

**BUILD BETTER**

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# BETTER TECHNOLOGY BETTER HOMES HAPPIER HOMEOWNERS



A modern home should provide a higher degree of comfort and convenience, better air quality, and greater energy efficiency. Make Mitsubishi Electric Zoned Comfort Solutions™ an integral component of your modern, high-performance, healthy home. Our smart system technology ensures you are at the forefront of building innovation. Most importantly, you'll build homes that buyers want with the brand they know and trust. Build better with Mitsubishi Electric.

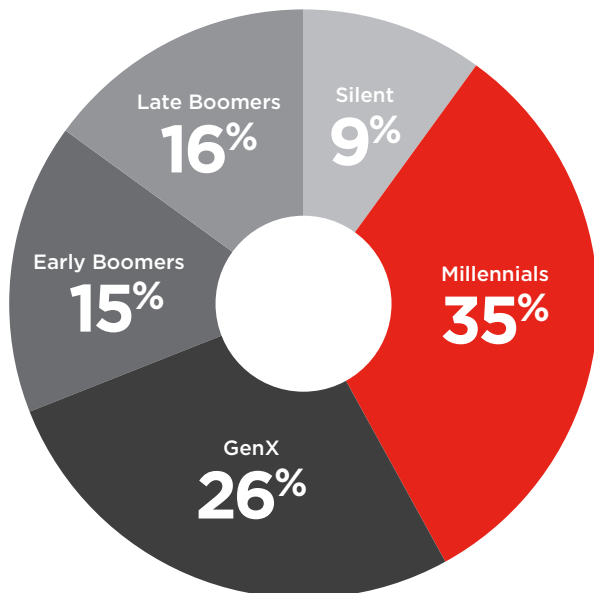


# BUILD FOR THE CHANGING HOME BUYER

Bella Collina Home  
by Legacy Builders, Orlando, FL  
14 Tons, 9 Zones, NGBS Emerald, 45 HERS

Today's home buyers are more informed and demanding than ever before. Homeowners want sustainable green living and smart technology integrated into their homes.<sup>1</sup>

According to Kevin Hofmann, chief marketing officer at The Home Depot, millennials are more inclined to invest in smart or energy-efficient homes. Mitsubishi Electric Zoned Comfort Solutions™ offer the connectivity, energy efficiency, and comfort that these homeowners seek.



Source: NAR Home Buyers and Sellers 2016

## GENERATIONS OF HOME BUYERS

Source: NAR Home Buyers and Sellers 2016

- ▶ **Millennials: 1981–1996** Technology-driven, heavy social media and chat app users
- ▶ **GenXers: 1965–1980** Embrace technology, raising kids and elderly parents, prefer email
- ▶ **Baby Boomers: 1946–1964** Influenced by rock music and the Cold War, prefer phone communications, retiring
- ▶ **Silent/Traditionalists: 1928–1945** Survived Great Depression and World War II, prefer face-to-face communications

1. Top 10 home trends that buyers want in 2016. Danielle Procopio—Inman March 2016



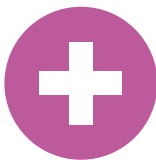
# HOUSES MUST CHANGE WITH THE TIMES

New technologies are changing the way homes are designed and built for optimum performance. Our Zoned Comfort Solutions™ offer many options for builders to maximize interior livable space and these smaller systems can be installed within the thermal envelope to increase the home's efficiency and comfort.

## WHAT HOME BUYERS CRAVE



**COMFORT**



**HEALTH**



**ENERGY  
EFFICIENCY**



**PERSONALIZED  
DESIGN**



**CONNECTIVITY**



# WE CAN HELP YOU BUILD IT BETTER

TO MAXIMIZE COMFORT, HEALTH AND EFFICIENCY



Karen Culp Photography | KCULP.COM

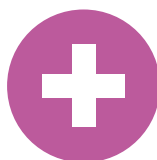


## COMFORT

Unlike conventional central systems, our Zoned Comfort Solutions™ provide individual cooling and heating to each zone. This means better airflow distribution and balance, greater temperature and moisture control, and the ultimate in personalized comfort.

