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## **Soho, a new brand of innovation and aesthetic.**

As we move into a 'new normal', people are spending an unprecedented amount of time inside their homes.

New ways of thinking, coupled with improvements in technology and clever innovations, has made living 'your best life' at home an art form.

Enter Soho, a new Australian home appliances brand that is making modern appliances an accessible and desirable reality.

Launched in 2021 with its cult 7.5L Family Chef Air Fryer, Soho has been developed to offer Australian consumers the latest in category innovation, value for money, quality and most importantly, high performance.

Soho's range of Air Purifiers and Air Fryers offer both convenience and creature comforts and are making our homes (and home offices) a key destination of comfort and clean air.

While its range will continue to expand, its current offerings of Air Fryers and Air Purifiers are available exclusively at JB Hi-Fi.

### **Soho's Air Fryer Range:**

Soho has further developed the concept of 'clever cooking made simple,' by using innovative technology to launch a range of Air Fryers that each offer unique features, with models suitable for all kitchens and families.

Encompassing Soho's 360° Air Flow (which uses high temperatures and air flow to circulate hot air around your food, locking in taste and quality), the Air Fryers have received overwhelmingly positive reviews, making them a cult item. With model options varying from one or two baskets, to a viewing window or a large drawer primed to cook enough for a street party, there is a SOHO air fryer for all purposes. Compact, and easy to fit on a bench, the baskets in the Air Fryer range can be easily washed in the dishwasher, making cleaning up a cinch.

### **Soho's Air Purifier Range:**

Thanks to science and technology, the latest range of Soho Air Purifiers offer clean air that can now be delivered silently and easily in your home, office or care facility.

Available in three sizes, with varying Clean Air Delivery Ratings suited to small bedrooms, large family rooms, school rooms or offices, Soho Air Purifiers use industry leading H13 HEPA Filters with multi-stage purification systems.



By detecting and extracting up to 99.7% of invisible, yet harmful, impurities, extracting invisible airborne allergens, dander, odour, pollutants and pathogens from your home, Soho can be relied upon to improve the health and wellbeing of your family and colleagues.

Using Ultra-Violet Rays to sanitise your air, and an ionizer to capture airborne impurities, your family, students, or co-workers can rest assured the air they breathe is cleaner and more sanitary.

Easily manageable via Google or Alexa, you can manage the functions of the SOHO range of Air Purifiers on the go, via the Soho App.

Clean air has never been more attainable with Soho.

**Soho is a brand created by Directed Electronics Australia and is available exclusively via JB Hi-Fi.**

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