

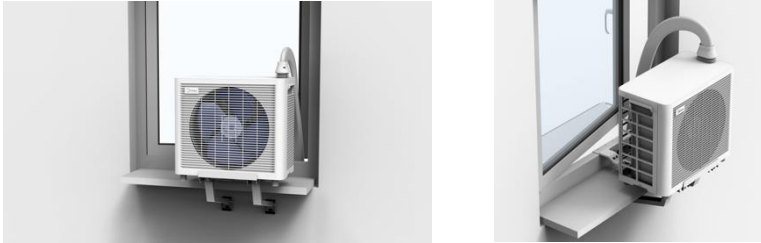
# Part One:

# Midea PortaSplit Cool

# Product Promotion Material

## Detail Images

- **Outdoor Unit on the window**



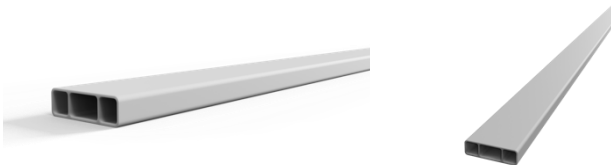
Detailed images of PortaSplit Cool are provided to you to produce materials locally.

These materials can be used in catalog production, leaflet and so on, to present product and describe components.

- **Soundproof**



- **Connection hose**



Detailed Images Wettransfer Download Link:

<https://we.tl/t-YNuijydh3>

## Functional Images

- Upward deflector for cooling:



- Set-up process:



- Comparison between whole-room cooling and uneven cooling:



Functional Images of PortaSplit Cool are provided to you to produce materials locally.

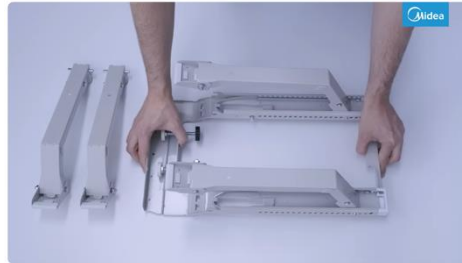
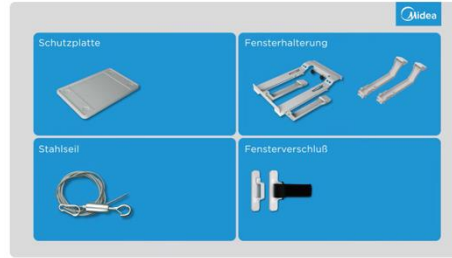
These materials can be used in catalog production, leaflet and so on.

JPG/PNG/PSD format can be found in the link below.

**Functional Images Wetransfer Download Link:**

<https://we.tl/t-AUPkKwVOUn>

## Installation Video



This is a detailed installation guide for PortaSplit Cool, which you can download from the following link. It contains multiple language versions (English, German, French and Spanish).

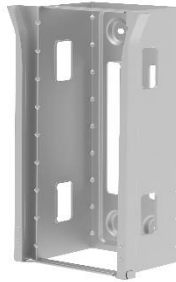
WeTransfer download link (English, French, German and Spanish version):

<https://we.tl/t-mBs21PBpb5>

WeTransfer download link (German version):

<https://we.tl/t-xfDw9gWKgD>

## 4 Types Of Brackets



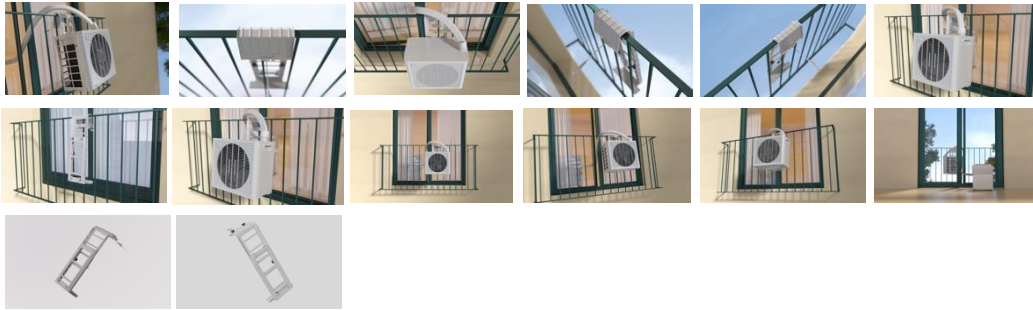
The image shows four types of brackets adapted to different installation scenarios. The original visual materials for these bracket images can be downloaded via the provided WeTransfer link.

**Wetransfer Download Link:**

<https://we.tl/t-6kqNDk4OQL>

## Functional Images

- **French window bracket:**



Functional Images of PortaSplit Cool are provided to you to produce materials locally.

These materials can be used in catalog production, leaflet and so on.

JPG/PNG/PSD format can be found in the link below.

- **Sloping roof window bracket:**



**Functional Images Wettransfer Download Link:**

French window brackets :

<https://we.tl/t-1V7mTbYn4b>

Sloping roof window brackets :

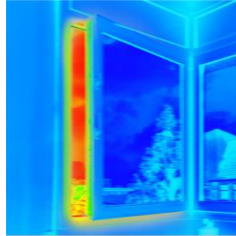
<https://we.tl/t-P0Lh3C5OqR>

## Heatmap of Window Sealing

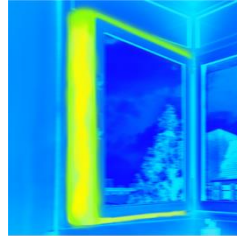
**Geschlossenes  
Fenster**



**Geöffnetes  
Fenster  
(10 cm Spalt)**



**Fensterabdichtung  
(im PortaSplit Paket enthalte n)**



The thermal images clearly show how the PortaSplit Cool window sealing blocks heat loss or gain, which is a key advantage for maintaining indoor temperature stability and improving the efficiency of your portable air conditioner.

The visual materials for this heatmap comparison are available for download via the WeTransfer link provided.

**Wetransfer Download Link:**

<https://we.tl/t-PePHHk33sY>

## Installation Scenarios



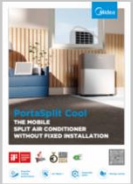
These scenarios demonstrate that PortaSplit Cool can be installed on different types of windows or balconies.

