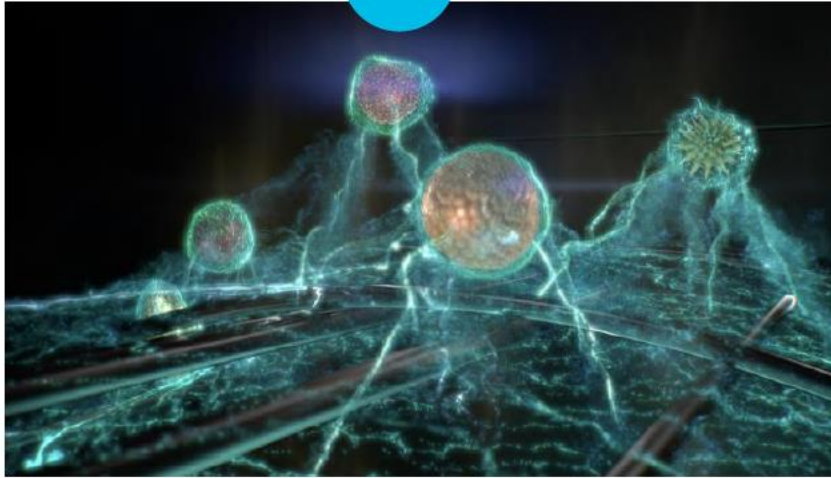


Blue 3610



Clean air at the touch of a button

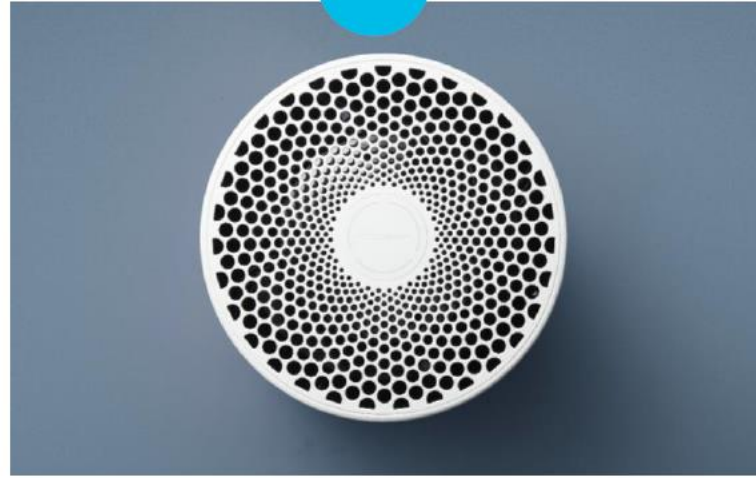
1



HEPASilent™ technology

More clean air, less noise and less energy

2

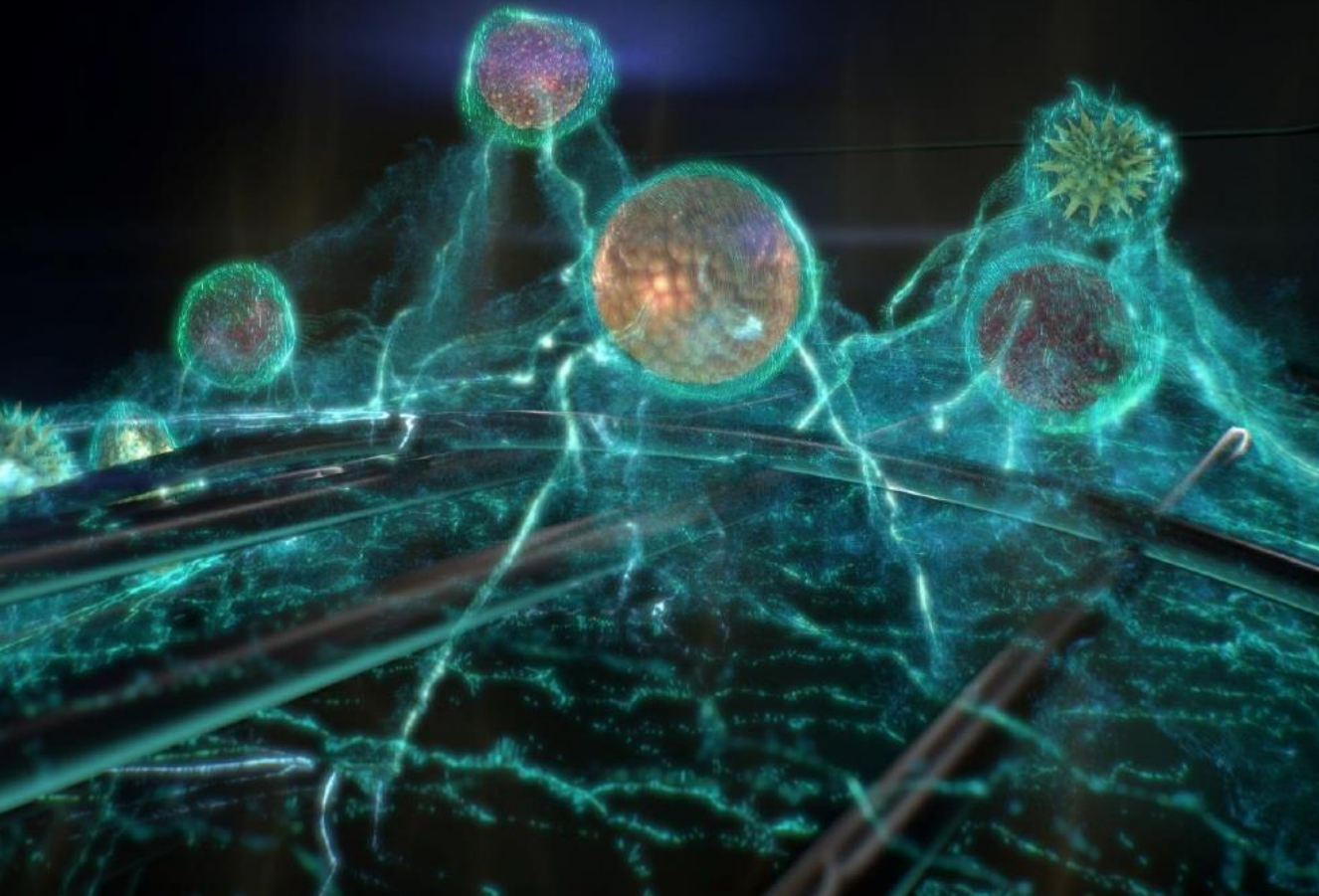


Ease of use

Intuitive one-button control with auto-mode



1 HEPASilent™ technology



More clean air, less noise, less energy

Our unique filtration technology that we call HEPASilent™ sets us apart. The combination of electrostatic and mechanical filtration allows us to use filters that are less dense and require less air pressure than traditional HEPA filters without a loss in performance — quietly delivering more clean air at a faster rate and more energy efficient air purifiers.





Intuitive one-button control with Auto mode

Plug and play simplicity with Auto mode ensures clean air at the touch of a button.

4 speed modes in one-button control

Press once for Auto mode, twice for Night mode, three times for Everyday mode, and four times for Boost mode.

Auto-adjust to real-time conditions

With the Auto mode feature, Blue's smart sensor will monitor real-time air quality conditions and auto-adjust to optimize performance ensuring clean air in your home.

Easy air quality indicator

Blue's air quality indicator (AQI) uses a color-scale to easily identify the air quality in your home as good, moderate or polluted.

