

MODIFICATIONS TO EXISTING MODELS

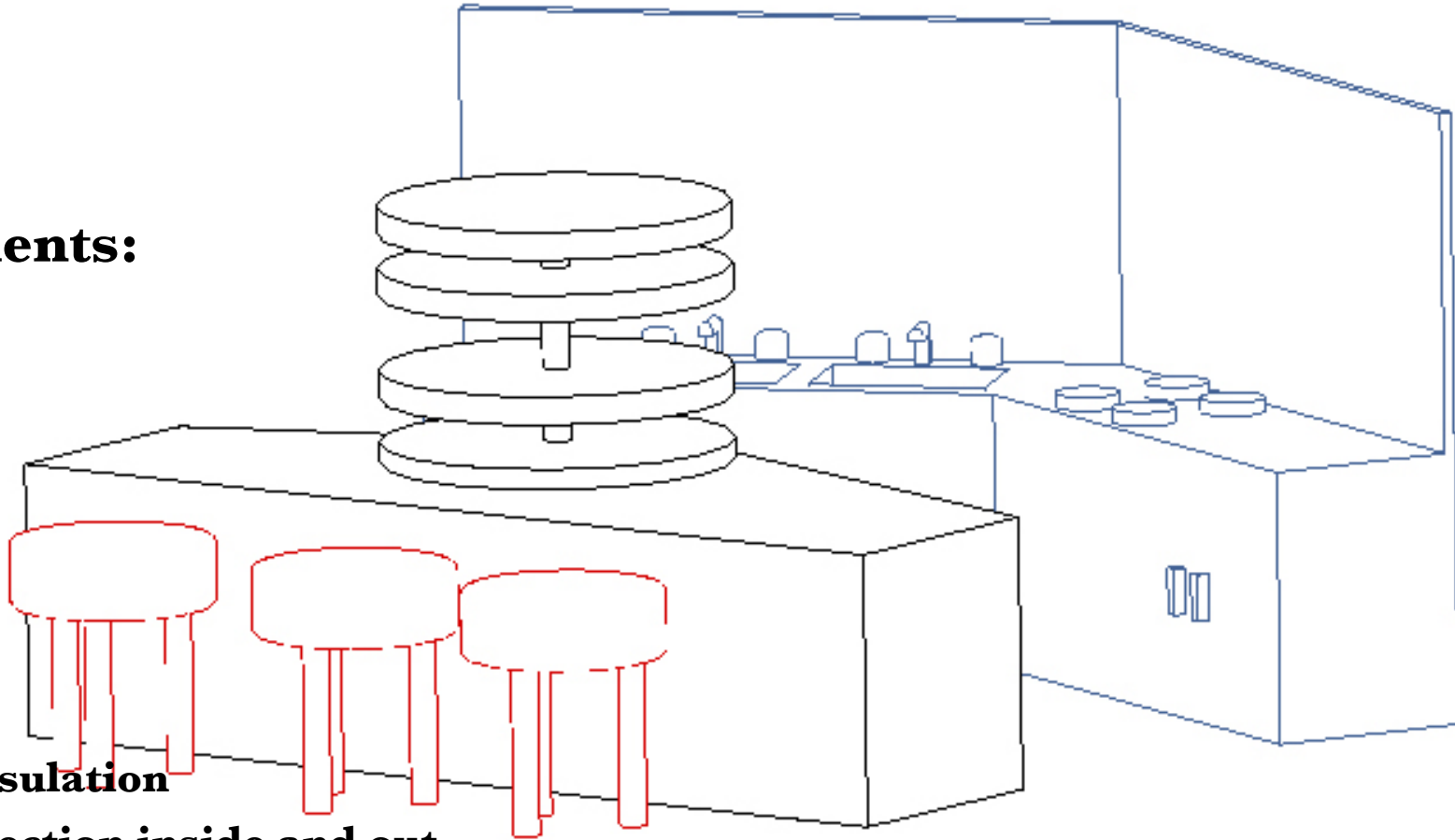
OVERVIEW OF IDEA:

Energy Efficient Household Refrigerators

- **Largest household energy consumer**
- **Holds 30.9% of large kitchen appliance market**
- **Large potential for energy efficiency**
- **Consumer trend towards non-conventional design**

MODIFICATIONS TO EXISTING MODELS

Improvements:



- **Increased insulation**
- **Forced Convection inside and out**
- **Cylindrical geometry**
- **Optimized coil and compressor geometry and location**
- **Easier to access and clean**
- **Air curtain and plug seal**

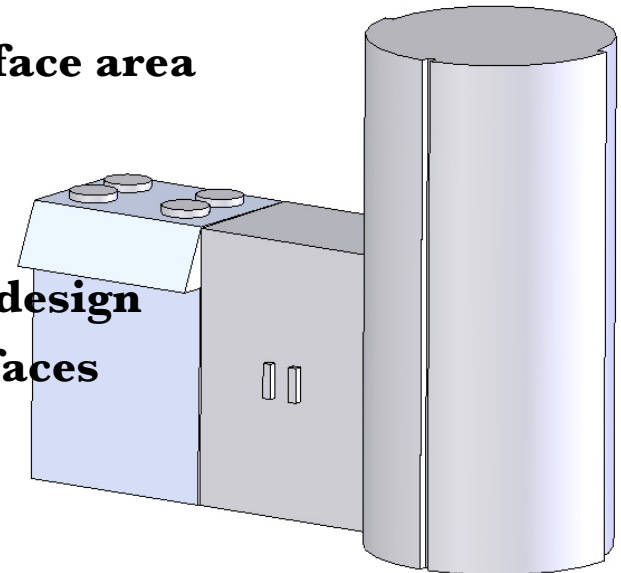
MODIFICATIONS TO EXISTING MODELS

TECHNICAL FEASIBILITY:

- Natural to forced convection yields 5-10x improvement
- 200 W loss while closed!
- 400 W loss when open!
- Cylindrical geometry 12.5% less surface area
- drastically improves insulation

MARKET:

- Demand for unique and customized design
- Lighter, brighter, easier to clean surfaces
- Greater visibility of contents
- ~10 million units/year
- \$500-\$2000 target price
- Rebate for energy efficient appliances



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QUESTIONS?