The original visual materials for these scenario diagrams can be downloaded via the provided WeTransfer link.

**Wetransfer Download Link:**

<https://we.tl/t-mCfc2PUfuh>

## Product Leaflet (8K version included)



1



2



3



4



5



6

Leaflet detailly introduce PortaSplit Cool in various dimensions, including usage scenarios, product functions, USPs and specifications .

It can be delivered to consumers to get a general understanding of this product and raise their interest.

8K leaflet can be found in the following link.

**Wetransfer download link:**

<https://we.tl/t-X2NZHI2FEO>

# Midea PortaSplit Cool Product Toolkit



## POP with MIB format 1 : Intelligent Energy-saving



This material highlights the main USP in the POP for you to print for the offline usage, including sticking on the shelters or machine units.

Download link: <https://we.tl/t-zeL2M45yhW>



## Product Scenario Posters (German style window)



We provide 4 different usage scenario posters for PortaSplit Cool, including:

- Normal German style window
- French balcony window
- Attic rooftop window
- Office

Both the source-file and high-res jpg format can be downloaded in links.

**Wetransfer download link:**  
<https://we.tl/t-M5yfEaV86k>

## Product Scenario Posters (office)



We provide 4 different usage scenario posters for PortaSplit Cool, including:

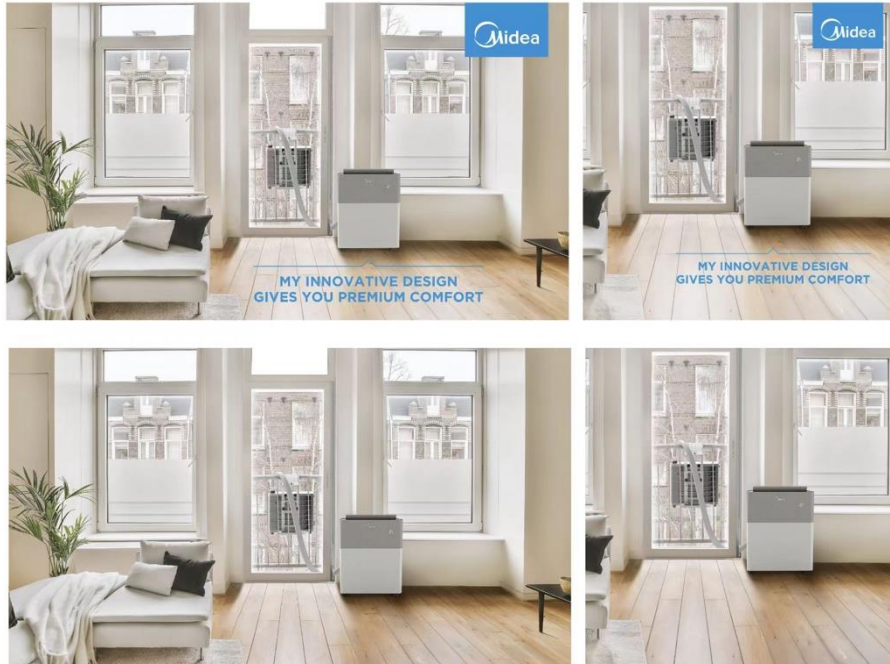
- Normal German style window
- French balcony window
- Attic rooftop window
- Office

Both the source-file and high-res jpg format can be downloaded in links.

**Wetransfer download link:**

<https://we.tl/t-iLa0Ghoz8x>

## Product Scenario Posters (French balcony window)



We provide 4 different usage scenario posters for PortaSplit Cool, including:

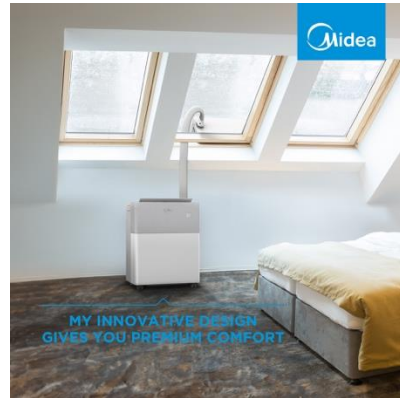
- Normal German style window
- French balcony window
- Attic rooftop window
- Office

Both the source-file and high-res jpg format can be downloaded in links.

**Wetransfer download link:**

<https://we.tl/t-q4bzVgXy9P>

## Product Scenario Posters (Attic Rooftop window)



We provide 4 different usage scenario posters for PortaSplit Cool, including:

- Normal German style window
- French balcony window
- Attic rooftop window
- Office

Both the source-file and high-res jpg format can be downloaded in links.

**Wetransfer download link:**  
<https://we.tl/t-sywWz0tec1>

## Product in Scene Keyshot - Scenario Poster



This poster applies product in scenario to present what it looks like with PortaSplit Cool at home.

This could be used in the catalogue edition or social promotion.



**JPG Format Poster Wetransfer Download Link:**  
<https://we.tl/t-ZctPgK7qx2>

# Part Two:

# Midea PortaSplit Cool

# Award-winning & Test Material

## IF Design Award 2024 Logo

- Award logo (horizontal version)



- Award logo (vertical version)



- Related guidelines :



PortaSplit is renowned as the winner of the IF Design Award 2024.

In the following link, you can download the award logo in png / jpg format to use in promotion.

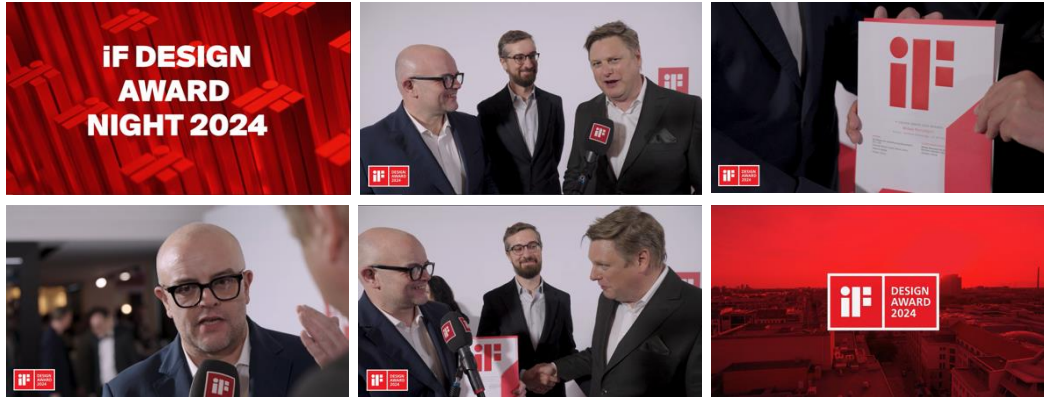
Both the horizontal and vertical version are provided, and you can also find the logo usage guideline inside.

