

PREMIUM DESKTOP AIR PURIFICATION PLATFORM

# Air Lite

A design-led desktop air purifier for premium D2C and lifestyle brands — compact, quiet, and Matter-ready.

**Maximum purification.  
Minimum noise.**

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185 x 185 x 200 mm • 120 m<sup>3</sup>/h CADR • Matter over Thread

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**Ultra-compact footprint**

Designed for nightstands and premium workspaces.

**Quiet air performance**

Decibel Cancellation Technology for everyday use.

**Smart-home native**





Matter over Thread for next-generation connected products.



# The desktop category is crowded — but not premium.

Most compact purifiers still look like appliances: oversized, plastic, noisy, and disconnected from the smart home.

## What premium lifestyle brands need

-  **A product that belongs on a nightstand** not hidden on the floor
-  **A technology story** strong enough for premium pricing
-  **A scalable platform** for color, CMF, branding, app, and filter subscription
-  **A smart-home experience** that feels native, not bolted on



**Opportunity:** Redefine the desktop purifier as a premium, design-led smart-home essential.



# A personal wellness object — not another generic tabletop purifier.

Air Lite is designed for brands that sell design, calm, sleep, wellness, and smart living — not commodity appliances.

## Premium D2C fit

For wellness, sleep, home décor, smart-home, and high-end lifestyle brands that need a differentiated hero SKU.

## Commodity gap

Small footprint, premium fabric, high CADR, low noise, and Matter over Thread create a clear separation from mass-market plastic cubes.



# The first Matter over Thread desktop purifier platform.

Built for native smart-home control across Apple Home, Google Home, and Alexa — with low-latency Thread mesh networking and no Wi-Fi bandwidth burden.



## Matter Certified

One device,  
multiple ecosystems.



## Thread Mesh

Reliable response  
and local control.



## IT-driven purifier

A connected platform that can evolve by software,  
sensor, and ecosystem integration.

MICRO SIZE. MACRO PURIFICATION.

# 120 m<sup>3</sup>/h CADR in a 18cm-class cube.

A compact bedside footprint with purification performance strong enough for bedrooms, studies, and personal office spaces.



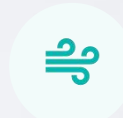
185

mm width



200

mm height



120

m<sup>3</sup>/h CADR



10-15

m<sup>2</sup> coverage



## Premium desktop claim

A bedside purifier that does not dominate the room, but still delivers a full personal-zone clean-air experience.



# Maximum purification.

## Minimum noise.

HisoAir Decibel Cancellation Technology reduces the perceived appliance sound that usually limits bedside usage.



**32–52** dBA

Whisper-quiet operating range



Optimized air path for lower turbulence



Soft fabric exterior that visually and acoustically softens the product



Auto mode + 4 manual speeds for day and night use



# Minimal, calm, and Apple-level in the room.

A clean cube form, rounded corners, fabric texture, and neutral CMF system designed to blend into premium homes.

## DESIGN LANGUAGE



### US top-tier design direction

Inspired by leading global design principles.



### Premium woven fabric sleeve

Soft-touch texture that elevates any space.



### Sculpted rounded cube geometry

Soft edges for a friendly, timeless presence.



### Neutral palette for décor-led brands

Seamless integration into any interior style.



PERFECT FOR THE NIGHTSTAND

# Made for the place where air quality matters most. sleep.

Compact, quiet, and design-led — Air Lite creates a premium personal clean-air zone without turning the bedroom into a utility space.



