted

*Japanese cedar (Cryptomeria japonica) pollen*

## Test condition

With an external fan generating air circulation of 10m<sup>3</sup>/s

**Pollen Collection Performance Test Result  
(Per JEMA1467 - Airborne Pollen Removal Test)**



# For more information, find us at...



Official Website  
(Germany)



Official Website  
(English)



Official Website  
(Japanese)

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# ataraina



ESCLIP



DEODORANT ONE



OiSHi



English



Deutsch



Japanese



español

# Soft Gripper



Japanese



Youtube  
(Japanese)

URL:



Germany



English



Japanese