**Wetransfer Download Link:**

<https://we.tl/t-gyfxcExWDj>

## IF Design Award 2024 Interview Video

- Interview Award Video



PortaSplit is renowned as the winner of IF Design Award 2024.

In the following link, you can download the interview video about awards.

**Wetransfer Download Link:**  
<https://we.tl/t-gyfxExWDj>

## IF Design Award 2024 and Certificate

- IF Design Award 2024 Certificate



PortaSplit is renowned as the winner of IF Design Award 2024.

In the following link, you can download the certificate about awards.

PDF file download link:

<https://we.tl/t-gyfxcExWDi>

## German Design Award 2024 Logo

- Award logo (horizontal version)



- Award logo (vertical version)



PortaSplit is renowned as the winner of German Design Award 2024.

In the following link, you can download the award logo in png format to use in promotion. Both the horizontal and vertical version are provided, and you can also find the logo usage guideline inside.

**Wetransfer Download Link:**

<https://we.tl/t-gyfxcExWDi>



GDA24\_Label\_Guideline.pdf

## German Design Award 2024 Award Presenting in MCE Poster

- Main design :



This is the key visual for PortaSplit winning the German Design Award 2024, which you can use to promotion this news.

You can download from below link:

**Wetransfer Download Link:**

- Main design version : <https://we.tl/t-9t4ZX4JiA8>

- Optional design :



**Wetransfer Download Link:**

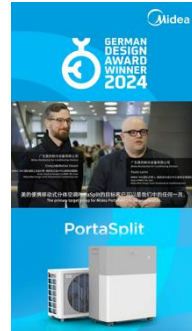
- Optional design version : <https://we.tl/t-p5D8IXyUf4>

## German Design Award 2024 Winning Interview Video

- Milan Design Team Being Interviewed Video (Original version) :



- Milan Design Team Being Interviewed Video (With Poster-frame Version) :



MRDM team members were interviewed by German Design Award(GDA) Committee, sharing the honor and happiness of Midea innovating this new product to the European market.

For the whole video, please download from below link:

### Wetransfer Download Link:

Original version video :

<https://we.tl/t-ygtMRGcOoB>

With Poster-frame Version video:

<https://we.tl/t-zoBVlpNxP3>

## 2. Midea PortaSplit



# Product Overview



## Explanation for PortaSplit

- PortaSplit is an **integrated new design**, combining benefits from conventional **portable ACs** and fixed installed **split ACs**.
- We take half of the category name and create a new choice for consumers.

## Market Background & Consumer Pain Point

- Market faces dilemmas between temperature comfort and energy-saving.
- Market's need for cooling machines and heat pump are climbing up.
- Consumers' requirements are not fully achieved while using conventional ACs, they are expecting for a better product to solve problems.

## Product Positioning / Product VP

**Powerful Efficiency, Premium Comfort**

## Main Starring Features

- **Whole-room cooling capacity**: With the 3.5kW cooling capacity and SEER of 6.1, PortaSplit is able to prevent uneven cooling, but provides whole-room strong cooling performance.
- **Flexible and easy self set-up**: 3-step set-up process without tools and flexible to use in various types of windows.
- **Quiet operation** : As low as 39dB(A) operational decible.
- **Heat pump technology** : Heat pump technology with the SCOP of 4.0

# Part One:

# Midea PortaSplit

# Product Promotion Material

## Product Images

- Whole unit pack (vertical)



Images of PortaSplit from various angles are provided to you to produce materials locally.

These materials can be used in catalog production, leaflet and so on.

- Whole unit pack (horizontal)



**Product Images Wettransfer Download Link:**

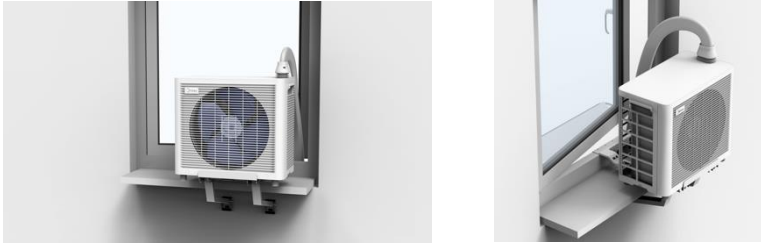
<https://we.tl/t-wxlmc6B4Zk>

- Individual unit version



## Detail Images

- **Outdoor Unit on the window**



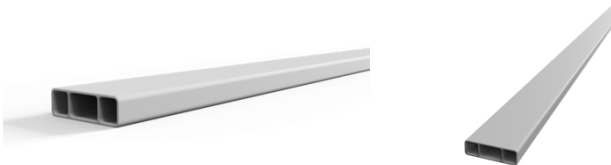
Detailed images of PortaSplit are provided to you to produce materials locally.

These materials can be used in catalog production, leaflet and so on, to present product and describe components.

- **Soundproof**



- **Connection hose**



Detailed Images Wettransfer Download Link:

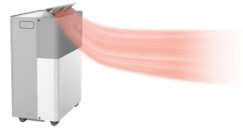
<https://we.tl/t-YNuijydh3>

## Functional Images

- **Upward deflector for cooling:**



- **Downward deflector for heating:**



- **Set-up process:**



- **Comparison between whole-room cooling and uneven cooling:**



Functional Images of PortaSplit are provided to you to produce materials locally.

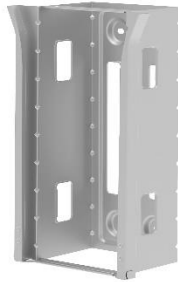
These materials can be used in catalog production, leaflet and so on.

JPG/PNG/PSD format can be found in the link below.