↓ **67°**

**optimal sleeping  
temperature is  
below 67 degrees**



## HEALTH

Conventional central systems force a large volume of air through long duct runs and one main filter. Our Zoned Comfort Solutions offer smaller air handlers for each zone which also means multiple points of filtration. Room air circulates constantly while filters capture allergens. Units are extremely quiet which contributes to a more tranquil space and healthier environment.



## ENERGY EFFICIENCY

Adding comfort zoning also adds efficiency, at least 40%. Our Zone Comfort Solutions allow homeowners to adjust the system's operation to match their busy lives. If they aren't home or only occupying one or two rooms at a time they can turn off the other rooms so they save money.

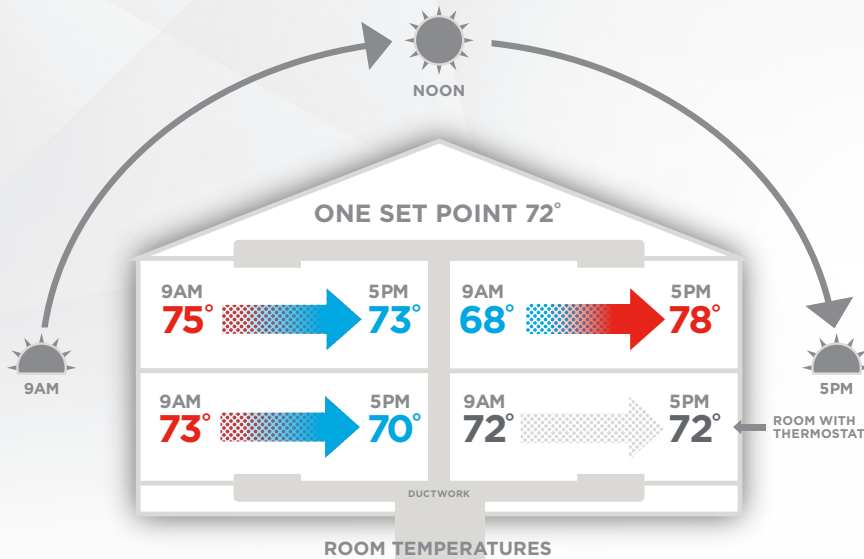
**On average, home buyers  
will pay an additional  
\$10,732 up front to save  
\$1,000 a year in utilities.**

— NAHB Economics & Housing Policy Group  
March 1, 2016



# ZONED COMFORT SOLUTIONS™ FOR BETTER COMFORT, HEALTH AND EFFICIENCY

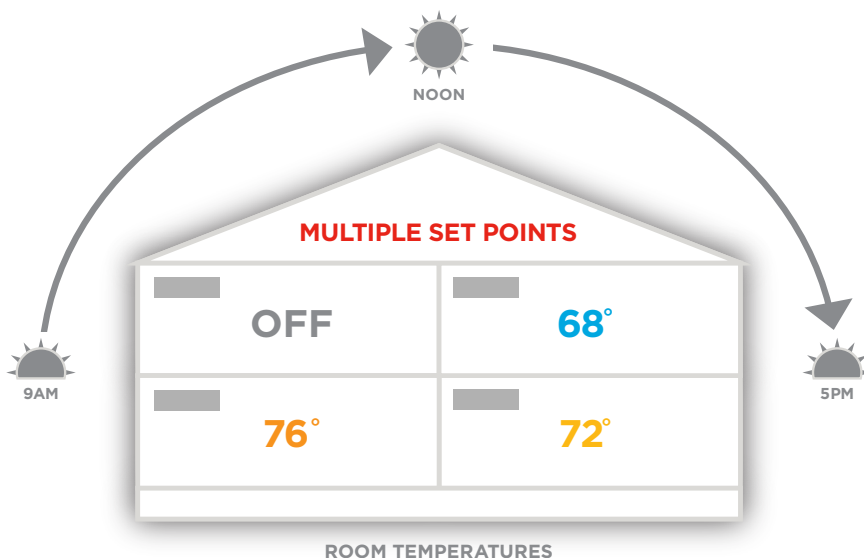
## HOMES WITH CENTRAL AIR SYSTEMS



### Issues with TRADITIONAL CENTRAL SYSTEMS

- ▶ Ductwork often runs through unhealthy, unconditioned attics and crawl spaces
- ▶ Inadequate ductwork can cost homeowners 40 cents of every dollar
- ▶ Indoor air quality is two to five times worse than outdoor air quality
- ▶ Traditional central systems are often oversized and have issues with humidity
- ▶ Traditional, non-connected thermostat, and one set temperature for entire home

