Four to its hallmark history and philosophy of innovation, Hitachi’s Air Purification System spells ‘leading-edge’ inside out. From its impressive 6-direction air inlet in 2002 to its breakthrough photocatalytic-activated deodorizing, and its easy maintenance Stainless Clean technology, everything has been geared towards exemplary performance. With the introduction of Auto Self Clean – Auto Filter Cleaning Robot technology, no maintenance is required as the pre-filter is automatically cleared of dust accumulating. A breath of fresh air, from a company steeped in creating breakthrough technology. Hitachi Social Innovation, it’s our legacy for generations to come.

The Hitachi Story

2002
6-Direction Air Inlet
6-direction air inlet ensures that air from every corner of the room is refreshed.

2008
Dehumidify + Humidifier Air Purifier
Able to adaptively humidify a dry room and dehumidify a damp room.

2012
Photocatalytic-activated Deodorizing
Sunlight enters the transparent front panel and activates the photo-catalyst, Odor-inducing substances are absorbed and broken down to achieve long-term deodorization.

2013
Stainless Clean System
Coated with stainless steel, the pre-filter is easy to clean and maintains high deodorizing effect. The use of stainless steel in the pre-filter, filter and outer casing creates a sterilizing effect.

2014
Wide & Speedy Dust Collection
6-direction air inlet ensures that air from every corner of the room is refreshed.

2015
Auto Self Clean
The pre-filter is automatically cleaned before dust accumulates for easier maintenance.

Auto Self Clean – Auto Filter Cleaning Robot

Auto Self Clean – Auto Filter Cleaning Robot
The pre-filter is automatically cleaned before dust accumulates for easier maintenance.

Allergen-free HEPA & Washable Deodorizing Filter

Allergen-free HEPA & Washable Deodorizing Filter
Ready to remove a variety of dirt and odors from the air, including fine dust and allergens.

Wide & Speedy Dust Collection

Speedy air purifying with massive volume of 11m³ per minute. Applicable to a 79m² floor space.

Hitachi’s Air Purifiers were awarded the Allergy UK Seal of Approval in recognition of their proven ability to reduce exposure to allergens.

• Tested by Allergy UK (The British Allergy Foundation)
• Tested with house dust mites and pollen

PM 2.5*1
Free-floating viruses*2
Free-floating bacteria*2
Cedar pollen*3

Repread pollen*3
Birch pollen*3
Dust mite excreta*3
Cat dander*3

Ammonia*3 (per area cm²)
Toluene isomer*3 (per area cm²)
Acetone*3 (per area cm²)
Isobutyl alcohol*3 (per area cm²)
Acetaldehyde*3 (per area cm²)

Wide & Speedy Dust Collection

Dry Air
Humid
Air with Moisture

Auto Filter Cleaning Robot

Speedy air purifying with massive volume of 11m³ per minute. Applicable to a 79m² floor space.

1 Effect in a 32m³ enclosed space
2 Effect in a 25m³ enclosed space
3 Suppression effect on cedar, ragweed and birch pollen, dust mite excreta, cat dander and other substances containing allergens
4 Test results in a 1m³ test chamber

The Hitachi Story

The pre-filter is automatically cleaned before dust accumulates for easier maintenance.

A brush moves up and down to remove dust.

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A brush moves up and down to remove dust.
Easy Maintenance & Cleaning

When the Auto Self Clean unit operates, it moves up and down while brushing the pre-filter to remove dust, which is then collected in the dust box.

Auto Self Clean – Auto Filter Cleaning Robot

- At the time of shipment, the Auto Self Clean function is switched off
- The Auto Self Clean unit is mounted on the rear panel of the air purifier
- Operates once after every 48 hours (cumulative) of air purifier operation

**Auto Self Clean Unit**

- Brush
- Dust box
- Stainless steel coated pre-filter

**Pre-filter comparison after 1 month of operation**

*1 Not all of the bacteria in the air released by the air purifier are eliminated. Antibacterial effect of the (1) stainless pre-filter, (2) stainless filter, and (3) stainless net (outlet) • Testing authority: (1) and (2) Boken Quality Evaluation Institute, (3) Kitasato Research Center for Environmental Science • Test method: JIS Z 2801 (film contact method) • Test item: Attached bacteria • Sterilization method: Using the metal ion contained in stainless steel • Test results: 99% of bacteria eliminated after 24 hours.

