

The **FUJITSU** Advantage



Who We Are

- Our parent company, Fujitsu General Limited, is a 2 billion dollar company
- We have over 45 years of air conditioning manufacturing experience, 35 years in ductless split systems and 10 years in the VRF market
- We manufacture and sell over 3.5 million air conditioning systems annually worldwide
- Fujitsu General Limited ships to 190 countries worldwide
- We are within the top 3 in market share in 39 countries

The Company's Product Line Includes

Halcyon Ductless Mini-Split Systems

- Halcyon mini-split ductless systems - wall, compact ceiling cassette, large ceiling cassette, concealed ceiling, universal, and ceiling suspended mounted systems
- 11 Energy Star® Qualified Systems in 2012
- Flexible, efficient, 98% inverter lineup
- HFI Multi-zone offers over 3,500 combinations
- One of North America's Most Efficient Mini-Splits! – 27.2 SEER
- 100% of our model lineup uses environmentally friendly R410A refrigerant

Airstage V-II VRF Systems

- Extensive lineup from 6 to 24 Tons
- Connectable capacity ratio up to 130%
- 33 different indoor units available in 9 styles
- Up to 45 indoor units per one VRF system
- 5-Year Parts, 7-Year Compressor Warranty (See Warranty Statement for details)

Marketing & Sales

Halcyon Ductless Mini-Split Systems

- National radio advertising campaign on *Sean Hannity* and *Glenn Beck Program*
- Consumer print and online advertising campaign in *This Old House* magazine and web site
- National trade and niche advertising campaign in a variety of industry publications
- Case studies of mini-split installations promoting the businesses of contractors, distributors and Fujitsu.
- Monthly *Halcyon Herald* e-newsletter keeps customers up-to-date on the latest Fujitsu news
- Seasonal promotions distributors can run to provide incentives to contractors
- Regional Sales Managers located around the country to provide customer support
- Media Kit containing marketing materials, ad slicks, and high-res photos
- Trade show exhibits including AHR Expo.

Airstage V-II VRF Systems

- Regional Sales Managers and Sales Engineers located around the country to provide customer support
 - Blended Rep Agencies support Plan and Spec Consulting Engineers, as well as wholesale distribution
 - Monthly *Airstage News* e-newsletter keeps customers up-to-date on the latest Fujitsu news
 - Full line catalog is available containing product features, benefits, specifications, dimensional drawings, controllers, accessories, and applications
 - Engineering Binder containing Catalog, Written Sample Specs, Submittals, Online Portal Reference Guide
 - Media Kit containing marketing materials and high-res photos
 - Trade show exhibits including AHR Expo.
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Web Site

Halcyon (www.fujitsugeneral.com)

- Product Brochures & Owners Manuals
- Consumer Tutorials
- Product Warranty, Non-Retail Internet Sales Policy
- Frequently Asked Questions
- Where to Buy (Contractor/Distributor Locator)
- Corporate Info, Case Studies
- Energy Calculator
- Online Warranty Registration

Web Site

Airstage (airstage.fujitsugeneral.com)

- Download Product Catalog
 - View full product line features and specifications
 - Product Warranty, Non-Retail Internet Sales Policy
 - Frequently Asked Questions
 - Service and Support
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Airstage Portal Site for Engineers and Contractors (portal.fujitsugeneral.com)

- **Information and Downloads**
 - Access to Literature Online
 - Access to all Manuals
 - Download Design Simulator
 - **Technical Information**
 - Troubleshooting Guides
 - Instructional Videos
 - Frequently Asked Questions
 - **Training**
 - Designing Airstage Systems
 - Reinforce information covered in on-site training classes
 - Learn about new and advanced Airstage features
 - **Warranty and Commissioning**
 - Submit Commissioning Report
 - Print Extended Warranty Certificate
 - Parts Identification Diagrams
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Service

Fujitsu continues to invest in tools and resources to support our contractors in North America. In order to provide callers with the highest level of customer support, we have...

- In the past year alone we have increased our call center by 25% and doubled our technical staff
 - Added computer enhancements to satisfy customers efficiently
 - Developed a working lab of installed equipment enabling us, along with mobile phone systems, to place our technicians in front of the equipment the caller troubleshooting
 - Interactive troubleshooting guides
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Operations

- 5 Warehouses located across the United States ensures that equipment is in stock.
 - Over 1,600 points of distribution across the US and Canada
 - Select distribution with only the highest caliber wholesalers
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Training

- **Fujitsu Training Academy** at our North American headquarters in Fairfield, NJ offers training for contractors and engineers on the design, installation, troubleshooting and diagnostics of VRF systems.
 - **F.A.S.T.** Fujitsu Authorized Service Training educates contractors in proper installation, service, and troubleshooting of Fujitsu systems. Earn up to 8 NATE credits.
 - **Fujitsu Online Training Courses** consist of several lessons providing important details about application, installation, service and maintenance of Fujitsu systems.
 - **Hal-Tech** is the Fujitsu Online Learning Center. Courses are composed of several 20-30 minute lessons providing important details about application, installation, service and maintenance of Fujitsu mini-splits.
 - **Lunch-and-learn** seminars for architects and engineers demonstrate the features and application of Fujitsu VRF systems.
 - **Grow-your-business seminars** for contractors to learn how Fujitsu makes them more money.
 - **Webinars** share classes online without incurring travel expenses.
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