Functional Images Wetransfer Download Link:

<https://we.tl/t-AUPkKwVOUn>

## 4 Types Of Brackets



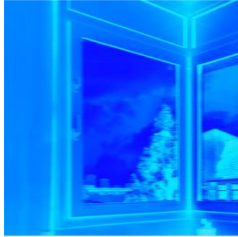
The image shows four types of brackets adapted to different installation scenarios. The original visual materials for these bracket images can be downloaded via the provided WeTransfer link.

**Wetransfer Download Link:**

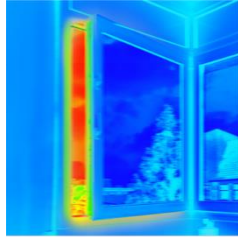
<https://we.tl/t-6kqNDk4OQL>

## Heatmap of Window Sealing (Summer Version)

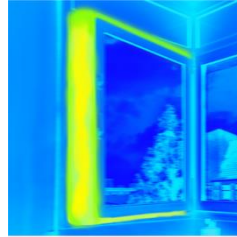
**Geschlossenes  
Fenster**



**Geöffnetes  
Fenster  
(10 cm Spalt)**



**Fensterabdichtung  
(im PortaSplit Paket enthalten)**



The thermal images clearly show how the PortaSplit window sealing blocks heat loss or gain, which is a key advantage for maintaining indoor temperature stability and improving the efficiency of your portable air conditioner.

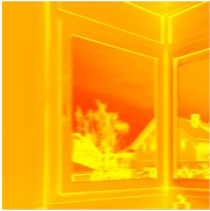
The visual materials for this heatmap comparison are available for download via the WeTransfer link provided.

**Wetransfer Download Link:**

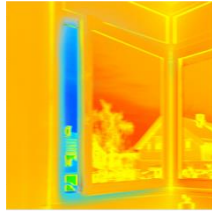
<https://we.tl/t-PePHHk33sY>

## Heatmap of Window Sealing (Winter Version)

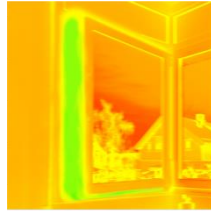
**Geschlossenes Fenster**



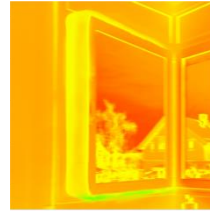
**Geöffnetes Fenster  
(10 cm Spalt)**



**Fensterabdichtung  
(im PortaSplit Paket enthalten)**



**Ganzjahres-  
Fensterabdichtung**



The thermal images clearly show how the PortaSplit window sealing blocks heat loss or gain, which is a key advantage for maintaining indoor temperature stability and improving the efficiency of your portable air conditioner.

The visual materials for this heatmap comparison are available for download via the WeTransfer link provided.

**Wetransfer Download Link:**

<https://we.tl/t-PePHk33sY>

## Installation Scenarios

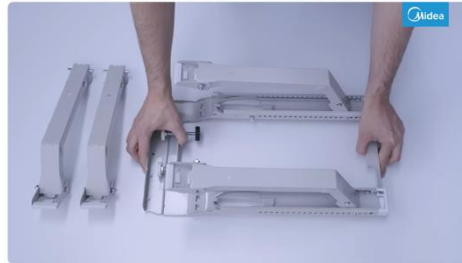
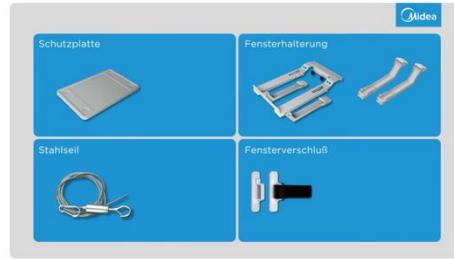


These scenarios demonstrate that PortaSplit can be installed on different types of windows or balconies.

The original visual materials for these scenario diagrams can be downloaded via the provided WeTransfer link.

**Wetransfer Download Link:**  
<https://we.tl/t-mCfc2PUfuh>

## Installation Video



This is a detailed installation guide for PortaSplit, which you can download from the following link. It contains multiple language versions (English, German, French and Spanish).

WeTransfer download link (English, French, German and Spanish version):

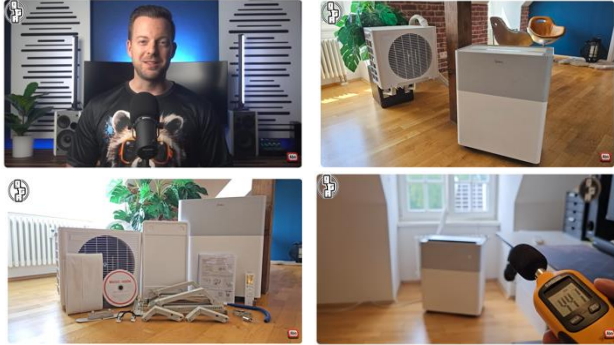
<https://we.tl/t-mBs21PBpb5>

WeTransfer download link (German version):

<https://we.tl/t-xfDw9gWKgD>

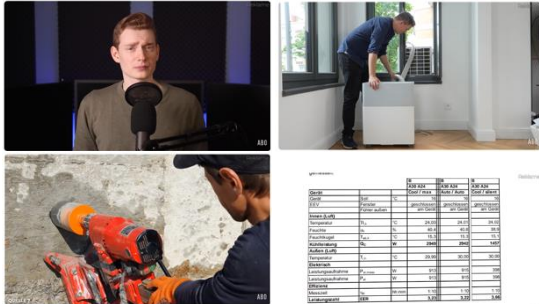
## KOL Video

- The first video (paid advertisement):



On the left are two videos of bloggers reviewing portasplit.

- The second video (non-paid advertisement)



The first video link:

[https://www.youtube.com/watch?v=xp\\_xU\\_7EMwTg](https://www.youtube.com/watch?v=xp_xU_7EMwTg)

The second video link:

[https://www.youtube.com/watch?v=p\\_o1UPolzZqE](https://www.youtube.com/watch?v=p_o1UPolzZqE)

## German KOL Video



🔥 PortaSplit was released in 2024 and was sold out two summers seasons in a row. Meet Werner, an early adopter, who purchased PortaSplit soon after its launch, to cool down his apartment.

💡 He has created more than 30 videos about PortaSplit on his YouTube channel “24-7-TopTipp”, where he talks about his own experience with PortaSplit, new features and compares it to other devices. He even created PortaSplit merchandise including T-Shirts and coffee mugs.

