

*An Air Cleaner That Fits Into Existing Air Vent and Cleans The Whole Room!*

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# Business Plan

SIC: 5065

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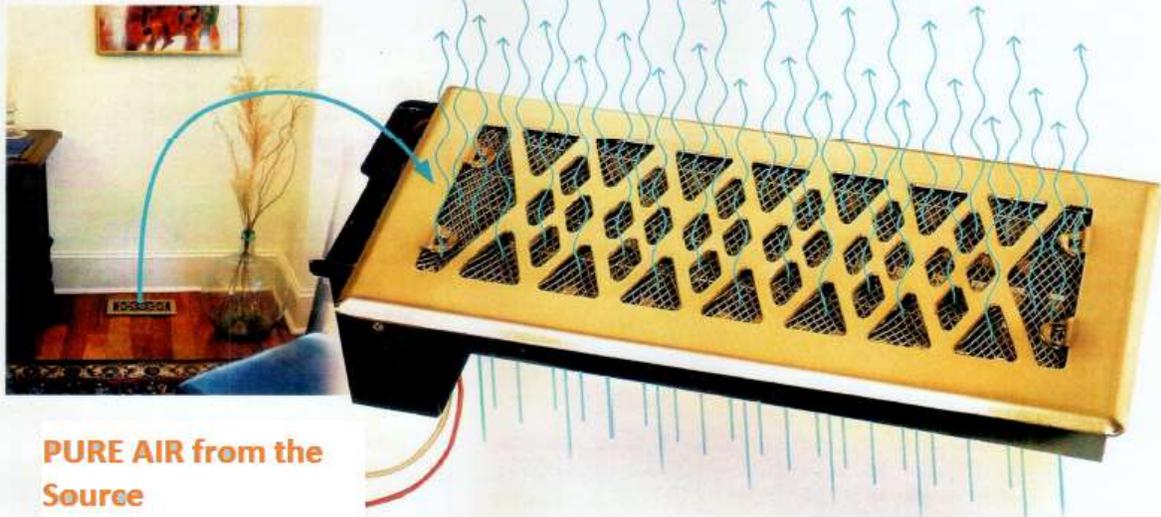
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# Heavenly Air™



Patent #: US8273161

## **Product Summary:**

Heavenly Air™ is the novel and unique Air Cleaning system which provides ionized air to your home and office continuously. This patented product utilizes state of the art technology which fits into the existing air vents in your home or office. Our worldwide patent-protected and industry changing product is ready to launch into the approximately \$80 Billion dollar US and Canada market. For decades, this industry has chosen to promote its products utilizing larger scale or portable scale products and systems. Our goal is to change this paradigm by introducing a totally new “patent protected” to serve and provide better solution to provide ionized air at the source from our systems vents.

## **Quick Facts:**

- Based on studies by the Environmental Protection Agency (EPA), billions of dollars are spent annually for medication to help Americans breathe or cure their respiratory illnesses. Eleven million Americans have asthma. Twenty-eight million have hay fever and other allergies. Physicians are now discovering that the



solution to the problems of many of these people is not in medicine but in reducing the pollutants in the air they breathe.

- 40% of all buildings pose a serious health hazard due to indoor air pollution, according to the World Health Organization.
- 20% of all employees have a major illness related to indoor air pollution such as allergies, asthma, auto-immune diseases, etc.
- Every year at least 6,000 new chemical compounds are developed. Many are used indoors every day, at home and at work. Add to these pollutants the mold, mildew, bacteria, viruses, tobacco smoke, grease, pollen, dirt, asbestos, lead and numerous other contaminants that can affect our breathing and our health. Then allow them to circulate in today's nearly airtight indoor environment. No wonder our indoor air is, on average, two to ten times as polluted as the worst outdoor air.

## **Product Description & Design**

Heavenly Air™ produces trillions of Negative ions and a limited amount of ozone which drastically reduces the indoor pollutants. The main difference between the millions of standalone air cleaners that are sold and the Heavenly Air™ is that Heavenly Air™ attacks the problem at the source, where air comes out into the room (Air Vents or Registers). In all other Air Cleaners, the pollutant air must be brought into it. Then it cleans the air which exit to their surroundings. This creates what is known as "Clean Air Island". When a person moves away from this island, then the clean air concentration level progressively decreases.

To solve the indoor air pollution problem more effectively & at the source, Heavenly Air™ and hundreds of millions of Air Registers in every room in the house are "Made for each other".

Dating back to 1950s, Dr Krueger of University of California at Berkeley discovered a fact that high level of negative ions in the surrounding air increases the production of Serotonin hormone in the human body. This in turn enhances the neural, glandular, & digestive effects. Since then, air purification has become mandatory in most of the clinics and hospitals.

### **Negative Ions and Ozone:**

#### ***Why negative ions and low-level ozone?***

<http://www.surroundair.com/ionic-air-purifier.htm> Negative ions and ozone are nature's most powerful air-cleansing agents. There is nothing in the world more effective in taking allergens and contaminants out of the air we breathe. Unfortunately, due to the tight construction of today's homes and buildings, they are unable to take effect within indoor environments.





Negative ions and ozone are created by nature, and found at their most optimal levels where the air is most pure and healthy. These places typically include up in the mountains, near waterfalls, where lightning has just occurred, in open meadows away from "the city", and the ocean shore by the crashing waves.

### **Negative Ion Facts**

- Approved by the U.S. FDA (Food & Drug Admin.) as an approved allergy treatment.
- Ionization is mandatory in many European and Russian Hospitals.
- In March of 1999, Good Housekeeping Magazine had its engineers test an ionizer by using a smoke test, and found that it cleared out the smoke in a tank.
- A recent study by the U.S. Dept. of Agriculture found that ionizing a room led to 52% less dust in the air, and 95% less bacteria in the air (since many of the pollutants found in the air reside on floating dust particles).

### ***What are negative ions?***

Negative ions are electrically-charged particles in the air that remove airborne contaminants from the air we breathe, and have a rejuvenating effect when interacting with physiological systems (such as the respiratory system).

Have you ever noticed that how refreshing the air is when you are in the mountains, or by a waterfall? Or how revitalized you feel?

The explanation for this is that there are usually at least 2,000 negative ions per cubic centimeter (which is optimal) in these environments. On the other hand, there are only a couple hundred negative ions per cubic cm. in the typical indoor environment.

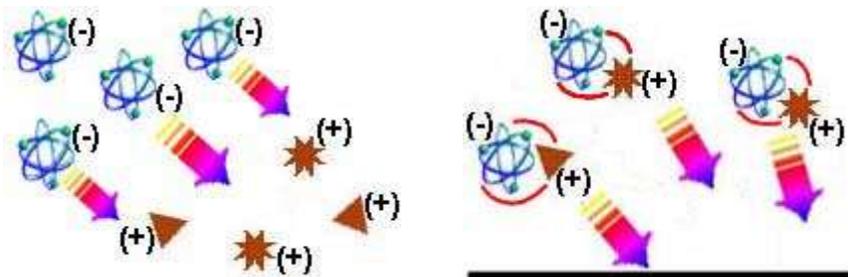
The reason indoor environments lack the electrical "nutrients of the air" that we need is that today's "air-tight" homes and buildings prevent them from treating the air inside.

