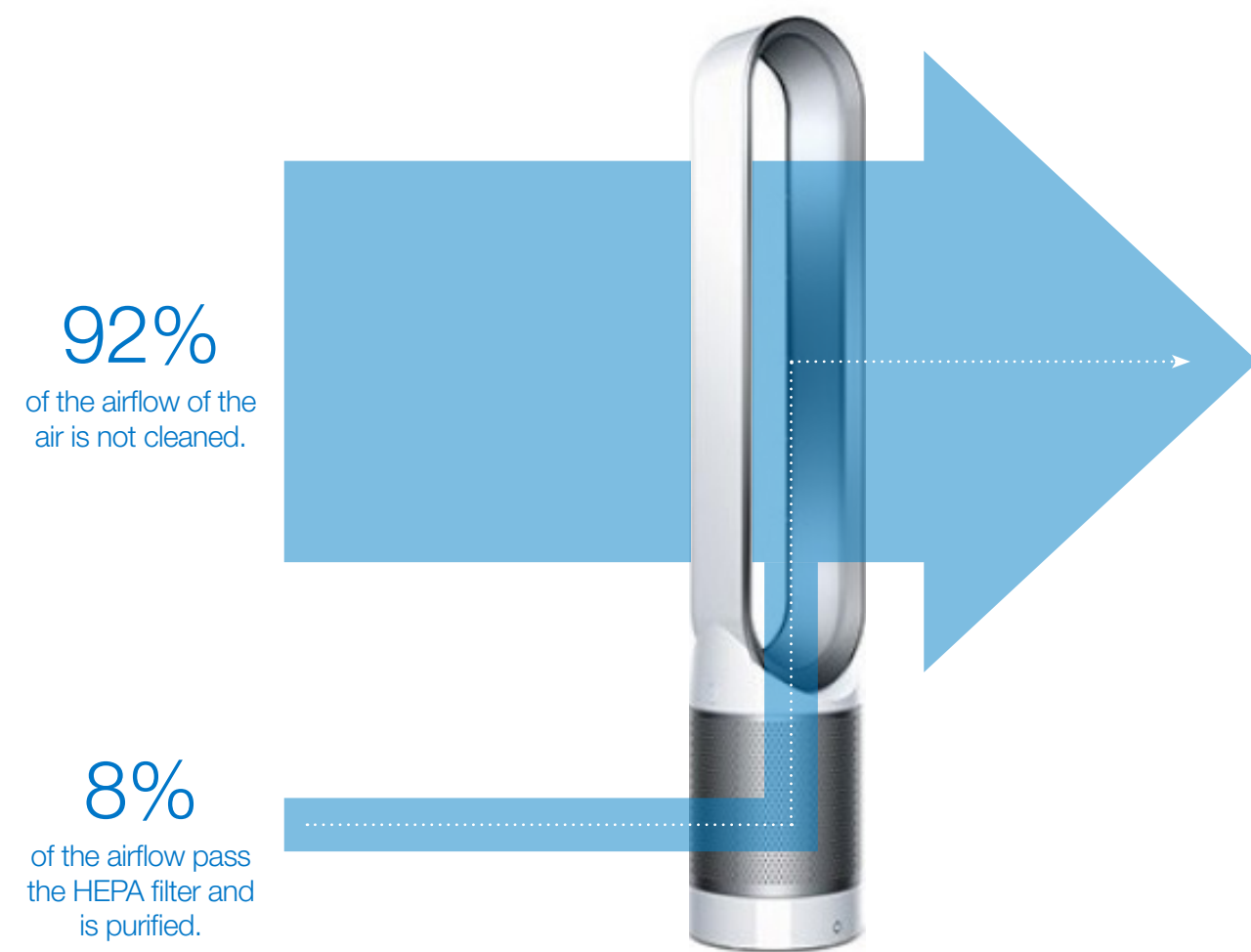


Competitor analysis: Dyson Pure Cool Link

The Dyson Pure Cool Link is a hybrid between an air purifier and a fan that claims to purify the air while keeping it cool in the summer. However, only 8% of the airflow pass the HEPA filter and is purified. The remaining 92% of the air is not cleaned. Therefore, air purification is not the primary focus of this product.



Comparison with Blueair Classic 205

The comparison made in the table below shows that it has a calculated CADR (Clean Air Delivery Rate) 76% lower than the Blueair Classic 205. As this clean air is delivered (at maximum fan speed), it is also 7 db(A) louder. Summarized, the Dyson Pure Cool Link is less efficient at producing clean air and louder than the Blueair Classic 205.



Max. speed setting*	Blueair Classic 205	Dyson Pure Cool Link
CADR	180 cfm	44 cfm (calculated)**
Airflow	220 cfm	869 cfm***
Claimed room size (cleaned 5 times/h)	26 m ²	13 m ² **
Actual room size (cleaned 5 times/h)	26 m ²	6.24 m ² **
Energy consumption	80 W	Not available
Noise	56 db(A)	63 db(A)

Alternative for units comparison

Max. speed setting*	Blueair Classic 605	Blueair Sense+	Blueair Pro M	Pro XL	Blue
CADR	500 cfm	120 cfm	250 cfm	800 cfm	350 cfm
Airflow	650 cfm	150 cfm	330 cfm	990 cfm	360 cfm
Claimed room size (cleaned 5 times/h)	72 m ²	18 m ²	36 m ²	110 m ²	50 m ²
Actual room size (cleaned 5 times/h)	72 m ²	18 m ²	36 m ²	110 m ²	50 m ²
Energy consumption	100 W	46 W	85 W	256 W	61 W
Noise	62 db(A)	50 db(A)	55 db(A)	58 db(A)	56 db(A)

* Comparison based on claimed specifications by Blueair and Dyson.

** According to Dyson support it cleans a 13 m² room in 25 minutes. The CADR room size recommendation is based on that the air in a room (with a ceiling height of 2,4 m) should be cleaned approx. 5 times per hour => 13 m² * (12 min/25 min) = 6,24 m² =>

6,24 m² * 2,4 m = 14,976 m³ => CADR = 44 cfm

*** 410 l/s = 869 cfm