❤️ In this video Werner talks and explains why he is such a big fan.

Wetransfer link:

<https://we.tl/t-OR6ZNIV3ON>

YouTube link:

<https://youtu.be/CMKzgTbWF8w>

## Denmark Video



PortaSplit is now in Denmark!

Made for the cold Nordic winter, always bringing warm and cozy heat!

🌿 Smart Energy Saving: Runs efficiently and supports a greener lifestyle

💡 Constant Comfort: Keeps your home warm all day and night

❄️ Works Anywhere: Handles tough winter weather easily

PortaSplit: Warmth, Anywhere.

Video link:

<https://yunpan.midea.com/#/sharelist?sharekey=Ge1qL2GI3G>

## Office Video



German and English version of the PortaSplit office video. It contains multiple language versions (English, German)



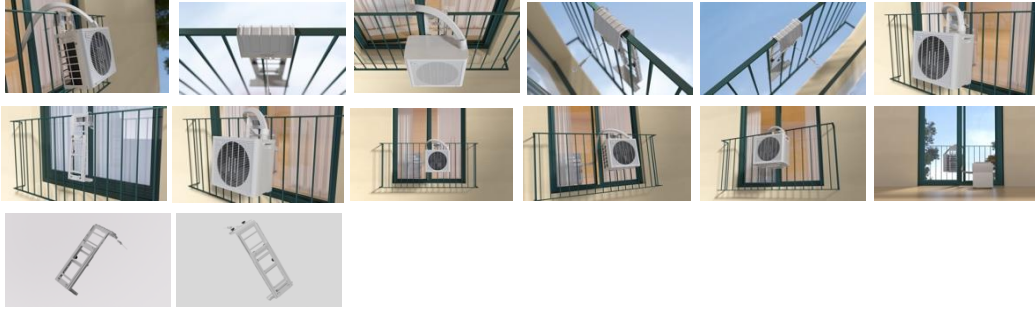
WeTransfer download link (DE and EN)

:

<https://we.tl/t-iV2uyjKlB>

## Functional Images

- **French window bracket:**



- **Sloping roof window bracket:**



Functional Images of PortaSplit are provided to you to produce materials locally.

These materials can be used in catalog production, leaflet and so on.

JPG/PNG/PSD format can be found in the link below.

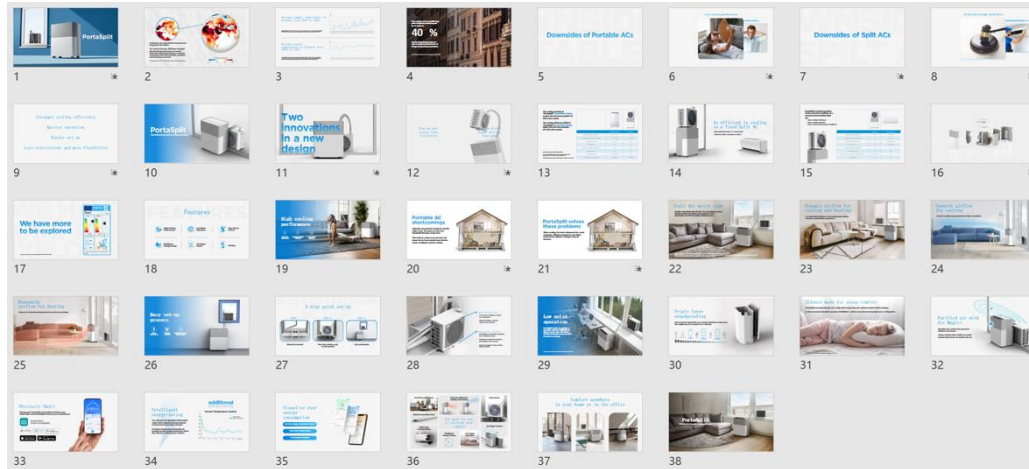
**Functional Images Wetransfer Download Link:**

French window brackets :

<https://we.tl/t-1V7mTbYn4b>

Sloping roof window brackets :

<https://we.tl/t-P0Lh3C5OqR>



This PPT introduces the product claim, product features in detail for clear understanding of PortaSplit.

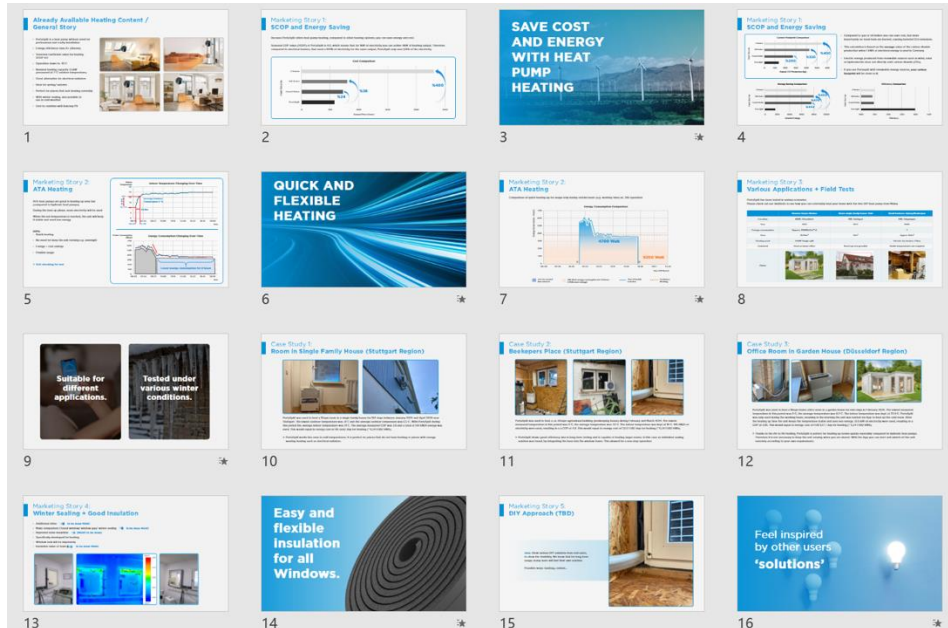
It's best used for trainings, webinars, or product sell-in. In the following link, please download it.

