

Stylishly refrigerated

Whether your taste is for sushi or water melon, even sensitive foods remain fresh and appetising for a long time in the versatile SJ-F79PS SL refrigerator from Sharp. The key feature of this 4-door bottom-freezer with its high-quality stainless steel front is the technical ingenuity of its cooling mechanism. The special hybrid cooling system and the plasmacluster technology developed by Sharp ensure even cooling and an antibacterial atmosphere inside the appliance. In addition, Sharp's flagship model is environment-friendly thanks to its high energy efficiency - saving the consumer hard cash.

Berlin, IFA 2008. Fresh remains fresh – thanks to the universal Sharp stainless steel fridge with its symmetrical 4-door look. The intelligent hybrid cooling system distributes the cold air evenly throughout the interior of the appliance and ensures an appropriate relative humidity. This permits foodstuffs to retain their original, natural consistency for a long period without drying out.

“By contrast with the conventional direct cooling mechanism which results in greater temperature differences inside the appliance, the innovative hybrid cooling method offers enormous advantages,” explains Beate Moresmau, Marketing and Product Manager Home Appliances at Sharp Electronics Europe GmbH. “An aluminium panel on the inside rear wall cooled to approximately zero degrees Celsius stores the cold and then transmits it evenly to the interior of the fridge,” Moresmau continues.

A further practical feature is the no-frost function which prevents frost from forming, thereby avoiding the laborious process of defrosting the freezer compartment.

Outstanding plasmacluster technology: this technology, which was developed by Sharp and has won multiple awards in Japan, reduces the propagation of certain harmful bacteria and moulds in fridges. Lengthy storage of even sensitive foodstuffs is then not a problem for health-conscious consumers. The integral odour filter prevents unpleasant odours inside the fridge and ensures the optimum storage climate.

Another technically advanced function is the Express Freeze feature. If you like your drinks cold, you can make ice cubes in just 30 minutes in the special box. Small quantities of fruit and vegetables can also be rapidly shock-frozen in the express ice box.

High energy efficiency is more important today than ever before for all electronic appliances. The 4-door bottom-freezer delivers a top-class performance in this regard with a low power consumption of only 465 kWh/yr (energy efficiency class A+). The unusual 4-

door design has an important role to play in this: the user may only have to open one door, meaning that substantially less cold air escapes than with large fridge doors. The SJ-F79PS SL protects both the environment and your wallet.

In addition to the standard functions that today's consumers expect of a modern fridge, the 4-door bottom-freezer offers numerous other features. The Holiday mode raises the fridge temperature to an energy-saving 10 degrees Celsius which is adequate for storing less sensitive foodstuffs such as mustard or jam. The appliance also includes a door alarm, which is triggered if the door is not closed properly, and a childproof display lock. Sufficiently large door pockets ensure there is enough space for even wide bottles and containers.

All the functions can be conveniently operated from the outside via the user-friendly electronic display. LCD pioneer Sharp is therefore using its experience in the field of LCD panels for other product areas and applying its core competencies to innovative kitchen appliances.

Sharp's space miracle: when designing its 4-door fridge, the electronic company dispensed with the central partition which usually takes up a great deal of room, leaving a very spacious interior. Even foods which require a lot of space can easily be stored. Thanks to its symmetrical finish, this versatile appliance can easily be incorporated in any kitchen environment.

The SJ-PT690 RS fridge can easily stand comparison with its big brother: the 2-door top-freezer with its timeless silver-coloured design also features plasmacluster technology and hybrid cooling. For pizza lovers this two-door model offers a 'pizza pocket' and also scores with its low energy consumption of only 385 kWh/year.

These appliances are available from retailers in selected European countries with immediate effect. The recommended retail price is 2499 euro for the SJ-F79PS SL and 1099 euro for the SJ-PT690 RS.

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