Plus, most homes and buildings are in urban settings and other places where the earth is covered by mostly concrete and asphalt. Large amounts of concrete and asphalt, and other structures fabricated by man tend to disrupt the air's electrical balance in areas where they reside.



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How do negative ions remove pollutants from the air?



Negatively-charged negative ions attach themselves to contaminate and allergens, which are positively-charged. The newly-formed larger particles are then able to fall to the ground, and out of the air we breathe.

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Most floating contaminants and allergens are positively charged, and of course, negative ions are negatively charged. In environments where high densities of negative ions exist, they are able to reverse the charge of floating contaminants to a negative charge.

This results in a magnetic attraction among the floating pollutants in the air, causing them to aggregate, or clump together.

As a result, they become too heavy to remain floating in the air, and fall harmlessly to the ground, where they cannot find their way into your respiratory tract.

At this point, even if they are inhaled before falling out of the air, these now larger particles are able to be intercepted by the "filters" of the upper respiratory tract, due to their increased size.

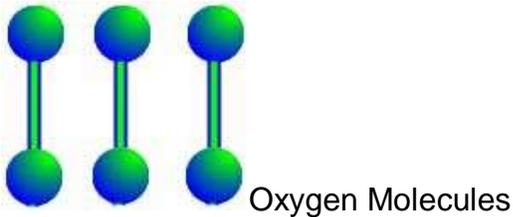
Of course, without a continual generation of negative ions, some of these enlarged pollutants can find their way back into the air. IPS air purification systems are designed for continual use, ensuring pollutants stay out of the air you breathe.

Some studies suggest that negative ions also have a biological effect on bacteria and viruses, killing them on contact in many cases.

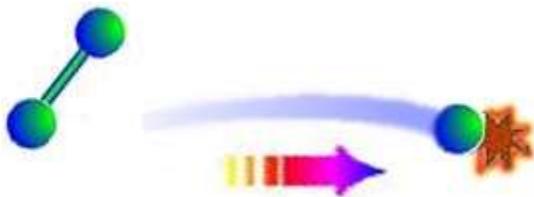
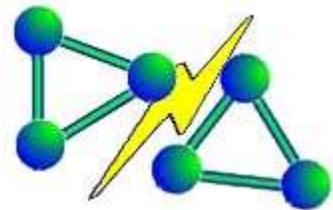


## How does ozone work?

Ozone oxidizes airborne pollutants, then reverts to oxygen, leaving behind cleansed and refreshed air. Here's how this process works:



Ozone Molecules converted from oxygen (right) as a result of an electrical charge, such as that provided by lightning, or an IPS air purifier.



One oxygen atom splits off to oxidize pollutant, leaving behind breathable oxygen and purified air.

Ozone is highly reactive, so it interacts with most contaminants and allergens it encounters. As the element with the second highest oxidation potential (next to fluorine), ozone proceeds to destroy the pollutant through oxidation.

ASHRAE (American Society of Heating, Refrigeration, and Air Conditioning):

“Ozone controls surface mold on packages and walls, and reduces scale development and decay. The presence of ozone . . . significantly reduces the occurrence of mold.”

RSES (Refrigeration Service Engineers Society):

“Ozone is one of the purest and most powerful oxidants and germicides known.”



## Effectiveness of Ozone

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### Typical Applications of Ozone include:

- Purification of drinking water
- Hospital labs and operating rooms
- Morgues
- Cafeterias
- HVAC systems
- Deodorization of air in inhabited places
- Food and plant preservation
- Treatment of industrial liquid waste

### ***Is Ozone Safe?***

Although some groups claim that ozone is harmful, proof of its safetiness and usefulness at moderate concentrations have prevailed in hearings before the FTC. Plus, millions of ozone air purifiers have been sold in the United States over the years, but there are no specific cases where an ozone air cleaner has been linked to any kind of harm or injury.

### ***Why ozone is mistakenly given a bad name.***

Ozone can only be harmful only when occurring at extremely high concentration. However, at lower levels it serves as a powerful purification element without harmful side effect. It's also a powerful purification agent in large doses, but can also act as a lung irritant in higher concentrations.

One example of this is an ozone alert, which is a warning to the public when outdoor levels of ozone reach a high level. Ozone alerts usually occur in already polluted areas where there is a high concentration of hydrocarbons in the air (pollutants that result from smokestack and vehicle exhaust pollution).

### ***Why ozone is associated with smog.***

In these cases though, the reason ozone concentration hits high levels in polluted areas is due to the fact that they are a byproduct of the sun rays coming in contact with hydrocarbons. This is the sun's way of trying to neutralize the pollutants. In which case, where the hydrocarbon level is very high, the ozone concentration also becomes higher.

However, it is much easier to measure ozone concentrations than it is hydrocarbon concentrations, so ozone gets the bad name, even though it is the hydrocarbons that are the real problem. Most ozone air purification systems (including the Surround Air, Spring Air, and Biozone models) are designed to produce ozone in levels of less than



0.04 parts per million (OSHA recommends less than 0.1 ppm, while the FDA recommends .05 ppm, see chart below).

But as is the case with just about every other chemical element, ozone has its range of effects, from no effect, to useful effect, to hazardous effects.

Another good example of this is table salt, which provides essential fortification for nerve cells and the kidneys, and prevents heat stress disorders at lower concentrations. At higher levels though, salt can result in hypertension and cardiac failure.

<b><u>Ozone Levels and their Effects</u></b> (ppm = parts per million)	
0 ppm	Most indoor environments - windows closed
0.001 ppm	Most indoor environments - windows open
0.003-0.01 ppm	Low range at which average person can smell ozone
0.02-0.05 ppm	Range in which ozone occurs in healthy outdoor environments. Typical level produced by ozone generators.
0.04 ppm	IPS air purifiers (approx.) when operated according to instructions
0.05 ppm	Maximum recommended by ASHRAE in an air conditioned and ventilated space. Also maximum under FDA regulation for ozone.
0.1 ppm	Maximum allowed by OSHA in industrial work areas.
0.2 ppm	Prolonged exposure of humans in occupational and experimental conditions produced no apparent ill effects.
0.3 ppm	Level at which nasal and throat irritation will first appear.



0.5 ppm	Extended exposure could cause lung edema. Smog alert 1.
1 ppm	Smog Alert 2.