*P.S. The presenting script is also provided for better understand and introduce this product.*

**Wetransfer download link:** PPT  
<https://we.tl/t-YvI7ZegiGz>

**Wetransfer download link:** make file  
<https://we.tl/t-9rHoCtHrSm>

## Heating Content PPT



This PPT introduces the heating content of PortaSplit.

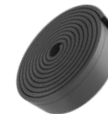
It's best used for trainings, webinars, or product sell-in. In the following link, please download it.

**Wetransfer download link:** PPT

<https://we.tl/t-qCtihSo04k>

**Wetransfer download link:** make file

<https://we.tl/t-xeRAXoxsN1>



Detailed images of Heating material are provided to you to produce materials locally.

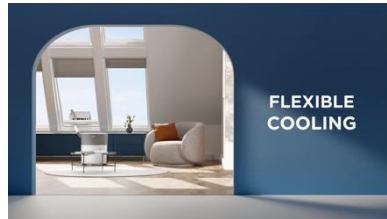
JPG/PNG/PSD format can be found in the link below:

<https://we.tl/t-LnxCPCySfl>

# Midea PortaSplit Product Toolkit



## Product Video-English Version



Video comprehensively shows the main features of Midea PortaSplit.

This material could be used in social media, seminar, product launch conference and so on.

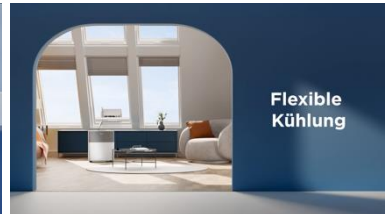
**Video Wetransfer download link (for playing) :**

- MP4 format: <https://we.tl/t-RqDfkV1Fde>
- MOV format(in high-res): <https://we.tl/t-UGImTc7vP7>

**Editable File Wetransfer download:**

<https://we.tl/t-319KtqnX7>

## Product Video-German version



German version of the Video comprehensively shows the main features of Midea PortaSplit.

This material could be used in social media, seminar, product launch conference and so on.

Video Wetransfer download link (German version) :  
<https://we.tl/t-gDgEZ7q5VE>

## Icon



Icons of main features of PortaSplit are provided in 3 color versions including blue, grey and white.

To best suit your media needs, we provide you with AI source files.

**Wetransfer download link:**  
<https://we.tl/t-fpaUtOFE9>

## Product Leaflet (12K version included)

- **Haaland Cover-page Version:**



Leaflet detailly introduce PortaSplit in various dimensions, including usage scenarios, product functions, USPs and specifications .

It can be delivered to consumers to get a general understanding of this product and raise their interest.

12K leaflet can be found in the following link.

**Wetransfer download link:**

- PDF version : <https://we.tl/t-2s5DVkCPIH>

**Wetransfer download link:**

- Source-file : <https://we.tl/t-5vVWk2aNIb>

# Midea PortaSplit Product Toolkit



## Product Leaflet (9K/12K version included)

- German Version:

- Physical display



Leaflet details introduce PortaSplit in various dimensions, including usage scenarios, product functions, USPs and specifications .

It can be delivered to consumers to get a general understanding of this product and raise their interest.



Both 9K and 12K can be found in the following link, in which you can choose whether you like Haaland being cover-page or scenario poster being the coverage.

## Wetransfer download link:

- PDF version : <https://we.tl/t-oyUKS8er4>

## POP with MIB format 1 : Intelligent Energy-saving



This material highlights the main USP in the POP for you to print for the offline usage, including sticking on the shelters or machine units.

### Download link:

Midea Yunpan:

<https://yunpan.midea.com/#/sharelist?sharekey=ldVQcVJOHO>

Wetransfer: <https://we.tl/t-QcaVzbEE5m>



## Social media

**PortaSplit**  
Not just a high performance air conditioner, but a powerful **heat pump** too.

**Warms the room quickly and keeps the temperature stable\*.**

**QUICK #ATAHEATING**  
Just turn it on and the room will be warmed within just a few minutes.

**Maintain a stable temperature for low energy consumption\*.**

**STABLE #ATAHEATING**  
When it reaches the set level, it can keep the temperature stable with low energy consumption.

Midea #PortaSplit offers many possibilities! It provides excellent cooling in the hot summer and as an Air-To-Air (ATA) heat pump, it also brings cosy #warmth and #comfort during the chilly season.

#Heating a 25m<sup>2</sup> room costs only 85¢ a day-ideal for European households. How did we achieve this impressive performance?

Rapid and stable #ATA heating Provides rapid heating while maintaining stable low-power operation, ensuring consistent comfort and optimized energy use. SCOP up to 4.0 PortaSplit delivers 4kW of heat for every 1kW of electricity, making it 4x more efficient than an electric radiator.

Such strong performance has made PortaSplit a popular choice. Want to know more about how #Midea is delivering warmth? Follow our #Share The Warmth program! Stay tuned for more exciting updates!

Wetransfer Download Link : : <https://we.tl/t-MoZqmjA8C9>

**4x more efficient\***

For every **1 kW** of electricity used, PortaSplit generates **4 kW** of heat, while an electric radiator only produces **1 kW**.

**Heating a 25m<sup>2</sup> room costs just 85¢ a day\***

Save on your energy bills this winter.

## Social media



What defines a truly practical Air-to-Air ([#ATA](#)) [#HeatPump](#)? The [#Midea](#) [#PortaSplit](#) combines flexibility and portability, offering an ideal solution for modern home comfort. Since PortaSplit is not permanently installed, it is perfect for renters.

- Suitable for various applications.
- No installer required.
- Allows for DIY customization.

It enhances comfort and creates new possibilities for home living in European households. We hope to [#ShareTheWarmth](#) and bring comfort to you.

Wetransfer Download Link :  
<https://we.tl/t-cUX29rd7TA>

## Social media

**# PortaSplit**



**Was auch sehr beeindruckend ist das die PortaSplit 2 weitere Räume kühlt so gut ist die Kühlleistung**  
What is also very impressive is that the PortaSplit cools two additional rooms; the cooling capacity is so good



**Das ist ja praktisch**  
So practical the German market

\* These comments are from Social Media channel (Twitter, Instagram)

**# PortaSplit**

**Hab ich mir gestern bei... geholt bin sehr zufrieden damit... sehr durchdacht... montage sehr leicht...kühlt sehr gut und auch energie... sparend, sehr wichtig!**  
I bought it yesterday... and am very happy with it. Very well thought out... very easy setup, cools very well and also saves energy, which is very important!