## MODERN HOMES WITH ZONED COMFORT SOLUTIONS



### Benefits of ZONED COMFORT SOLUTIONS

- ▶ Set point maintained regardless of load changes
- ▶ Minimal or no air leakage
- ▶ Lower heating and cooling loads, leading to smaller, more efficient HVAC systems
- ▶ Need for compact duct systems or no ductwork at all
- ▶ Better and more personalized comfort with built-in zoning
- ▶ Improved air quality through multiple points of filtration and fresh air
- ▶ Advanced, connected controls at your fingertips

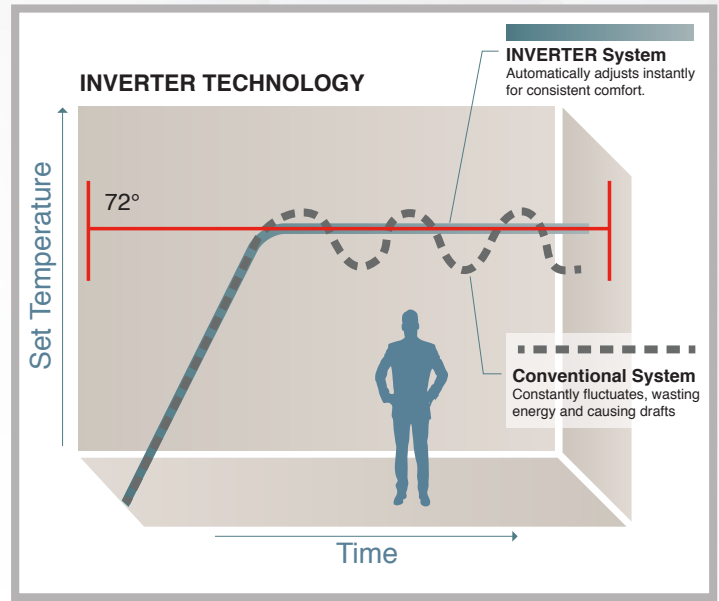


# ENERGY-EFFICIENT HOMES FOR THE 21<sup>st</sup> CENTURY

Mitsubishi Electric Zoned Comfort Solutions™ allow builders to meet the comfort demands of home buyers and just as importantly, help them save on energy bills.

Zoned Comfort Solutions are packed with energy-saving features. The main technology is the INVERTER-driven compressor. The compressor motor ramps up and down smoothly to deliver only the exact amount of refrigerant needed to maintain the system's capacity. Considering that 48% of home energy costs are spent on HVAC, the savings you could offer with multi-zone or whole-home solutions by Mitsubishi Electric are sure to pique homeowner interest.

- ▶ SEER ratings up to 33.1 and many ENERGY STAR®-certified models
- ▶ Zones which are not in use can be turned off. For every degree reduction on a thermostat, savings of up to 7% can be realized on the homeowner's energy bill
- ▶ According to the 2013 NAHB home buyer survey, energy efficiency ranked first in importance. Homeowners are willing to spend more for high-quality, high-efficiency HVAC solutions



## EFFICIENT ENERGY TRANSFER

### FORCED AIR VERSUS DUCTLESS

#### AIR DUCT



Air=0.48 Btu/h per LB

Forced air systems require large blowers to push air long distances through bulky ductwork. Besides the power required to run the blower, the ductwork itself is a poor distributor of capacity throughout a home.

#### REFRIGERATION PIPE



Refrigerant=85.38 Btu/h per LB

Refrigerant cycles through small pipes, distributing capacity effortlessly to each zone. Smaller blowers deliver the conditioned air to each zone more efficiently.



# ZONING FOR THE MODERN HOME

## 2nd Floor

**Zoning a home, versus central ducted, just makes sense.**

Over 90% of our time is spent indoors,<sup>1</sup> more time is spent at home, and yet indoor air quality with traditional HVAC solutions fails to meet the needs of the modern-day home buyer. The average energy lost through central ductwork is 40%, and most ductwork is designed and installed wrong.