*2 Stainless-steel coating.

*3 There is no anti-bacterial effect in the air released by the air purifier. Anti-bacterial effect of the silver ion fan • Testing authority: Boken Quality Evaluation Institute • Test method: JIS Z 2801(film contact method) • Test item: Attached bacteria • Anti-bacterial method: Anti-bacterial components included into the silver ion fan • Test results: Anti-bacterial activity value 5.1 (anti-bacterial effect is present when the activity value is more than 2.0).

Easy Maintenance & Hygienic

Stainless steel anti-bacterial effect keeps it hygienic. The stainless steel used in the pre-filter, flap and net outlet help eliminate bacteria.

Washable deodorizing filter

**Back panel**

**Stainless Bacteria**

**Eliminate Bacteria**

**Supress Bacteria**

**Washable deodorizing filter**

**Auto Self Clean unit**

**Manual** (press for 3 sec)

**Easy maintenance**

As a rule, empty the dust box about once a year.

When the dust box becomes full of dust, an indication lets you know it is time to empty it. The box needs to be emptied about once a year, so it is not troublesome.

**Easy Maintenance & Hygienic**

**Stainless Clean System**

- Washable deodorizing filter
- Allergen-free HEPA filter for fine dust
- Stainless steel coating flap
- Stainless Bacteria
- Eliminate Bacteria
- Supress Bacteria

**Touch panel operation**

- Cleaning monitor changes its color to notify status
- Blink when PM2.5 sensor is activated

**Slim design**

Sleek, slim design of this large capacity unit occupies less space and is an ideal match for modern interiors.

**Glass panel**

- Flat front glass panel is easy to clean – simply wipe off dirt. Reinforced glass is also scratch-resistant.
- Color does not fade and matches home interiors.

**Auto Operation mode**

- Operation once after every 48 hours (cumulative) of air purifier operation

**Stainless steel coating flap**

**Stainless Bacteria**

**Eliminate Bacteria**

**Supress Bacteria**

**Washable deodorizing filter**

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Deodorizing

Washable deodorizing filter

Filter can be washed with water to restore deodorizing power. This helps to reduce four major types of odor bases: nitrogen, aldehyde, acid and sulphur components.

Dust Collection Performance

Allergen-free HEPA for fine dust

Effectively captures fine particles

Multi-layered structure of Allergen-Free HEPA Filter for fine dust effectively catches fine particles. The allergen-free components of the HEPA Filter for fine dust suppress the activity of cedar, suppresses activity of captured allergen substances and deodorizing power decreases. As odor components accumulate, micropores of the activated carbon dissolve in the water.

Suppression of airborne virus and bacteria

Washable purification with massive airflow

Wide and speedy dust collection

Applicable to a 79m² floor space. Rapidly collects dust in just 6 minutes in a 13m² room. Increased air intake surface area achieved on the back lateral sides. By widely collecting dust from both sides, a 79m² room can be quickly purified in a mere 6 minutes.

How deodorizing power is restored

Washing in water gradually declines. Restoration of deodorizing power may not eliminate it. Depending on the odor, washing and the type and strength of odors.

PM2.5 sensor detects fine particles, cleans them up with max airflow

Purifies PM2.5 particles with a massive air volume – much quicker than the normal automatic air purification mode

Switch to high-sensitivity detection mode and purifies fine dust with max airflow operation. PM2.5 HEPA filters enable the collection of fine particles of 0.1μm and larger (0.5μm or larger with the dust sensor detection). Continues super-sensitive patrol operation even after cleaning the air. Specifications vary depending on the type and conditions of the odor.
Low operating sound and energy-saving

Special emphasis has been placed on reducing noise during operation and lowering electricity cost.