**Oh wow, richtig klasse das könnten wir in unserem warmen Schlafzimmer auch super gut gebrauchen**  
Oh wow, really great, we could really use that in our warm bedroom too



**Sowas brauchen wir auch**  
We need this, too

\* These comments are from Social Media channel (Twitter, Instagram)

**# PortaSplit**



**Wegen der Heizfunktion bin ich richtig gehyped! Das hieße ja, man kann seine Wohnung effektiv auf eine Wärmepumpenheizung umbauen, wenn man nur ein Fenster und Steckdosen hat... ohne mehrere Tausende Euro Investitionskosten oder Handwerker**  
I'm really hyped about the heating function! It means you can effectively convert your home to heat pump heating as long as you have a window and a power socket. Without investing thousands of euros or paying tradesmen



**Liebe alles daran**  
I love everything about it

\* These comments are from Social Media channel (Twitter, Instagram)

**# PortaSplit**

**Ich liebe es. Wir hatten vorher eine... "mobile" von Midea, aber dieses Gerät ist der absolute Knaller...kühlt schnell, leise und die Halterung ist super!**  
I love it. We previously had a "portable" from Midea, but this appliance is an absolute hit. Cools quickly, quietly and the bracket is great!



**Mega cooles Gerät. Richtig klasse**  
Very cool device. Really great

**Volks Klima Anlage**  
The people's AC  
I was also pleasantly surprised by the price



\* These comments are from Social Media channel (Twitter, Instagram)

Do you want to enjoy the best features of both portable and split air conditioning? [#Midea](#) [#PortaSplit](#) is the ideal solution!

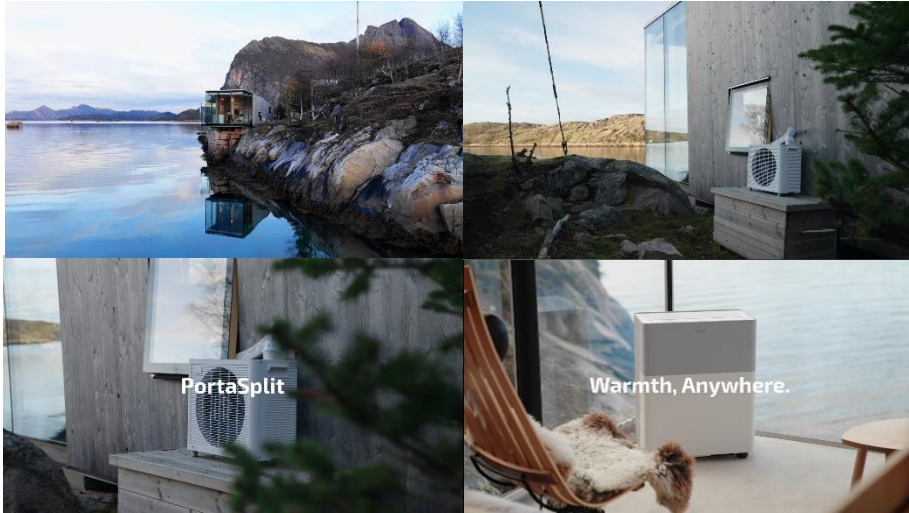
Users have already enjoyed the combination of flexibility and performance, and PortaSplit has been qualified as "The best portable system we have tested so far." by ETM TESTMAGAZIN\*.

Want to know what users say about it? Follow us to learn more!

Translated from Es handelt sich hierbei um das beste mobile Klimasystem, dar wir bis zum jetzigen Zeitpunkt jemals im Test hatten.

Wetransfer Download Link :  
<https://we.tl/t-4XUPZkzQHn>

## Social media



In the cold expanse of the north, warmth is not something you find, it's something you make. When the world outside becomes still and frozen, we need a warm haven indoors.

Midea PortaSplit brings that warmth wherever it is needed. Its remarkable portability means being cozy anytime, anywhere. Simply plug it in and enjoy instant heat.

Wetransfer Download Link :  
<https://we.tl/t-2oik41Xi7>

## Heating Function



We provide 4 different usage scenario posters for PortaSplit, including:

- Normal German style window
- French balcony window
- Office
- Attic rooftop window

Both the source-file and high-res jpg format can be downloaded in links.

**Wetransfer download link:**

<https://we.tl/t-LSLdl1eGvr>

The high-res jpg format can be downloaded in links.

**Wetransfer download link:**

<https://we.tl/t-tqfI7NvQ5U>

## Product Scenario Posters (German style window)



We provide 4 different usage scenario posters for PortaSplit, including:

- Normal German style window
- French balcony window
- Attic rooftop window
- Office

Both the source-file and high-res jpg format can be downloaded in links.

**Wetransfer download link:**

<https://we.tl/t-M5yfEaV86k>

## Product Scenario Posters (office)



We provide 4 different usage scenario posters for PortaSplit, including:

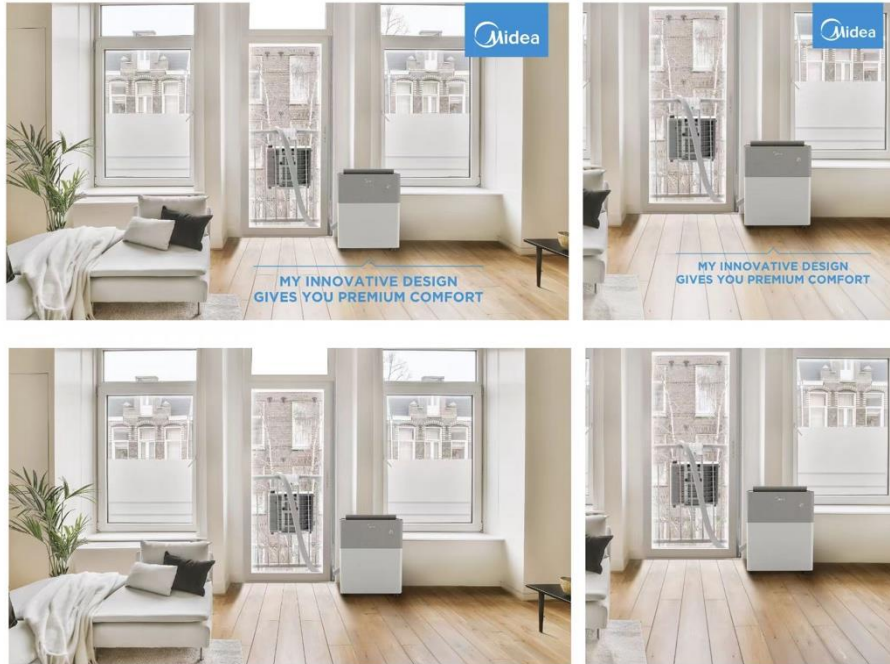
- Normal German style window
- French balcony window
- Attic rooftop window
- Office

Both the source-file and high-res jpg format can be downloaded in links.