Mitsubishi Electric Zoned Comfort Solutions™ require less ductwork and offer more points of filtration, providing home buyers improved indoor air quality versus central systems with a single filter for the entire home.

## 1st Floor



# THE APPLICATIONS ARE ENDLESS

Thousands of homeowners across the U.S. are enjoying the comfort, health and efficiency benefits of our Zoned Comfort Solutions™. We've helped solve many unique applications, while matching home styles and homeowner needs.



**CHALLENGE:** Provide high performance, comfort and energy efficiency for sustainable ocean-front house

**SOLUTION:** Unobtrusive multi-zone system with mix of ductless and ducted indoor units

**RESULT:** New Jersey ENERGY STAR® certified designation, easy operation, low-maintenance and reliable comfort year-round



**CHALLENGE:** Selecting super-efficient cooling and heating system needed by four market rate zero-energy homes

**SOLUTION:** Wall-mount ductless units with Hyper-Heating INVERTER® technology

**RESULT:** Low-cost operation, simple controls, HERS score of 9, year-round comfort even during sub-freezing temps

Karen Culp Photography | KCULP.COM



**CHALLENGE:** Finding whole-house solution for Texas dream home that could achieve LEED® status

**SOLUTION:** Variable refrigerant flow (VRF) zoning solution with multiple styles of ductless and ducted indoor units.

**RESULT:** Peacefully quiet operation, year-round comfort, significant utility cost savings, LEED Platinum certification

READ MORE CASE STUDIES AND VIEW VIDEOS AT [WWW.MITSUBISHICOMFORT.COM](http://WWW.MITSUBISHICOMFORT.COM)



## PRODUCTS TO MEET YOUR EVERY NEED

### DUCTLESS for maximizing interior space



#### Wall-mounted

Sleek units provide accurate temperature control and filtration



#### Floor-mounted

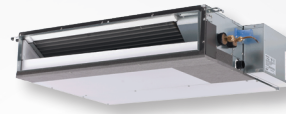
Unobtrusive units can be recessed for lower profile



#### Ceiling-cassette

Discreet units provide superior airflow from four vanes

### DUCTED for discreet applications



#### Horizontal-ducted

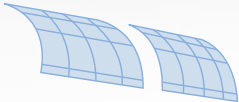
Low-profile, hidden units for smaller zones



#### Multi-position

Multi-position, hidden units for larger zones, entire floor or whole home

## FILTERS



#### NANO PLATINUM FILTER

Provides antibacterial and deodorizing function to improve air quality.



#### DEODORIZING FILTER\*

Uses nanotechnology to absorb odors to neutralize the worst smells.



#### ELECTROSTATIC ANTI-ALLERGY FILTER\*

- ▶ Reduces germs, bacteria, and viruses.
- ▶ Helps trap dust, pollens, mites, and other particles.

\*select models.

## COMFORT CONTROLLED

With the kumo cloud® app, homeowners get the control they crave for better efficiency and comfort.

- ▶ **Anytime, Anywhere:** Control from any smartphone, tablet or web browser.
- ▶ **Program and Schedules:** Easily schedule the mode, set temperature and fan speed, for an individual zone or several zones at once.
- ▶ **Easily Zoned:** Name indoor units, create groups, and organize multiple properties from one user-friendly app.
- ▶ **Check Filter Status:** Monitor filter status to ensure indoor air quality is at peak levels
- ▶ **kumo station®:** Used to help control system changeover and third-party equipment such as ERVs, humidifiers and auxiliary heat units.



VISIT [MITSUBISHICOMFORT.COM](http://MITSUBISHICOMFORT.COM) TO SEE THE FULL LINE OF MITSUBISHI ELECTRIC CONTROLS



# WE'VE GOT YOU COVERED

We have more than 30 years of experience delivering Zoned Comfort Solutions™ to the market place, and are the leading brand with the top suppliers in each market. When it comes to system design, application, installation, training and service, we've got you covered.