**Product Benefits:**

1. Heavenly Air™ has a small rectangular Ionization Chamber, similar to the expensive stand alone air cleaner.
2. An air cleaner containing electronics “ionization grid” that fits into any air vent.
3. Ionization process that is used in expensive stand alone air cleaners is designed to fir any air exhaust grill
4. No fans, none are needed.
5. Kills all organic pollutants such as pollen, mites, allergens, bacteria and viruses. All inorganic pollutants such as sub-micron dust particles, smoke and other floating contaminants are lumped together and deposited on stainless steel blades.
6. No expensive filters to buy. Once a month hold it under the tap in a sink to wash away pollutants.
7. All the incoming air is cleaned; therefore, the WHOLE ROOM IS CLEAN.
8. Utilizes minimum power consumption of approximately 15 cents per month.
9. Very easy to install – just drop into your floor level air vent or magnetic attachment to your wall air vent or attach in front of your room air conditioner cold air grill. It is that simple.
10. Rechargeable batteries provide the energy to the Heavenly Air™.

**Product Costing & Pricing Leverages Two-Tier Distributor Model : ON 25,000 Pcs**

Product Cost	Freight/Unit	COG Total Landed/Unit	Labor Cost Unit	Shipping Unit	bom Unit	Wholesale Price	Profit/Unit
\$11.50	\$0.32	\$11.82	\$0.50	\$0.20	\$9.12	\$18.99	\$7.17

**Leverages Three-Tier Distributor Model**

COG/Unit	Price to Distributor	Distributor Mark-up @25%	Retail Mark-up @26.5%	Retail Price/Unit	Profit/Unit
\$11.50	\$18.99	\$4.74	\$6.26	\$29.99	\$9.87

Since Heavenly Air™ is the only product that can provide ionized air through air vent, it is important to align our price point with other premium stand alone products. Through consumer groups, the personal analysis determined that USD\$49.95 is a price point that generated a favorable response in the United States.



Stand alone units are costing from \$170 to \$350 per unit. For standard home of 4 Bed Room approximately 6 units are required costing approximately \$1050 to \$2100, still does not purify whole home. Heavenly Air costs \$29.99 and each home requires approximately 20 units which will cost about \$600 and purifies whole home. Unlike other air purifies this products is warranted for 5 years while other one are for only one year of parts and labor.

### Financial Projections:

REVENUES	Q1	Q2	Q3	Q4	YEAR 1
SALES	0	\$474,750	\$949,500	\$1,424,250	\$2,848,500
UNITS SOLD	0	25,000	50,000	75,000	\$150,000
COGS	0	\$228,000	\$456,000	\$684,000	\$1,368,000

(Thousands)	Year 1	Year 2	Year 3	Year 4	Year 5
REVENUE	\$2,848,500	\$5,697,000	\$9,495,000	\$13,293,000	\$20,889,000
UNITS SOLD	150,000	300,000	500,000	700,000	1,100,000
COST OF GOODS SOLD	\$1,368,000	\$2,736,000	\$4,560,000	\$6,384,000	\$10,032,000
GROSS PROFIT	\$1,480,500	\$2,961,000	\$4,935,000	\$6,909,000	\$10,857,000
ROYALTY	\$150,000	\$300,000	\$500,000	\$700,000	\$1,100,000
SGA	\$541,215	\$1,025,460	\$1,139,400	\$1,329,300	\$1,671,120
EBIT	\$789,285	\$1,635,540	\$3,295,600	\$4,879,700	\$8,085,880
DEP & AMMORTIZATION	\$56,970	\$113,940	\$189,900	\$265,860	\$417,780
EBIDTA	\$846,255	\$1,749,480	\$3,485,500	\$5,145,560	\$8,503,660
REVENUE GROWTH (%)		200%	167%	140%	157%
GROSS PROFIT MARGIN	52%	52%	52%	52%	52%
SG&A/REVENUE	24%	23%	17%	15%	13%
EBIDTA MARGIN	30%	31%	37%	39%	41%

#### Notes:

- 1: Revenue is strictly from residential US market only
- 2: Additional revenue can be generated by introducing in commercial properties and other countries
- 3: Exclude first quarter for the set up
- 4: Total units expected to be sold in 5 years are 2,750,000, which is very conservative compared to possible market of 2.6 billion units equivalent tot 0.1 percent of the market



## FUNDING REQUIREMENTS

Funding Requirements	Year 1	Year 2	Year 3	Year 4	Year 5	TOTAL
MACHINARY & TOOLS	\$200,000	\$500,000	\$1,000,000	\$1,000,000	\$0	
WORKING APITAL/RAW MATERIAL	\$343,203	\$169,110	(\$199,630)	(\$1,382,175)	\$0	
PATENT/LICENSE COST	\$150,000	\$170,000	\$250,000	\$250,000	\$0	
OTHER MISC	\$50,000	\$150,000	\$150,000	\$150,000	\$0	
TOTAL FUDNING	\$743,203	\$989,110	\$1,200,370	\$17,825	\$0	

**Notes:**

- 1: Inventory cycle is estimated for 90 days turn around.
- 2: Funding requirement includes profit generated infused back to the company
- 3: First year – Limited machinery required due to outsourcing
- 4: Year Five – funding requirement will be fulfilled by year four cash flow



## Operating Expenses

Operating expenses	Year 1				YEAR 1
	Q1	Q2	Q3	Q4	
Rent	\$13,500	\$13,500	\$13,500	\$13,500	\$54,000
Utilities	\$3,000	\$3,500	\$3,500	\$3,500	\$13,500
Insurance	\$1,500	\$1,500	\$1,500	\$1,500	\$6,000
Payroll-labor	\$5,000	\$30,000	\$40,000	\$50,000	\$125,000
Payroll-admin	\$0	\$20,000	\$20,000	\$30,000	\$70,000
Advertising	\$0	\$5,000	\$10,000	\$10,000	\$25,000
Professional Expenses	\$4,000	\$3,000	\$5,000	\$5,000	\$17,000
Consulting	\$8,400	\$8,400	\$8,400	\$8,400	\$33,600
Office Supplies	\$800	\$1,000	\$1,200	\$1,500	\$4,500
Computer Supplies	\$800	\$1,000	\$1,200	\$1,500	\$4,500
Telephone	\$1,000	\$1,000	\$1,000	\$1,000	\$4,000
Bank Charges	\$300	\$300	\$415	\$500	\$1,515
Travel	\$4,000	\$4,000	\$5,000	\$8,000	\$21,000
Commissions	\$0	\$5,000	\$5,000	\$5,000	\$15,000
Licenses & Fees	\$1,000	\$1,500	\$1,500	\$1,500	\$5,500
Supply	\$1,000	\$2,000	\$2,000	\$2,000	\$7,000
Freight	\$2,000	\$3,000	\$5,000	\$5,000	\$15,000
Meals & Entertainment	\$1,500	\$1,700	\$1,700	\$1,700	\$6,600
Equipment Rental	\$1,000	\$2,000	\$2,000	\$2,000	\$7,000
Miscellaneous	\$1,000	\$2,000	\$2,000	\$2,000	\$7,000
Sub-contract	\$0	\$1,000	\$2,000	\$2,000	\$5,000
Analysis & Testing	\$2,500	\$1,000	\$1,000	\$1,000	\$5,500
Employee Benefits	\$0	\$0	\$0	\$3,000	\$3,000
Repair & Maintenance	\$0	\$1,000	\$1,000	\$1,000	\$3,000
Tools & Supplies	\$2,000	\$2,500	\$1,500	\$2,500	\$8,500
Depreciation	\$0	\$0		\$56,970	\$56,970
Interest	\$0	\$19,000	\$24,500	\$30,000	\$73,500
<b>Total Expenses:</b>	\$54,300	\$133,900	\$159,915	\$250,070	\$598,185
Royalty	\$ -	\$ 25,000	\$ 50,000	\$75,000	\$150,000

