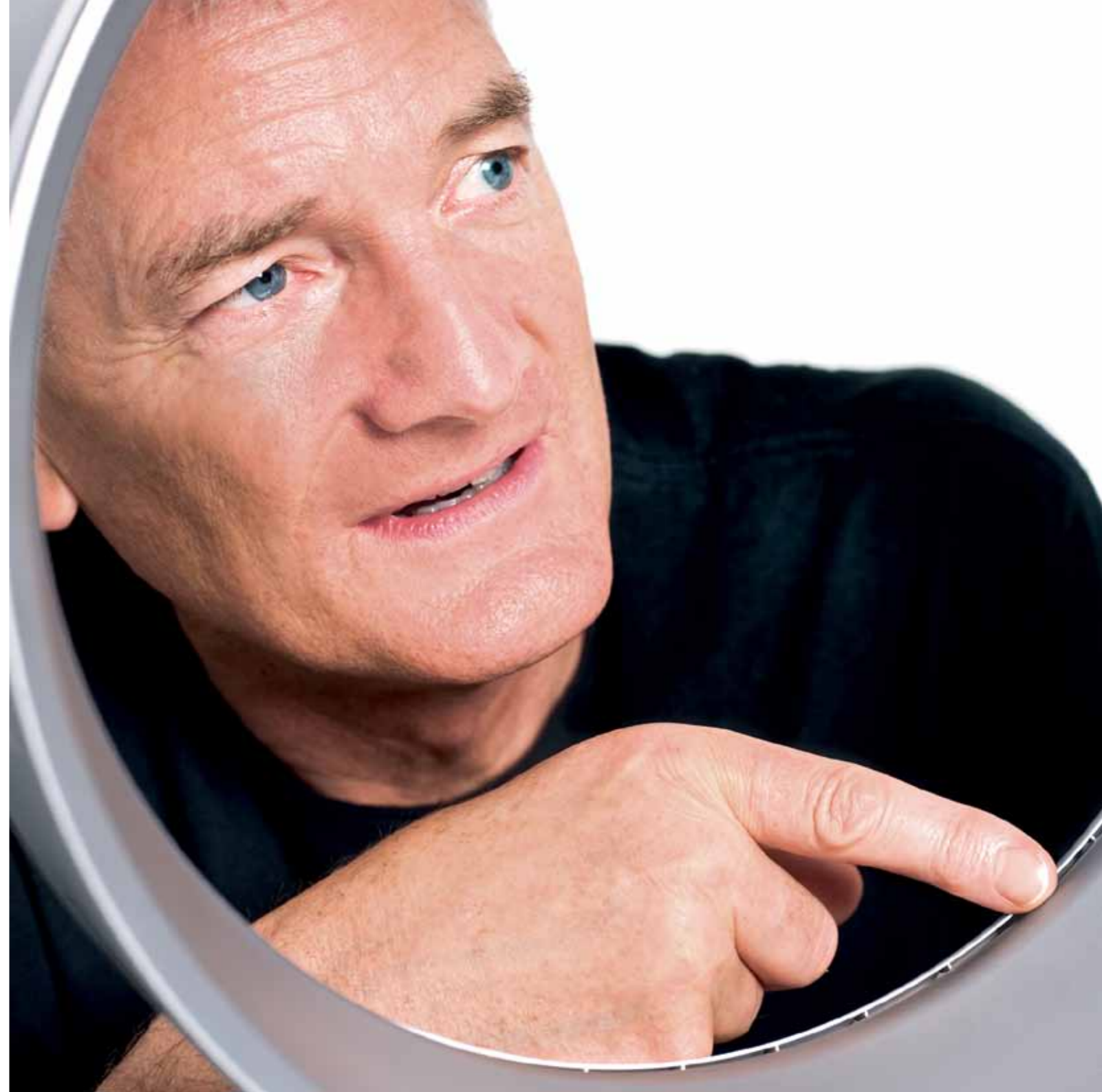




dyson

**"Engineers look for improvement.
30 years ago, we began developing
cyclone vacuum technology.
More recently, hand dryers using
high-pressure sheets of air instead
of heat. Now our attention has
turned to fans."
James Dyson**





Blades cause buffeting.
The blades on conventional fans cause unpleasant buffeting because they chop the air before it hits you.



No blades. No buffeting.
Air Multiplier™ technology amplifies surrounding air, giving an uninterrupted stream of smooth air.



Fast-spinning blades.
Conventional fans have fast-spinning blades that have to be guarded by a safety grille.



Safe.
The Dyson Air Multiplier™ fan has no blades. It's safe.



Awkward to clean.
Conventional fans are complicated to dismantle and clean.



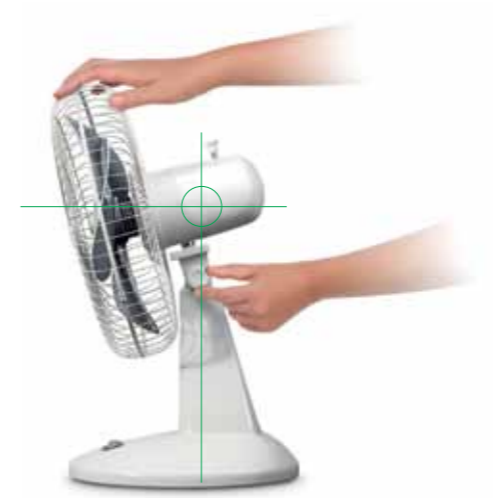
Easy to clean.
The Dyson Air Multiplier™ fan has no awkward grilles or blades.



