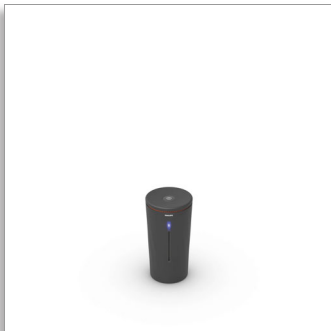




Philips OlfaPure 7100  
Smart Car Aroma Diffuser

### Precise scent release

No more nose blindness  
Safer dry diffusion technology  
10 French-designed aromas



LUMOP710BLKX1

## Select your scent. Enhance your mood

### Fragrances to enhance your driving experience

Enhance the comfort of every drive with the OlfaPure 7100 precision scent diffuser. Plug-and-play cartridges release an array of French-designed fragrances that can help you relax, stay alert, reduce motion sickness, or refreshes the air.

#### Up to four fragrances in one device

- Choose from four stunning scents with a quick tap

#### Safer dry-air scent delivery

- Dry-air diffusion technology for cleaner and fresher air
- Precision scent release that avoids “nose blindness”

#### A superior in-vehicle scent experience

- Choose the right aroma to enhance your mood

#### App controlled aroma-diffusion system

- Safe rounded design looks great and fits in your cup holder
- Smart device ensures consistent scent experience
- USB-powered and controllable from your phone

#### Natural safe-to-use ingredients

- Aromas comply with IFRA safety standards

**PHILIPS**

## Smart Car Aroma Diffuser

Precise scent release No more nose blindness, Safer dry diffusion technology, 10 French-designed aromas

# Highlights

### Enhance your mood with aroma

With the Philips OlfaPure 7100 car aroma diffuser, you can choose the perfect scent for your mood as you drive. Enhance the comfort of every drive with a series of scents carefully crafted in France, the fragrance capital of the world. The OlfaPure will diffuse just the right scent, whether you want to relax during a stressful commute, feel more alert on a long drive, ease the symptoms of motion sickness, or freshen the air. And it all happens with the touch of a button.

### Uses dry-diffusion technology

The Philips OlfaPure 7100 uses a dry-air diffusion method, a more advanced way to release fragrance. Dry-air diffusion works by applying pressurized airflow over a material infused with a fragrance, or active ingredient. This minimizes the release of particles into the air, resulting in extremely low levels of VOCs (volatile organic compounds) and other undesirable particles. Which means healthier air to breathe, especially for those people with respiratory issues.

### Precision scent profile

Some aroma diffusers constantly drip feed scent into the air. But when your nose is always exposed to a smell, your brain quickly learns to ignore it. This so-called "nose blindness" means you no longer enjoy the scent. To avoid this phenomenon, Philips OlfaPure uses a unique release mechanism that cleverly adjusts the intensity of the scent. Not only do you avoid nose blindness, the balanced delivery means the aroma is never overwhelming. Plus, depending on your preferences, you can adjust how much scent is released. So you get to enjoy just the right level of fragrance on every drive.

### Enjoy four stunning scents

With four plug-and-play cartridge slots, the Philips OlfaPure 7100 can be loaded with the four aromas of your choice – with 10 different fragrances to choose from overall. Each fragrance is crafted in the south of France from high-quality ingredients. So

depending on how you're feeling, or what kind of journey it's going to be, you can choose the perfect mood enhancing aroma at the touch of a button. Each long-lasting cartridge will deliver a consistent volume over its lifetime. Plus, you'll get reminded when it's time to replace the cartridge.

### IFRA certified safe to breathe

The fragrances used by the OlfaPure 7100 have been tested to ensure compliance with the International Fragrance Association (IFRA) standards. This checks that the scent contains the correct volumes of essential oils, and that all ingredients are safe for use.

### Safer ergonomic design

The Philips OlfaPure 7100 is designed with curves in all the right places. Its attractive ergonomic design is easy to handle, and it fits snugly into your vehicle's cup holder. Plus, the device's edges are sufficiently rounded (curvature of >2.5mm radius) to minimize the chances of injury to passengers, in the event of a collision.

### Smart aroma diffusion system

The Philips OlfaPure 7100 is an advanced diffusion system that electronically manages the delivery of each fragrance. When the plug-and-play cartridges are loaded into the diffuser, the system recognises them. With the accompanying smartphone app you can select your preferred fragrance or schedule it for use at a pre-selected time, while keeping an eye on the volume of remaining scent. The device also works automatically, turning on and off with your ignition, so you can focus on driving. After two hours of continuous use, the diffuser automatically turns off.

### Bluetooth and USB connections

The Philips OlfaPure 7100 is a self-contained scent diffuser system that fits easily into a standard cup holder. Powered by a standard USB connection, the device works manually, or you can operate by connecting to the app, via bluetooth.

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# Specifications

### Marketing specifications

- Product highlight: No more nose blindness
- Expected benefits: Precise scent release

### Product description

- Color: Black
- Designation: Smart Car Aroma Diffuser
- Range: OlfaPure 7100

### Ordering information

- Order entry: OP710BLKX1
- Ordering code: 2064231

### Logistic data

- Quantity in box: 6
- EAN1: 8719018020642
- Ordering code GOC: 2064231

### Weight and dimensions

- Box weight (incl. product) (g): 756
- Product weight (g): 297
- Box dimensions (LxWxH)(mm): 195x151x110
- Product dimensions (LxVxH)(mm): f80\*f70\*160

### Packaging Data

- EAN1: 8719018020642
- EAN3: 8719018020659

### Packed product information

- Pack Quantity / MOQ: 6

### Outerpack information

- Length: 49.5 cm
- Width: 40 cm
- Height: 14 cm
- Gross weight per piece: 5134 kg



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\* Tested at independent laboratory according to QB/T2761-2006 standard, HESA material without active airflow, on gas removal rate over 24h. Capacity comparing to the common activate carbon material with the same weight. Benchmarking test conducted at internal test lab.