Blue product overview

3610

Intuitive User Interface

Air outlet - Up with 90° spread

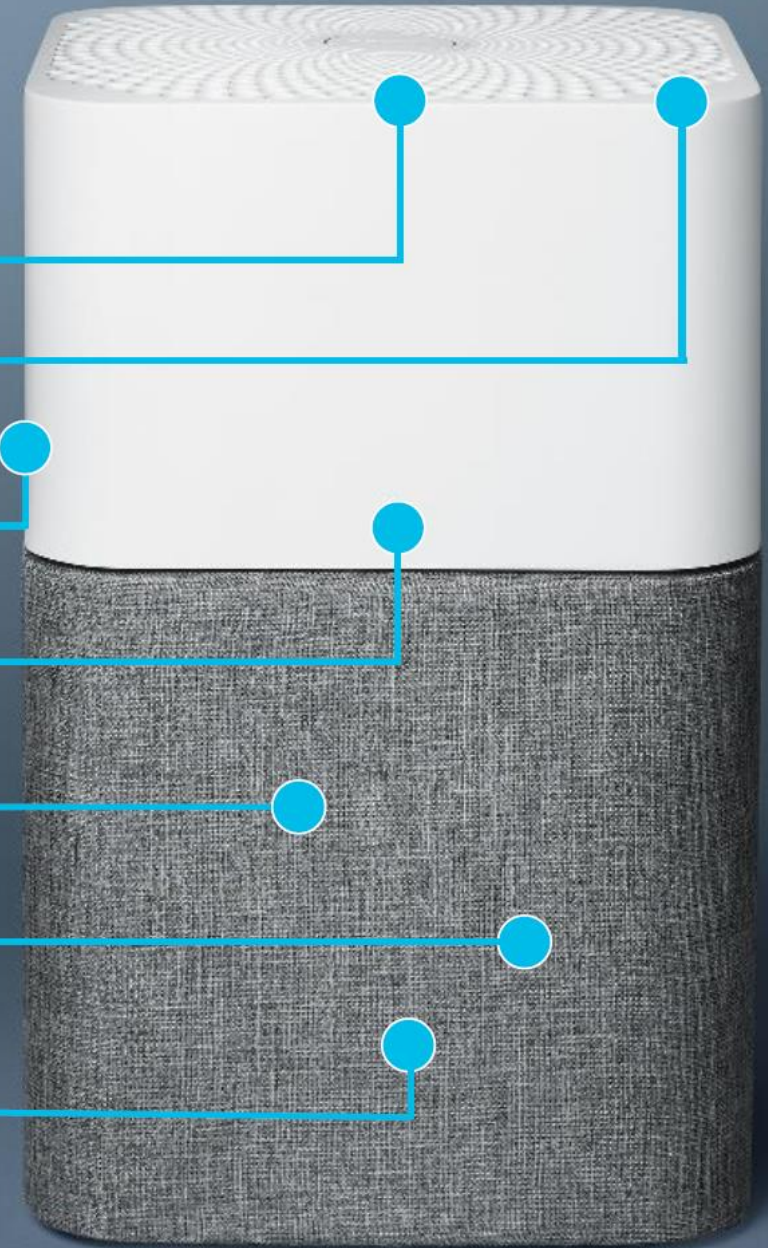
PM 2.5 LED sensor
(in the back)

3-color
Air Quality display

360° air inlet

Sturdy cage with premium
steel and white anti-scratch
coating.

Optional interchangeable
pre-filter

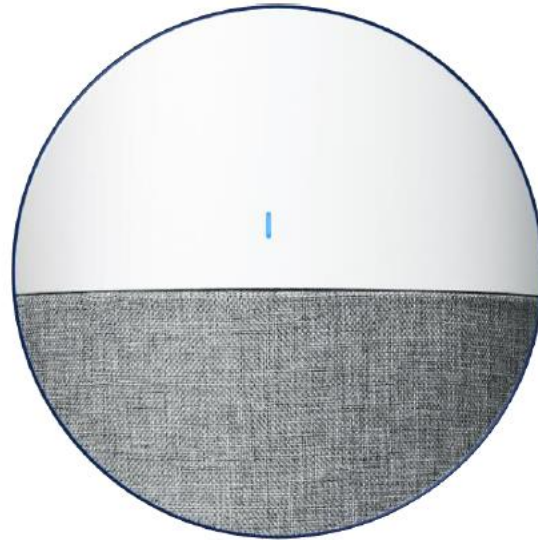


Innovative design solutions



One-button control with Auto mode

Plug and play simplicity with Auto mode ensures clean air at the touch of a button.



Easy air quality indicator

Air quality is measured by the concentration of fine particles (PM2.5) in your indoor air. Blue air purifier's LED air quality indicator (AQI) uses a color-scale to identify air quality conditions as good, moderate or polluted.

Blue	Excellent
Orange	Moderate
Red	Polluted



Smart sensor

Equipped with smart sensor that monitors real-time air quality conditions



Simple to place

With a large 360° air intake means you can freely place your Blue air purifier anywhere in your room without compromising performance.

Key features



4 speed modes with one button



Auto Mode

Automatically sets power levels according to the air quality in your home



Night Mode

Air purifier operates quietly at a low speed and dimmed LED lights



Everyday Mode

Air purifier operates at a medium speed



Boost Mode

Air purifier operates on the highest speed

Intuitive indicator lights

With just a quick push of a button you can easily check how the Blue air purifier is running. Gently glows white to indicate selected fan speed and will change to red, letting you know when it is time to change the filter.