Bedroom



Nursery



Hotel Suite



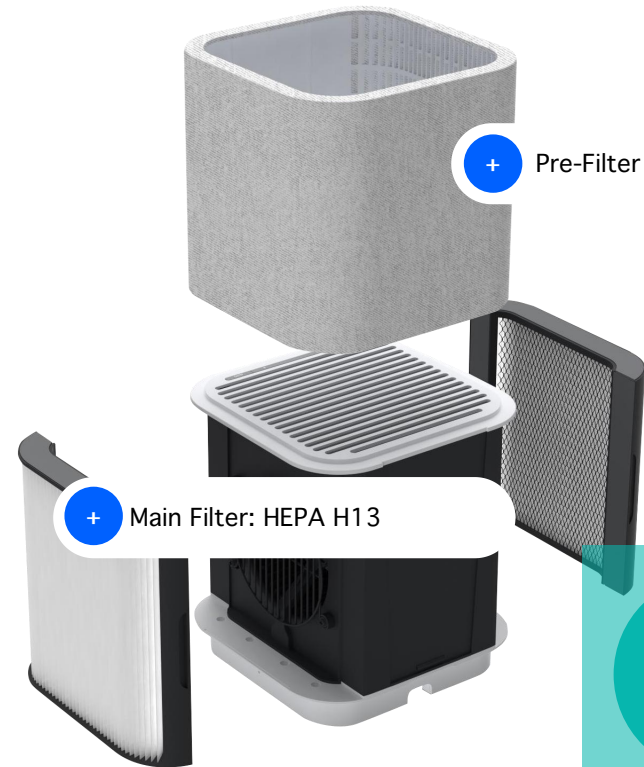
Study



# Four layers. Zero compromise.

A premium desktop form factor without sacrificing the fundamentals of serious air cleaning.

- 01 Fabric pre-filter**  
Captures large dust and pet dander while keeping the exterior soft and décor-friendly.
- 02 HEPA H13 media**  
Captures 99.97% of particles at 0.3 microns.
- 03 VOC activated carbon**  
Adsorbs household gases, odors, and VOCs.
- 04 PM2.5 smart sensor**  
Enables auto mode and real-time indoor air feedback.



99.97% efficient  
at 0.3 microns

## AIR QUALITY DISPLAY

# Air quality, understood **instantly.**

A simple color language designed  
for effortless awareness.



### GOOD

Air quality is good.



### MODERATE

Air quality is fair.



### POOR

Air quality is poor.



**Visible air intelligence**  
for everyday living.



### Good

Clean air



### Moderate

PM2.5 rising



### Poor

High PM2.5



# A premium platform your **brand can own.**

Built for differentiated D2C launches: color, texture, packaging, app experience, filter program, and exclusive version strategy.

## CUSTOMIZATION LEVERS



### CMF

Fabric sleeve colors, neutral palettes, premium texture direction.



### Branding

Logo, packaging, manuals, onboarding and retail story.



### Smart

Matter flows, firmware, data display and app ecosystem choices.



### Commercial

Replacement filter program and subscription-ready SKU planning.



COLOR



TEXTURE



PACKAGING



APP  
EXPERIENCE



FILTER  
PROGRAM



# Not a one-time product — a **continuously iterating** air platform.

From Air Lite to Air+ sensor-rich versions, the platform can support premium SKUs, launch refreshes, and data-driven feature upgrades.



## Good

PM2.5 + basic auto mode



## Better

TVOC / temp /  
humidity + Matter



## Best

CO<sub>2</sub> / occupancy /  
richer environmental data

# The difference premium buyers can feel immediately.

Air Lite converts technical performance into a lifestyle-grade product story.

## Generic desktop purifiers



- ❌ Large plastic appliance feel
- ❌ Standalone app or no connectivity
- ❌ Noise compromises bedside use
- ❌ Hard to justify premium pricing

vs.

## Air Lite



- ✅ Premium fabric cube for visible placement
- ✅ Matter over Thread smart-home story
- ✅ **120 m<sup>3</sup>/h CADR + 32-52 dBA**
- ✅ Brandable, iterable premium platform



### Better experience

Thoughtfully designed for real life.



### Quieter by design

Engineered for undisturbed comfort.



### Smarter connection

Matter-enabled for seamless integration.



### Future-ready platform

Built to evolve with your brand.

# Three ways to launch with HisoAir

Choose the level of speed, differentiation, and exclusivity that fits your brand strategy.

01



## Premium white label

Fast market entry with branded packaging, CMF options, and certification-ready hardware.

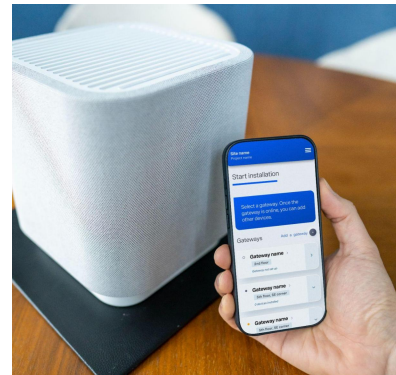


02



## Joint development

Customized sensor suite, smart-home experience, accessory/filter program, and brand-specific UX.



03



## Exclusive version

Visible design and component-level differentiation to protect your market positioning.



HISO AIR LITE

# Build the premium desktop purifier your customers will actually keep visible.



Matter-certified  
smart air



Compact  
high-CADR  
performance



Ultra-quiet  
bedroom use



Brand-ready  
lifestyle design

## Let's create the next premium D2C clean-air hero product.

HisoAir / Purifies

Hiso Air Lite · Premium D2C Clean-Air Product Pitch