## DIAMOND CONTRACTORS

According to a 2016 NAHB study, subcontractor shortages are a growing problem. 48% of single-home builders reported HVAC contractor shortages. With Mitsubishi Electric's base of Diamond Contractors, a professional installer is readily available.

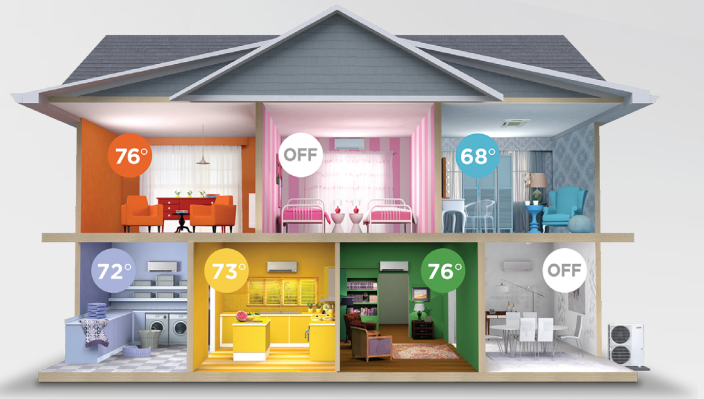


## TRAINING

With dozens of training centers across the country, we are dedicated to ensuring that your staff and your contractors will have the latest product information.

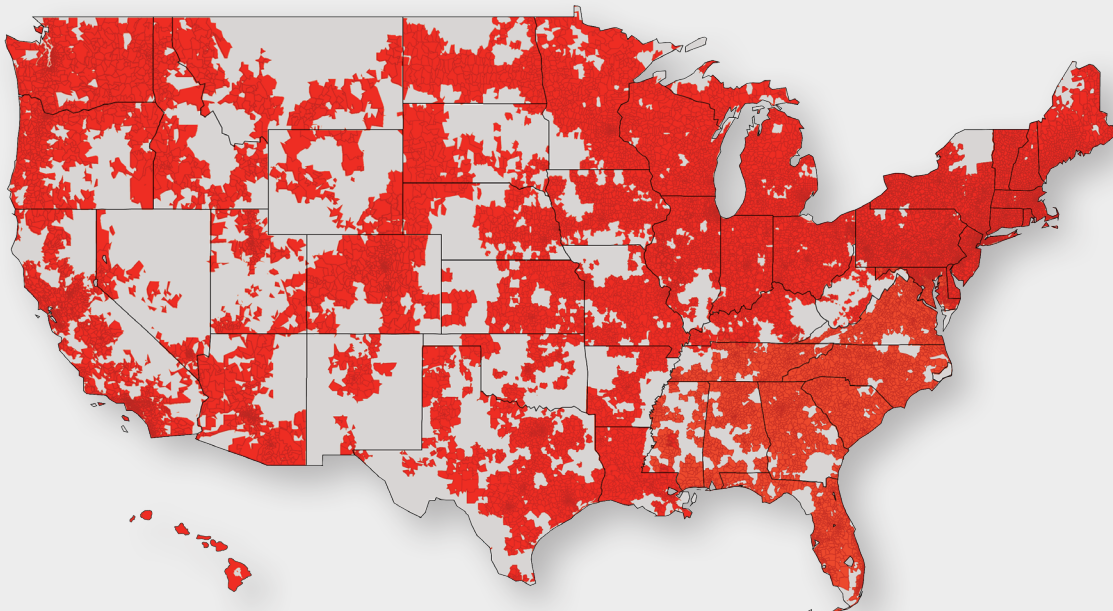
## MARKETING

We invest millions on aggressive ad campaigns to raise consumer awareness. You can leverage our market knowledge to help promote Zoned Comfort Solutions in the homes you build.



MAKE COMFORT *Personal*®

## DIAMOND CONTRACTOR COVERAGE



VISIT [WWW.MITSUBISHICOMFORT.COM](http://WWW.MITSUBISHICOMFORT.COM) TO FIND A DIAMOND CONTRACTOR





Visit [MitsubishiPro.com/BuildBetter](https://MitsubishiPro.com/BuildBetter) to become a Mitsubishi Electric Performance Builder today.



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For more information visit  
[mitsubishi.com](https://mitsubishi.com)

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