<b>Profit Before Taxes:</b>	\$(54,300)	\$87,850	\$283,585	\$415,180	\$732,315
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<b>Operating Expenses</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	<b>YEAR 4</b>	<b>YEAR 5</b>
Rent	\$54,000	\$54,000	\$54,000	\$54,000	\$54,000
Utilities	\$13,500	\$15,000	\$15,000	\$15,000	\$15,000
Insurance	\$6,000	\$20,000	\$20,000	\$20,000	\$20,000
Payroll-labor	\$125,000	\$250,000	\$250,000	\$290,000	\$300,000
Payroll-admin	\$70,000	\$140,000	\$140,000	\$150,000	\$180,000
Advertising	\$25,000	\$35,000	\$25,000	\$35,000	\$35,000
Professional Expenses	\$17,000	\$17,000	\$17,000	\$17,000	\$17,000
Consulting	\$33,600	\$48,000	\$48,000	\$48,000	\$48,000
Office Supplies	\$4,500	\$8,000	\$10,000	\$10,940	\$10,000
Computer Supplies	\$4,500	\$4,520	\$5,000	\$5,000	\$5,000
Telephone	\$4,000	\$5,000	\$5,000	\$5,000	\$5,000
Bank Charges	\$1,515	\$2,000	\$2,000	\$2,000	\$2,000
Travel	\$21,000	\$30,000	\$33,000	\$50,000	\$70,000
Commissions	\$15,000	\$25,000	\$40,000	\$50,000	\$70,000
Licenses & Fees	\$5,500	\$8,000	\$8,000	\$8,000	\$8,000
Supply	\$7,000	\$12,000	\$12,000	\$12,000	\$12,000
Freight	\$15,000	\$17,000	\$20,000	\$30,000	\$50,000
Meals & Entertainment	\$6,600	\$15,000	\$15,000	\$20,000	\$20,000
Equipment Rental	\$7,000	\$8,000	\$10,000	\$10,000	\$10,000
Miscellaneous	\$7,000	\$7,000	\$10,000	\$10,000	\$14,340
Sub-contract	\$5,000	\$6,000	\$10,000	\$10,000	\$10,000
Analysis & Testing	\$5,500	\$5,500	\$6,000	\$6,000	\$6,000
Employee Benefits	\$3,000	\$6,000	\$10,000	\$10,000	\$30,000
Repair & Maintenance	\$3,000	\$5,000	\$6,000	\$7,000	\$10,000
Tools & Supplies	\$8,500	\$8,500	\$8,500	\$8,500	\$12,000
Depreciation	\$56,970	\$113,940	\$189,900	\$265,860	\$417,780
Interest	\$73,500	\$160,000	\$170,000	\$180,000	\$240,000
<b>Total Expenses:</b>	<b>\$598,185</b>	<b>\$1,025,460</b>	<b>\$1,139,400</b>	<b>\$1,329,300</b>	<b>\$1,671,120</b>
Royalty	\$150,000	\$300,000	\$500,000	\$700,000	\$1,100,000

<b>Profit Before Taxes:</b>	\$ 732,315	\$1,635,540	\$3,295,600	\$4,879,700	\$8,085,880
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## **Market Potential:**

Number of EXISTING Homes in USA- 132,312,404 (2011 US Census Report)

Approximate number of Vents per homes ~ 20

Total Vent Market ~ 2.64 Billion Units

Approximately end user cost is \$29.99 to \$49.99

Total possible US market size Approx. **\$80 Billion**

Over 4 million NEW homes are built every year in USA alone.

Potential vents to be sold ~ 80 Million

Approximate Market size ~ **\$2.4 Billion**

Overseas and commercial market is yet to be evaluated.



# **Sales and Marketing Strategy**

## **Heavenly Air™ Brand Promise**

“Heavenly Air is the standard for Indoor Air Quality using vent and patented technology, innovation and performance.”

### **The Heavenly Air™ Story**

The world is experiencing high indoor pollution control costs, an environment in crisis and economic uncertainty, so information on Heavenly Air™ products and their inherent economic and environmental benefits is both timely and newsworthy.

### **The Role of Marketing**

Our strategy for launching the Heavenly Air™ brand will begin with the development and implementation of a public relations program designed to create visibility and build marketplace awareness for our brand, products and services. Our Marketing Communications team will leverage their well established relationships to pursue editorial coverage in vertical trade press as well as with business & consumer media outlets. We will also target print, broadcast and electronic media including related social media.

A series of press releases and by-lined articles will be developed to use as background material in attracting media coverage. A number of other activities will round out our strategy as detailed in the plan that follows.

Other tactical media will be utilized including Social Media, web-based webinars and targeted industry web destinations.

### **Messaging**

The following abridged message map is an important element of the plan and will be used in our public relations and other marketing communications efforts to ensure that all communications remain “on message” and our positioning is portrayed in a consistent manner. Just like any smart business strategy, it is important that this message architecture remain flexible in order to quickly adapt to the ever-changing demands of the marketplace.



## Heavenly Air™ Message Map

<b>POSITIONING</b> (Current or needed product offerings to deliver the Brand Promise.)	<b>BENEFIT</b> (Improvements to the customer / market place resulting from the product)	<b>SUPPORT</b> (Fact Based proof of the benefit claim)	<b>REQUIREMENTS</b> (Provisions needed to continue to deliver on the product offering / positioning.)
Heavenly Air is the trusted leader in the IAQ technology category	Reduced sense of risk provide piece of mind	Differentiated technology. Patented Technology, Customer testimonials & endorsement	Invest in Industry Thought Leadership PR efforts
Heavenly Air is innovative, more effective, last - longer, reliable and affordable	Benefit from better indoor air quality from the source as well as minimal power consumption	Heavenly Air is proven and tested technology by renowned scientists and labs. Testimonials and endorsements	Formalize understanding og Brand Promise internally. Provide Brand Stewardship training to all employees that touch the market place. Grow brand knowledge skill-set across the organization
Heavenly Air offers efficient IAQ product for residential and commercial applications	Choose the product designed specifically for a variety of vents and applications	Our products are thoughtfully designed to closely match to utilize with existing vents and can be easily installed by replacing old ones.	Speak to customers Continue innovative design etc in the development pipeline

NOTE: ABOVE ARE ONLY A FEW POSITONING SAMPLES & BENEFITS

### PR Plan Elements

#### Media

#### ***Press Kits (Print & Electronic)***

A Heavenly Air™ press package will be developed to make sure that product and company information is organized in a way that is easy for the trade media to use.

