



Staying *cool* the right way

What do you think is the most underrated invention from the 20th century? No, you are quite wrong, it's the air conditioner. Imagine how many hotel bookings you have cancelled when you found out the room wasn't air conditioned. Or how annoyed you get when a big shopping mall has a malfunctioning AC. Honestly, a decade or so ago, AC was considered the ultimate luxury, but in this day and age, with regular temperatures hitting past 40° C, an AC is just as much a necessity as running water or a bed.

If you are in the market for an AC this Eid, one or two things should be considered. First, window type ACs are mostly dead, as they are too big and clunky, and most homeowners will not allow tenants to break half the wall to install one. Secondly, getting an AC with the right tonnage is important, as getting a small capacity AC to cool a big room is a battle already lost. Finally, buying an AC without an inverter is a very bad idea, as the energy cost at the end of the month might just put you in the hospital, which you probably won't

be able to afford because you paid the electricity bill.

With all that out of the way, here comes the fun part; choosing your AC. There are tonnes of them out there, and different people will have different opinions on which is the best. As for what's best for you, that all depends on your requirements and conditions. When we discuss features, Samsung's Digital Inverter AC series stands above the rest with some of its world-first features. As it stands, Samsung's AC features the first Digital Inverter 8-pole technology in the world, leading to a faster and smoother cooling operation than what's out there. And of course, their inverter technology itself makes the AC incredibly energy efficient. Its Fast Cooling and 2 Step Cooling modes ensure that the room is cooled extremely quickly and then stabilised, maintaining a desired temperature, saving you the trouble of fiddling around with the remote every so often. It also features Triple Protect Plus, preventing electrical overloads of any type, ensuring trouble-free operation

of the compressor. They also feature a DuraFin Condenser, enabling faster flow and temperature exchange of the refrigerant and heat, and it has 3 times the corrosion resistance as opposed to conventional PFC. The AC's Full HD Filter 3-Care features fine dust mesh that keeps the air fresh and clean and filters any particulates, and the ZEOMIC mesh and Ag+ coating help eliminate any contaminants. And finally, the design is minimalist to the core, making sure it looks classy and elegant in just about any room, blending in with all types of tastes in décor without drawing any undue attention to itself.

Samsung also offers the most comprehensive warranty policies for their Digital Inverter AC series, and 16 feet of original copper piping, made by Samsung themselves, something you won't see repeated by any other company. With all this assurance, investing into the Digital Inverter AC series, and spreading the word to your friends— a safe bet.

By Intisab Shahriyar

Unparalleled after sales *service*

Whenever you decide to purchase a brand new tech item, you unquestionably take into consideration the cost of the product. But there is also another thing that you pay heed to, and that's the 'after sales service,' or the expense of the product after it is bought and used. Many of the local tech firms claim to have apt sales support for their products but in reality, customers have to suffer a lot when they claim that alleged service.

Samsung certainly proves to be different, delivering exactly what they had promised to their clients.

For one, the customer services team operates from 8AM to 1:30AM, 7 days a week. Placing customer needs at its core, Samsung has designed and developed a full range of customer services that are based on customers' experience and feedback over the years. And if you thought urban customers were their first priority, then you are definitely in the wrong. Samsung has launched Service Vans to supply high-quality customer service in the rural areas. So, no more worries by the people living in the peripheries of the country. No longer do they need to bring their tech items to the capital or the nearest town for any sort of repairs.

So, it's finally time to bid adieu to any worries regarding after sales service and tech glitches. Because the solution is right in our hands. Well, at least closer to our homes!

By Mehrin Mubdi Chowdhury

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