Limited settings.
Conventional fans only have 3 or 4 settings and one of those is 'off'. You wish you could adjust it a little.



Dimmer-switch.
The Dyson Air Multiplier™ fan has dimmer-switch control to precisely adjust airflow power.

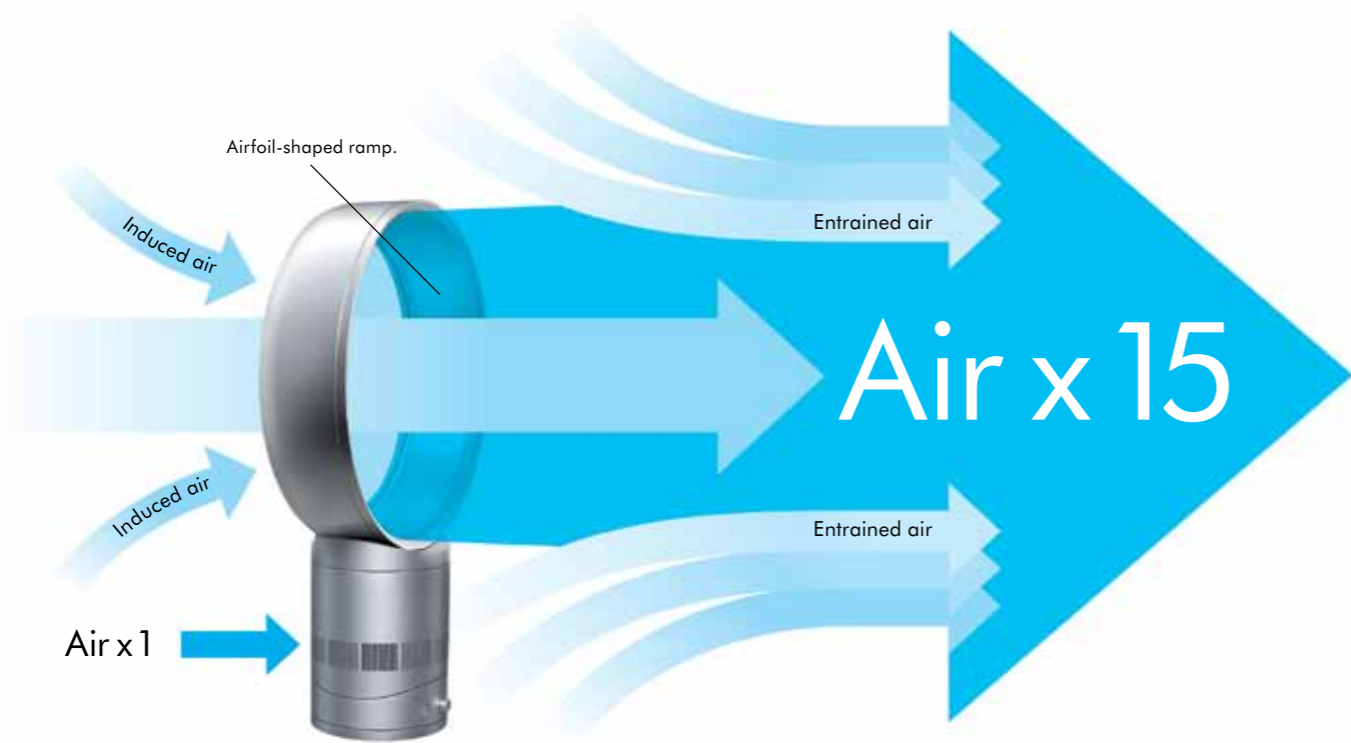


Awkward to adjust.
Conventional fans are top heavy and awkward to adjust. You have to use both hands.



Touch-tilt.
The Dyson Air Multiplier™ fan pivots on its own centre of gravity, staying put without clamping.

How it works.



Air Multiplier™ technology.

Air is accelerated through an annular aperture. This creates a jet of air that passes over an airfoil-shaped ramp, channelling its direction. Surrounding air is drawn into the airflow, amplifying it 15 times (this is called inducement and entrainment).

dyson air multiplier

No blades. No buffeting.



Mixed flow impeller
A combination of the technologies used in turbochargers and jet engines generates powerful airflow.

Brushless motor
Energy-efficient. Variable power rather than the limited settings on conventional motors.

Air inlet
Up to 20 litres of air drawn in per second, generating primary airflow.

Easy to assemble
Just push-fit loop amplifier to base, then twist.

On/off control
LED for use in the dark.

Airflow control
Dimmer-switch control. Precisely adjusts airflow power.

