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I-Berhad to launch new i-air conditioners

I-BERHAD plans to launch three series of its new i-air conditioner this year.

The new air conditioners, said to be the first in the country equipped with a human sensor, is a result of I-Berhad's joint research and development efforts with its strategic Chinese partners.

In a statement, I-Berhad said history has shown that the strategy of introducing many designs annually had enabled South Korean brands to overtake Japanese brands to become the leader in the local refrigerator market.

I-Berhad chief executive officer Eu Hong Chew said the company is confident of emerging as the leader in the air conditioner market in Malaysia with this South Korean approach.

"This strategy is not just effective in creating excitement for our products; it also allows customers to enjoy products with more innovative features and designs," he said.

Prime Minister Datuk Seri Dr Mahathir Mohamad had a preview of the new i-air conditioner at the Malaysian Showcase 2003 exhibition held in conjunction with the Non Alligned Movement Summit in Kuala Lumpur yesterday.