Press Kits are typically delivered to the trade press on a USB thumb drive or downloaded from a company website. The days of placing your Press Kit in a pocket



folder or on a CD ROM disk are gone. A Press Kit should include a description of the Heavenly Air™ organization, key facts and figures, biographies of the senior team, a history, and two or three stories on current industry trends and issues.

The Kit should function as instant background material when a story arises. The Press Kit should also include product photography, relevant charts, logos, senior management photos, etc.

### **Media Lists**

News wires are an effective method for getting the Heavenly Air™ message out to a wide audience. These services will deliver the Heavenly Air™ story to newsrooms worldwide and can be targeted based on certain parameters. Heavenly Air™ Marketing Communications will pitch and follow up on these stories pre- and post-release.

### **Press Section (Web-based)**

Heavenly Air™ Marketing Communications will include a press section on the corporate website where a reporter can make contact if they need a document, photograph, or to obtain background information in a form that can be used accurately and with a minimum of additional work

### **By-lined Feature Story Releases**

Although a by-lined story must be newsworthy, in the broad sense of the word, it is also timeless. It can run in this month's trade publication or next month's. By-lined feature stories are often called "evergreen" for this reason – it's always fresh and will not fade. Unlike a news story, a feature can have a point of view, an "angle", and is often longer than a hard news story on the same subject. Heavenly Air Marketing Communications will "pitch" a series of these stories on various topics such as New Indoor Air Quality technology, sustainability, etc. and also plan these releases around the trade publication editorial calendars.

### **Media Tours**

A media tour is an excellent method for Heavenly Air™ to forge strong relationships with the trade press. From a tactical perspective, it's about meetings with targeted press and analysts in one or more geographical regions when launching a new product or service. But strategically speaking, communicating one-on-one is the best way to build relationships of mutual respect and interest with the press and analysts whose articles, reports and recommendations influence our key external audiences.

### **Overview: Press Releases**

Heavenly Air™ Marketing Communications will develop press releases that will take the following forms:

#### ***Announcements***

Brief press releases that are issued on such topics as promotions or hiring of new executives, openings of new offices and the addition of new services. These



typically result in one- to two-paragraph stories in publications, and keep the Heavenly Air brand name in front of our target audiences.

### ***Major Company Announcements***

Releases related to new research developments, a major new product or a major new change in business direction. These typically result in 500- to 800 word stories in print publications and often merit more global coverage. Occasionally, a press conference or press briefing may be appropriate in conjunction with major announcements.

### ***“Trend” Press Releases***

Releases that are the most valuable to the news media, and will help Heavenly Air establish a reputation as a source. These releases focus on developing trends in the industry and contain information that would otherwise be difficult for the media to obtain. The following are examples of trend releases:

- What are the opportunities for IAQ technology in the new construction market?
- Are more utilities embracing IAQ for their commercial and residential customers now and why?
- Are architects utilizing Heavenly Air products in their projects?
- Are major home builders and contractors paying more or less attention to traditional indoor air quality alternatives?

## **Heavenly Air™ Launch Plan**

### ***Thought Leadership Campaign***

Quickly elevating our visibility at key industry events and pursuing vertical market association opportunities is an important step towards achieving national recognition for the Heavenly Air brand.

Our initial focus should be on vertical markets where Heavenly Air should have early customer successes which can be built upon and where there is an opportunity for Heavenly Air senior management to participate in a wide variety of forums, as a catalyst for rapid category/brand awareness and lead generation.

The following are examples of Thought Leadership activities planned for the launch of Heavenly Air:

### ***Media Outreach***

One of the key strategies of a successful public relations plan is to become a source when the news media is doing its own story. Heavenly Air Marketing Communications will achieve this by issuing regular, professionally-written media alerts to let reporters know Heavenly Air is available when they call. Calls will be returned within the hour — sooner if possible.

### ***Media Tours***



Heavenly Air Marketing Communications will secure a day of back-to-back interviews with the trade media and business media in New York and Philadelphia so that management can spread the word about Heavenly Air products and technology in a time-effective manner. This strategy will serve to both build the Heavenly Air brand, and let the media know that Heavenly Air is available to appear, talk or comment on short notice.

### **Speaking Opportunities**

Heavenly Air Marketing Communications will secure speaking and appearance opportunities for Heavenly Air senior management.

### **Press Releases: Sample Launch Topics**

The following are some examples of potential Press Release topics for the public launch of Heavenly Air:

Heavenly Air Sheds New Light on IAQ - Heavenly Air deliver better air quality, lower costs and a more environmentally friendly solution.

Heavenly Air Introduces new patented IAQ Technology for Residential and Commercial Applications. Available in variety of configuration to fit almost all vents in your residence and commercial premises.

Heavenly Air New Line of IAQ Product Deliver on Industry's Demand for better IAQ Solutions - The company has virtually unconstrained capacity and ability to deliver its most powerful and efficient products, including those that deliver almost 100% pure air inside your home and office. The company's ongoing investments and technology developments have positioned it well to support the tremendous growth in global IAQ segments expected in 2013 and beyond.

Heavenly Air Lighting Begins Volume Shipments of Low Cost IAQ Vents - Company Improves Performance Utilizing Traditional, Low-Risk Technology

IAQ Systems from Heavenly Air Reduce Pollution and maintenance of Air Quality at affordable Costs - Provides never before possible control for indoor air quality and home makers

### **By-Lined Articles**

The following are examples of By-lined Article opportunities to begin the "buzz" about Heavenly Air:

First ever patented IAQ Product Delivers Low cost solution - There has been a great deal of interest in the development of a stable alternative to standalone air purifier.

Low Cost IAQ Product Has Arrived – Advancements in IAQ deliver price and performance parity in line with traditional standalone Air Purifier.

Heavenly Air Reliability & Life Test Performance – Overview of the white paper of the same name.



## **Social Media**

Social Media will be utilized so that Heavenly Air can quickly participate in the marketplace's conversation on IAQ that is going on RIGHT NOW!

The various social media outlets will serve as a promotional medium for Heavenly Air content distribution and allow us to build relationships. It will also provide us with access to research and a steady stream of market feedback.