**Wetransfer download link:**

<https://we.tl/t-iLa0Ghoz8x>

## Product Scenario Posters (French balcony window)



We provide 4 different usage scenario posters for PortaSplit, including:

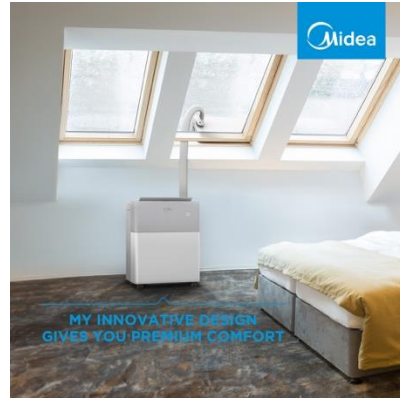
- Normal German style window
- French balcony window
- Attic rooftop window
- Office

Both the source-file and high-res jpg format can be downloaded in links.

**Wetransfer download link:**

<https://we.tl/t-q4bzVgXy9P>

## Product Scenario Posters (Attic Rooftop window)



We provide 4 different usage scenario posters for PortaSplit, including:

- Normal German style window
- French balcony window
- Attic rooftop window
- Office

Both the source-file and high-res jpg format can be downloaded in links.

**Wetransfer download link:**  
<https://we.tl/t-sywWz0tec1>

## Product in Scene Keyshot - Scenario Poster



This poster applies product in scenario to present what it looks like with PortaSplit at home.

This could be used in the catalogue edition or social promotion.



**JPG Format Poster Wetransfer Download Link:**  
<https://we.tl/t-ZctPgK7qx2>

## Product Key Visual (horizontal)



This is the key visual for PortSplit, with product and product name being the key point on the poster.

This could be used in the catalogue edition, social promotion or leaflet design printing.

**Wetransfer Download Link:**

<https://we.tl/t-A1cvaNZntJ>

## Product Description Article

### Midea PortaSplit impresses at the GPTI Award with its Powerful, Peaceful and Comfortable Room Cooling

Leading by the spirit of innovation and tradition, Midea launched a new type of air conditioner, combining flexibility with efficient cooling technology to provide excellent service.

The Midea PortaSplit is a cooling system able to cool and split to provide for the best in the Midea Residential Air Conditioning (RAC) line. In 2023, the brand is proud to receive the GPTI Award for its exceptional RAC system with its top design.



Unlike traditional AC appearance and function, Midea PortaSplit combines the flexibility and mobility of a conventional unit with the flexibility, cooling capacity and efficiency of a conventional AC. It provides a new way to provide convenience with a portable air conditioner cooling system. Midea chose to prove that the innovation of PortaSplit won the GPTI Award for Room Comfort Technology Innovation.

Consumer Needs are Fulfilled by Midea PortaSplit

Midea thinks that you, it concerned about the same things as you, and goes further to

solve problems for you. Consumers traditionally face conflict between cooling center and energy-saving, with concerns in terms of flexibility and installation. The team focused to provide that an innovative energy-saving efficiency, quiet operation, easy installation, low maintenance and increased flexibility. Close to consumer needs, Midea has launched the PortaSplit, a product that guarantees a powerful yet peaceful cooling experience.

PortaSplit presents two innovations in its design. The first plus is the split AC without heat exchanger that also offers a highly efficient heat pump technology. Also, Midea applies the latest AI algorithm in PortaSplit to ensure energy-saving without any effect on temperature.



#### Outstanding Cooling Performance

Although in its appearance it resembles a portable AC, the PortaSplit has the same efficiency as a conventional split AC with a cooling capacity capacity of 3.5 kW and EER of 4.1, exceeding conventional portable ACs in its class.

Compared with a conventional portable AC, the PortaSplit boasts the mobility and flexibility to use in a wide range of cooling capacity and energy efficiency. According to different room conditions, PortaSplit performs 4 times (1) better than a conventional portable AC in cooling capacity with 3 times (2) higher energy efficiency than the conventional portable AC.

Thanks to the same advantages of the split AC, PortaSplit presents the same cooling efficiency, cooling power and energy flexibility. The cooling is energy-saving, fast, and for heating its energy is in A+.



#### Low Noise Operation and Soundproofing

With the new PortaSplit, consumers are no longer disturbed by loud noise. The PortaSplit can automatically adjust its fan speed in response to room temperature, humidity, air pressure, air pressure of 30dB (A), which is better than most for good sleeping (18). This is because the built-in blade layer soundproofing makes the motor sound making the PortaSplit appear the traditional portable AC.

#### Intelligent Energy-saving Control

Midea PortaSplit applies the most intelligent energy-saving algorithm technology from Midea. The advanced AI algorithm of the PortaSplit makes more adjustments according to the environment in the operation process. It helps temperature reduction to provide smart energy saving during the whole use without impacting your comfort. By achieving the advanced Energy Efficiency Index (EER) of 4.1, the PortaSplit can save up to 10% additional energy savings (18).

#### Air Magic+ Sterilization

The Air Magic+ technology of PortaSplit confirms the air to effectively regulate ions and remove the spread of bacteria and viruses, making PortaSplit not be a health health safeguard, protecting you away from any concerning health issues.

This is a description passage for PortaSplit. In this passage, we introduce the differentiation of PortaSplit and its main features in detail, including:

- the outstanding cooling performance
- the flexibility
- the low noise operation
- the energy-saving
- the Air Magic+

You could read it and apply some of them to do the internal training or channel promotion.