EP-L110E

- Low noise operation

- Low operating sound

- Energy consumption compared to normal operation:
  - 20 dB: 14 dB
  - 30 dB: 21 dB
  - 40 dB: 30 dB

- Inside a library
  - 50 dB

- Inside a room
  - 56 dB

- Inside a room
  - 62 dB

Hitachi’s Air Purifiers were awarded the Allergy UK Seal of Approval in recognition of their proven ability to reduce exposure to allergens.

- Tested with house dust mites and pollen
- Tested by Allergy UK (The British Allergy Foundation)

Other features:
- PM2.5 sensor
- Auto Self Clean
- Glass panel
- HEPA filter
- Washable deodorizing filter
- Silver ion fan
- Stainless steel coated pre-filter

Other Features:
- Powerful humidification at 800mL/h (EP-A9000) & 700mL/h (EP-M70E)
- Washable deodorizing filter
- User friendly touch panel operation panel
- Low operating sound and energy-saving

Stainless Clean System

- Effectively captures fine particles
- Allergen-free HEPA filter for fine dust

Wide & Speedy Dust Collection

- Spreads air purifying with a massive amount of air volume of 9m³/min. Applicable to a 10m² floor space.

- Powerfully humidifying

- Washable deodorizing filter
- Low operating sound
- Auto Self Clean
- HEPA filter
- Washable deodorizing filter
- Stainless steel coated pre-filter
- Silver ion fan

Clean air and humidifying mode

- Purifying time: 4 min in a 13m² room
- Purifying time: 8 min in a 13m² room

- Air volume: 9m³/min
- Airflow volume: 90m³/min
- Airflow volume: 90m³/min

- Auto Self Clean
- Wide and speedy dust collection
- HPC sensor
- HEPA filter
- Washable deodorizing filter
- Stainless clean system
- Geko panel
- Touch panel control
- Filter

- Temperature indication
- Humidifying amount
- Purifying time

6.8Wh, ECO operation: 5.6Wh. Tested by Hitachi. Reduction rate of power consumption varies depending on how dirty the air is.

Time taken to clean:
- Displays time taken for dirt (powdered dust) of standard thickness to reach a level lower than the standard amount of dust.
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- Cleaning mode
- Recommended applicable
- Purifying time
- Airflow volume
- Airflow volume
- Airflow volume

- Auto Self Clean
- Wide and speedy dust collection
- HPC sensor
- HEPA filter
- Washable deodorizing filter
- Stainless clean system
- Geko panel
- Touch panel control
- Filter

- Temperature indication
- Humidifying amount
- Purifying time

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### EP-P50J

- **Powerful Operation**
- **ECO Mode**
- **Quiet Silent Mode**
- **Deodorizing HEPA Filter**
- **Allergen-Free Catechin**
- **Application Floor Space**: ≈ 320m²

### EP-PZ30J

- **ECO Mode**
- **Quiet Silent Mode**
- **Deodorizing Filter**
- **Allergen-Free Catechin**
- **Application Floor Space**: ≈ 190m²

### EP-PZ50J

- **ECO Mode**
- **Quiet Silent Mode**
- **Deodorizing Filter**
- **Allergen-Free Catechin**
- **Application Floor Space**: ≈ 190m²

### EP-P50J

- **ECO Mode**
- **Quiet Silent Mode**
- **Deodorizing Filter**
- **Allergen-Free Catechin**
- **Application Floor Space**: ≈ 190m²

### EP-PZ50J

- **ECO Mode**
- **Quiet Silent Mode**
- **Deodorizing Filter**
- **Allergen-Free Catechin**
- **Application Floor Space**: ≈ 190m²

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- **ECO Mode**
- **Quiet Silent Mode**
- **Deodorizing Filter**
- **Allergen-Free Catechin**
- **Application Floor Space**: ≈ 190m²

### EP-PZ50J

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- **Quiet Silent Mode**
- **Deodorizing Filter**
- **Allergen-Free Catechin**
- **Application Floor Space**: ≈ 190m²

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- **ECO Mode**
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- **Deodorizing Filter**
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- **Application Floor Space**: ≈ 190m²

### EP-PZ50J

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- **Quiet Silent Mode**
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- **Application Floor Space**: ≈ 190m²

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