### **STEP 1: Secure Our Brand on Social Platforms**

- Blogs, Twitter, Facebook, LinkedIn

### **STEP 2: Set up Monitoring Platforms**

- Google Alerts, SocialMention.com, Technorati, Twitter Search, Radian6

### **STEP 3: Listen to the Conversation**

- Identify keyword categories of:
  - o Industry influencers
  - o Competitors
  - o Industry news sources
  - o Blog comments

### **STEP 4: Set Goals**

- Awareness
  - o Low Equity
  - o Value & Fun
  - o Qualify fans followers
- Engagement
  - o Medium equity
  - o Increase long-term communication
- Social Commerce
  - o High equity
  - o Product reviews, exclusive pricing, product previews, registration

### **STEP 5: Join the Conversation**

- Think Conversation, Not Campaign
- Don't focus on Selling
- Provoke engaging dialog
- Earn a reputation
- Become the expert in our industry

### **STEP 6: Establish an Editorial Calendar**

### **STEP 7: Measure ROI (NOTE: ROI does not have to be \$\$ valuable)**

- Qualitative & Quantitative
- 



## **Advertising**

Traditional print advertising will be considered on an opportunistic basis. The reality is that print ads are expensive to both produce and place. Heavenly Air Marketing Communications will investigate reduced “first-timer” rates for premium positions in targeted publications.

Publications will be selected that target various audiences, particularly those that have the highest propensity to trail and purchase in large volumes. Tertiary targets will include purchase influencers and mid to large electrical distributors. See APPENDIX for a list of publications.

## **Sampling**

Product sampling is a particularly effectively direct marketing tool that will help motivate our potential customers to buy our products. It’s also a cost-effective way to create awareness, generate trial and activate sales by putting our products into the hands of those most likely to buy it.

A creative “high-touch” package will be designed to house Heavenly Air product. These sample package will be sent via overnight mail and hand delivered to targeted prospects, key distributors and other audiences with a high propensity to purchase.



## Management Team

- Shaam P. Sundhar, Ph. D CTO.
- Entrepreneur, CEO



## APPENDIX

### INDUSTRY ASSOCIATIONS

Indoor air quality is not just a measure of a healthy lifestyle; it's a direct reflection of a standard of living. There are a number of associations whose focus is to provide industry professionals and the general public with resources about the environment and indoor air quality issues.

Allergy & Asthma Network/Mothers of Asthmatics [www.aanma.org](http://www.aanma.org)  
American Academy of Allergy, Asthma & Immunology [www.aaaai.org](http://www.aaaai.org)  
American Conference of Industrial Hygienists [www.acgih.org](http://www.acgih.org)  
American Council for Accredited Certification [www.acac.org](http://www.acac.org)  
American Industrial Hygiene Association [www.aiha.org](http://www.aiha.org)  
American Lung Association [www.lungusa.org](http://www.lungusa.org)  
American Lung Association [www.lung.org](http://www.lung.org)  
American Society of Heating, Refrigeration and Air-Conditioning Engineers  
[www.ashrae.org](http://www.ashrae.org)  
Asthma & Allergy Foundation of America [www.aafa.org](http://www.aafa.org)  
Environmental Information Association [www.eia-usa.org](http://www.eia-usa.org)  
Environmental Protection Agency [www.epa.gov/mold](http://www.epa.gov/mold)  
Environmental Solutions Association (ESA) [www.ESAAssociation.com](http://www.ESAAssociation.com)  
Indoor Air Quality Association (IAQ Association) [www.iaqa.org](http://www.iaqa.org)  
Indoor Environmental Air Quality Council (IEAQC) [www.ieaqc.org](http://www.ieaqc.org)  
National Institute of Allergy and Infectious Diseases [www.niaid.nih.gov](http://www.niaid.nih.gov)  
Restoration Industry Association [www.ascr.org](http://www.ascr.org)  
The HVAC Inspection, Maintenance and Restoration Association [www.nadca.com](http://www.nadca.com)

#### Trade Shows:

#### **IE3: Indoor Environment & Energy Expo – 2013**

#### **NAFA 2013 ASHRAE/AHR EXPO**

<http://www.nafahq.org/booth-volunteers-needed-nafa-2013-ashraeahr-expo/>

#### **AHR EXPO**

<http://www.ahrexpo.com/forexhibitors/abouttheshow.php>

#### **NAHB International Builder' Show**

<http://www.buildersshow.com/Home/>



## Trade Media

### **TODAY'S FACILITIES MANAGER**

Today's Facility Manager (Group C Media, Inc.) is a specialized trade publication written and edited for corporate facility executives in all industry and service sectors whose responsibilities include purchasing, planning and approving products, services and materials for facility operations. Today's Facility Manager is your one-stop source for information on quality operation, design and maintenance of facilities.

### **BUSINESS FACILITIES MANAGER**

Business Facilities (Group C Media, Inc.) has established itself as a leading full-service media brand specializing in the site selection marketplace. Business Facilities has created a dynamic community for C-level executives and economic development organizations. Our sites educate corporate executives on issues related to choosing the best location for their growing companies, giving Business Facilities tremendous reach into the site selection marketplace.

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**ARCHI-TECH ARCHI-TECH** magazine, with a circulation of 28,000 and a readership of nearly 100,000, provides a targeted audience of architects and other specialty designers with cutting-edge information on the latest advances in the technology and building sectors. ARCHI-TECH focuses on integrating emerging technologies and systems into building design and architecture.

In addition, each issue of ARCHI-TECH includes product news and reviews, valuable case studies, industry contacts and networking channels, as well as resources and tips for locating qualified installers.

These award-winning publications are part of our integrated media offering including: Buildings.com, and Buildings and ARCHI-TECH Live Events. All media products are created and supported by a talented staff, whose combined expertise spans more than 150 years.



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## **ARCHITECTURAL PRODUCTS**

Architectural Products is a publication solely focused on providing product and product application information to architects, designers and product specifiers involved in commercial and institutional building design.

Subscribers to Architectural Products read the magazine to stay up-to-date on products, materials and applications for commercial, light commercial and institutional design projects. At its core, the magazine acts as a bridge between manufacturer-supplied product information and the design community.

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Palatine, Illinois 60067  
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## **Better Homes & Garden**

<http://www.bhg.com/>

Developed by the experts at Better Homes and Gardens, BHG.com is the premiere home and family site on the Web, and the interactive companion to Better Homes and Gardens magazine. BHG.com is for people interested in turning home, cooking, and gardening inspiration into action.

BHG.com is focused on decorating, building and remodeling, crafts, entertaining, cooking, and gardening. It also has extensive information for women and families. In addition to providing useful tools and advice, BHG.com's trusted experts keep visitors up to the minute with information on the latest developments and trends around home and garden. BHG.com was designed with real people in mind. It has easy-to-use interactive tools, clear visuals, step-by-step instructions, and money-saving suggestions. It makes life easier and more enjoyable.

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## **Reader's Digest**

<http://www.rda.com/>

We are a leading global, multi-brand and multi-platform media and direct marketing company that educates, entertains and connects audiences around the world. We are dedicated to providing our customers with the inspiration, ideas and tools to simplify and enrich their lives.