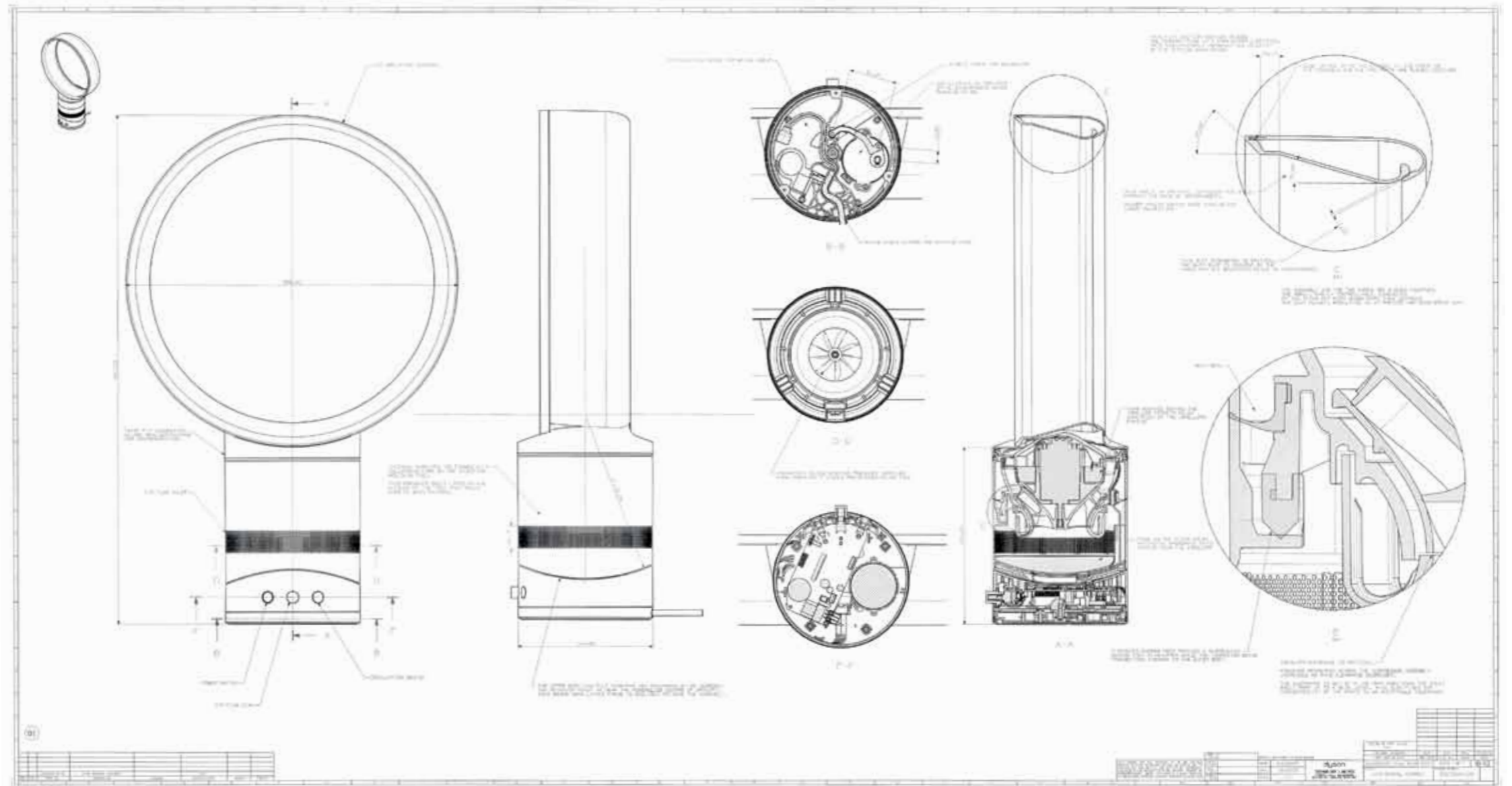
Oscillation control
Independent motor drives smooth 90° oscillation.



Inside out

Dyson engineers always start with the core problem – then work outwards. So our machines look the way they look because of how they work.

One engineer had the original idea. But it took every discipline from Dyson's 650-strong team of engineers and scientists to develop Air Multiplier™ technology. Design engineers; electrical engineers; fluid dynamics technicians; prototype engineers; test engineers; software engineers; motor engineers; microbiologists; mechanical engineers.



dyson air multiplier

No blades. No buffeting.



Blades cause buffeting.

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No blades. No buffeting.

Air Multiplier™ technology amplifies surrounding air, giving an uninterrupted stream of smooth air.



Silver/Iron

AM01 desk fan 12"



White/Silver

AM01 desk fan 10"



Iron/Blue



Safe.

No fast-spinning blades.



Easy to clean.

No awkward grilles or blades.



Dimmer-switch control.

Precisely adjusts airflow power.



Touch-tilt.

Pivots on its own centre of gravity, staying put without clamping.

dyson air multiplier

No blades. No buffeting.



Blades cause buffeting.



No blades. No buffeting.

Guaranteed for 2 years. Parts and labour.
For advice and support, call Dyson experts
7am – 10pm, 7 days a week.

UK 0800 298 0298

ROI 01 475 7109

Learn more at www.dyson.co.uk

See reviews at www.dysonairmultiplier.com