Autostart feature

The Autostart feature automatically restarts the air purifier at the last set speed after it's unplugged, used with a power switch timer, or if a power failure occurs.

Particle + Carbon filters

Unique filter Media

Particle + Carbon mesh type. Our filters save energy thanks to their low dense design. Coconut based; environmentally friendly activated carbon included.

Large filter area

Entire bottom half is an advanced filter. Catches virtually every airborne contaminant down to a virus in size. The active carbon even removes odors & gases.

Foldable 360° filter

Blueair's unique, patented foldable frame solution reduces over half of the packaging volume – saving heavily on transport and storage.

Recycling

Both frame and filter media are made of eco-friendly polypropylene, same material as all caps on plastic bottles.



MODEL

Recommended Room Size

Minutes it takes to clean a 35 m² room once

CLAIMED PRODUCT PERFORMANCE

Filtration Technology

CADR Smoke

CADR Dust

CADR Pollen

Energy consumption

– Low

Sound Level

– Low

Clean Air Distribution

Energy Efficiency (particle CADR/W)

FILTERS

Filter type

Prefilters

Main Replacement Filters

Number of filters

Filter lifetime

CONNECTIVITY / SENSORS

Blueair app (Wi-Fi connected)

Auto Mode

VOC sensor

Particle sensor

USER INTERFACE

Material & finishing

Air quality indicator light bar

Automatic light dimming

PRODUCT DETAILS

Product dimensions

Product weight



3610

51 m² (550 sq. ft.)

9

HEPASilent

353 cfm (600 m³/h)

347 cfm (590 m³/h)

380 cfm (650 m³/h)

38 W

4 W

56 dB

23 dB

Top Flow 90°

11.9

Particle & Carbon

Washable

Single (L)

1

Up to 6 months

✓

LED

Plastic, fabric

✓

✓

522 x 330 x 330 mm

6.5 kg (14.33 lbs)

Summary of Air Purification Technology

	UV-C Germicidal Lamp	UV-C Ozone Lamps	Corona Discharge Ozone Systems	UV-C Catalytic Oxidation Systems	Photohydro- ionization Systems	HEPA Filter Air Purification System	BLUEAIR HEPASilent
Provides whole house/area air purification	No	Yes	Yes	No	Yes	Yes	Yes
Keeps mold from growing on AC coil / Filter	Yes	Unknown	Unknown	No	Yes	Yes	No
Reduces odors, VOCs	No	No	No	No	Yes	Yes	Yes
Bacteria, viruses capture	No	No	No	No	No	Yes	Yes
Bacteria, viruses capture kill or deactivate	Yes	Yes	Yes	Yes	Yes	No	Yes
Low initial cost	Yes	Yes	No	No	Yes	Yes	Yes
Low installation cost	Yes	Yes	No	No	Yes	Yes	Yes
Reduces microbials by over 90% throughout the house	No	No	No	No	Yes	No	Yes
Low maintenance	Yes	Yes	No	No	Yes	Yes	Yes
Low power consumption	Low	Low	High	High	Low	High	Low
Meets Federal ozone safety guidelines	Yes	No	No	Yes	No	Yes	Yes
Has the broadest range of effectiveness	No	No	No	No	No	Yes	Yes
Potential secondary contamination when maintenance or filter replacement	No	No	No	No	No	Yes	No

Highlight for Blueair HEPESilent Technology

- Able to remove and kill/inactivate bacteria and virus
- Avoid secondary contamination
- Low power consumption
- No free ion or additional ozone created outside the machine
- Low installation cost
- Low running cost

As part of the Unilever family,
we help more people breathe clean air



● **Blueair**

Lipton

✓
Rexona

BEN & JERRY'S

Dove

Unilever
pure

AXE

Cornetto

Pepsodent

Vaseline

**CARTE
DOR**

V05

Comfort

Sunlight


TRULIVA

MAGNUM

● **Blueair**

A global company

R&D & Production

China
Sweden

Regional HQs

China
Hong Kong
Sweden (Innovation Hub)
UAE
USA

Sales Representatives

Australia
Austria
Bangladesh
Egypt
France
Germany
Hong Kong
Indonesia
Japan
Korea
Kuwait
Macedonia
Malaysia
Philippines
Poland
Qatar
Singapore
Switzerland
Taiwan
Thailand
Vietnam