We operate our businesses in two divisions: **North America** and **International**, and provide expertly curated/created content to more than 140 million consumers in 76 countries and 21 languages through multiple media platforms, including print, online, digital download, books and home entertainment products, and social media.

We use a customer-centric, affinity-driven business model to build relationships and engage our audience around categories such as health, cooking, gardening and travel. Through trusted partners and expert sourcing, we co-brand, market and sell other consumer goods and financial services.

## **Susan Fraysse Russ**

*Vice President, Global Communications*

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## JOURNALISTS

Below is a list of journalists and other media outlets that specifically cover the technology and environment beats. All have developed numerous articles on LEDs and other clean-tech.

### **Financial Times**

Financial Times is a daily newspaper written for international business executives and those interested in developments in the economic world. There are stories about the players, strategies, politics, finance and economics, as well as management topics, technology and communications. There is also a focus on topics such as business education, business travel, the Internet and the arts.

Paul Taylor: U.S. Technology Editor  
1330 Avenue Of The Americas  
New York, NY 10019  
(212) 641-6335

### **Fox Business**

FOX Business Network is a cable and satellite news channel offering in-depth and breaking business and financial news coverage.

Alicia Cascardi, Booker  
1211 Avenue of the Americas, 12th floor  
New York, NY 10036  
(888) 369-4762

### **Associated Press**

Associated Press is an international news organization offering news, photos, graphics, audio and video for 1,700 U.S. newspapers and 6,000 broadcast outlets around the world. There are 242 bureaus worldwide representing 121 countries. It features a massive digital photo network, a continuously updated online news service, a television news service and one of the largest radio networks in the United States. Svensson is a Reporter covering the Consumer Electronics Industry and Technology Industry. He is interested in stories on the consumers' impact on technology.

Peter Svensson: Writer  
450 W 33rd St  
New York, NY 10001  
(212) 621-7604

### **Bloomberg**

Bloomberg Television is a 24-hour cable network covering national and international business and financial news. The network launched in the U.S. in June 1999 (the



Bloomberg News newswire launched in 1990 and the Web site in December 1995). Topics covered on the network include daily stock activity, NASDAQ, futures and bonds, banking, investment options, personal finance, mutual funds, mergers and acquisitions, money flow, and general economic conditions. Programs/segments include: The Bloomberg Moneycast, a live, six-hour programming block broadcast from the New York Stock Exchange (NYSE); Bloomberg Money Flow, a look at stocks that might be likely to change direction; and Bloomberg Sector Plays, an expert in a single industry looks at stocks in that sector. Based in New York, Bloomberg's global network includes 750 reporters at 79 news bureaus around the world. Programming often includes interviews with brokers, investors, CEOs, and other influential business people. The network's programming can also be seen on the USA Network from 5am to 8am ET on weekdays and 6am to 7am ET on Saturday.

Pimm Fox, Booker  
731 Lexington Ave  
New York, NY 10022  
(212) 318-2000

### **New York Times**

The New York Times is a daily newspaper published in New York City and distributed internationally. The Times is owned by The New York Times Company, which publishes 18 other newspapers, including the International Herald Tribune and The Boston Globe. The newspaper is organized into three sections: News, Opinions, and Features. The Times stayed with the eight-column format for several years after most papers switched to six columns, and it was one of the last newspapers to adopt color photography. The Times website is rated as one of the most popular websites online, receiving over 14 million unique visitors in August 2008.

Claudia Deutsch, Technology & Environmental Journalist  
claudia@nytimes.com  
(212) 556-1023

## **Sales Strategy**

### **The Evolving Sales Channel**

The IAQ marketplace is awash with manufacturers that range from the Sharper Image to myriad of smaller start ups. As a whole, the IAQ industry is conservative in its adoption of new technologies. In no small way, that's the right thing to do but as consumers we need to ensure that 'new' things are sound and robust enough before we deploy those technologies into our homes and buildings.

That said conservative approaches to IAQ sales have morphed into resistance. Distributors openly claim they don't understand or wish to promote IAQ solutions, as well as Standalone unit or expensive indoor air purifying solutions. Manufacturers have also been very slow to adopt IAQ Technologies, including several manufacturers who state that they are waiting until the technology is fully adopted.



### **New channel partners have begun to emerge.**

The more innovative IAQ companies have used direct sales channels to promote their products, bypassing OEM relationships and distributor channel partners who are confused by too many vendors all with similar claims of 'best'.

Channels are changing with the rush of these new technologies. The residential/commercial IAQ market is in the midst of evolving its anachronistic rep channel model in order to take far more ownership in the relationship. IAQ Products are now being sold into markets that traditional reps don't have experience in and the days of letting a rep take 100% control of the business on a local level no longer makes sense.

The industry is changing. New competitors are emerging daily. The investment community is spending hundreds of millions on emerging technologies. This new IAQ technology requires minimal knowledge and information for contractors, distributors. Otherwise they'll simply develop their own channel paths, leaving the traditional channels to selling the same stuff at the same margins and riding the waves of economic cycles in a smaller overall market. Conservative may just turn into preservative.

## **Heavenly Air Channel Sales**

Heavenly Air will segment its potential customers into two separate sales channels. The first channel includes major US-based home building material supply distributors. The Heavenly Air direct sales force will focus on developing relationships with these large customers such as Home Depot, Sears, Ace Hardware, Lowes, and many others. Heavenly Air has also compiled a list of many building material supply distributors that are used by builders, property managers, and contractors.

The second channel includes domestic manufacturing representatives who will be served through a network of independent building material supply distributor as well as representatives. These distributors have an established customer base, through sales of complementary and sometime competitive products, and provide over 50% of the initial sales. Distributors selected will not only have the capabilities to provide logistic services, but also to provide a higher level of technical support. Heavenly Air will augment the capabilities of these distributors with assistance in integration and project development for identified and qualified key accounts in the respective distributor's territory.

This key customer focus at the "IAQ Distributor" level is to provide Indoor air Quality Test and analysis assistance if necessary to enable the integration of our products into their customer's vents. IAQ represents the continuing evolution in Indoor Air Quality to these customers, bringing with it the creation of new capabilities and realization of new challenges. Successful project wins will only be realized when Heavenly Air has assumed a partnership role in the development of these accounts with their distribution



network. This support is necessary in the early adoption phase of Heavenly Air technology, and will evolve into more of a classical sales model as customer capability and comfort levels increase.

Secondary/tertiary customer bases include, but are not limited to, lower tier and independent manufacture reps in the Hospital, Adult Daycare, Clinical office, Architectural, and General commercial sectors.



## APPENDIX

### POTENTIAL CUSTOMERS, DISTRIBUTORS, MANUFACTURING REPS & DIRECT TO CONSUMER EXAMPLES

Potential Customers
Sears
Ace Hardware
Walmart
Target
Home Depot
Lowe's
Wolseley plc
CCA Global Partners, Inc.
Menard, Inc.
Stock Building Supply LLC
Do it Best Corp.
Lumber Liquidators Holdings, Inc

Manufacturing Reps
<a href="http://buildingmaterialreps.com/">http://buildingmaterialreps.com/</a>
<a href="http://www.uamr.com/">http://www.uamr.com/</a>
<a href="http://www.rephunter.net">http://www.rephunter.net</a>
<a href="http://www.globalrepresentation.com">http://www.globalrepresentation.com</a>

Direct to Consumer
TV
Print
Online

Distributors
<a href="http://www.bmdusa.com/">http://www.bmdusa.com/</a>
<a href="http://material-distributors.com">http://material-distributors.com</a>
<a href="http://www.stockbuildingsupply.com/">http://www.stockbuildingsupply.com/</a>
<a href="http://www.abcsupply.com/">http://www.abcsupply.com/</a>
<a href="http://www.probuild.com/">http://www.probuild.com/</a>
<a href="http://www.alliedbuilding.com/">http://www.alliedbuilding.com/</a>
<a href="http://hdsupplysolutions.com">http://hdsupplysolutions.com</a>
<a href="http://www.84lumber.com/">http://www.84lumber.com/</a>
<a href="http://www.lwsupply.com">http://www.lwsupply.com</a>
<a href="http://www.buildersfirstsource.com/">http://www.buildersfirstsource.com/</a>







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**B03C 3/38 (2006.01)**  
**B03C 3/68 (2006.01)**

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(52) **U.S. Cl.** ..... **96/26; 96/64**

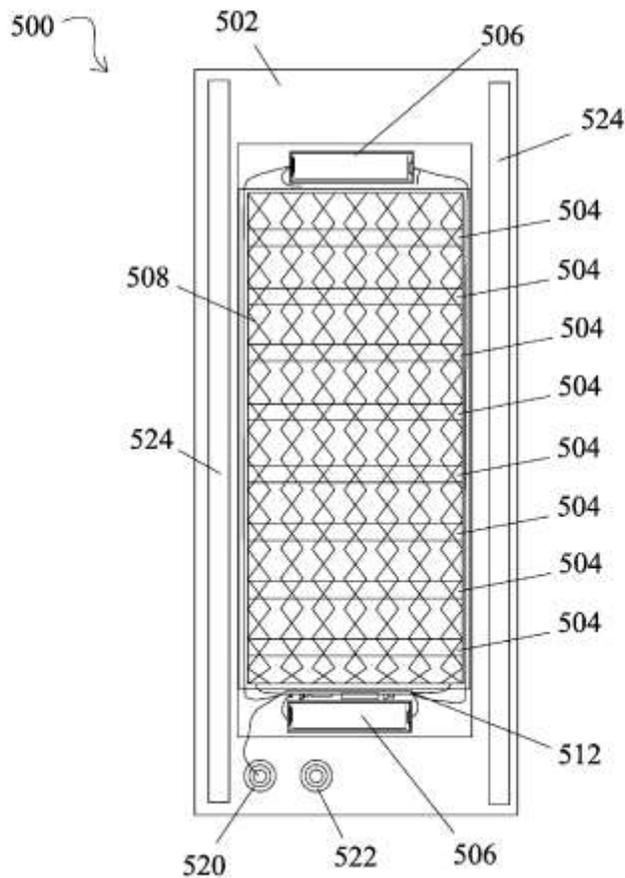
(57) **ABSTRACT**

An air vent air purifier comprises a grill portion and a housing that is attached to the bottom of the grill portion. The housing fits within a forced air vent. The housing encloses an ionization grid, control circuitry and energy source. When energized, air flowing through the vent from the air handling device passes through the ionization grid, where it is ionized, thereby cleaning the air throughout the entire room. The grill may include a decorative element to match the decor of a room. Batteries provide the energy. A series of indicator lights indicate a power on condition and the level of the battery.

(73) **Assignee: Ganapat S. Sridhar, Sterling, VA (US)**

(21) **Appl. No.: 12/325,077**

(22) **Filed: Nov. 28, 2008**



## INDOOR AIR CLEANER

### BACKGROUND OF THE INVENTION

[0001] The trend is to make homes more energy efficient in order to conserve energy as well as saving money for the owner. While this is generally desirable, it does increase the problem of indoor air pollution. Some studies have indicated that indoor air 50 times more polluted than outdoor air. Among some of the indoor pollutants detected include cleaning product residues, smoke particles, formaldehyde, pollens, dander, molds and mildews, fungi, dust mites, etc.

[0002] While these pollutants are present in the outdoor environment, they are greatly reduced by the combined action of an abundant oxygen supply due to trees, shrubs and other oxygen producing vegetation, radiation from soil and rocks, friction between the layers of wind, ultraviolet radiation from the sun, rain and the splitting of water droplets by the action of waterfalls and lightening all of which combine to produce negative ions and ozone. Dangerous ions cling to the ozone and fall out of the atmosphere greatly decreasing the pollutant concentration. This is evident in the "clean air" feeling that people experience after a thunderstorm and around a waterfall.

[0003] Ionizing air cleaners are known in the art. The most effective units employ some sort of air moving component such as a fan to ensure that the created ozone is able to attract and neutralize the pollutants present in the room. This tends to make the units noisy and cost more to operate. Additionally, they tend to create a "clean zone" or "clean air island" around the unit that diminishes in effectiveness as a person moves away. There are units that do not utilize a fan, but these units are even more prone to creating clean zones concentrated around the unit. There is a need for an ionizing cleaner that effectively cleans an entire space that is easy to operate, does not consume an inordinate amount of power, is quiet and does not take up room space.

### SUMMARY OF THE INVENTION

[0004] An air vent air purifier comprises a grill portion and a housing that is attached to the bottom of the grill portion. The housing fits within a forced air vent. The housing encloses an ionization grid, control circuitry and energy source. When energized, air flowing through the vent from the air handling device passes through the ionization grid where it is ionized, thereby cleaning the air throughout the entire room. The grill may include a decorative element to match the decor of a room. Batteries provide the energy. A series of indicator lights indicate a power on condition and the level of the battery.

[0005] Other features and advantages of the instant invention will become apparent from the following description of the invention which refers to the accompanying drawings.

### BRIEF DESCRIPTION OF THE DRAWINGS

[0006] FIG. 1 is a top view of an air vent purifier according to an embodiment of the present invention.

[0007] FIG. 2 is a bottom view of the air vent purifier shown in FIG. 1.

[0008] FIG. 3 is a side view of the air vent purifier shown in FIG. 1.

[0009] FIG. 4 is an end view of the air vent purifier shown in FIG. 1.

[0010] FIG. 5 is a top view of an air vent purifier according to an embodiment of the present invention.

[0011] FIG. 6 is a bottom view of the air vent purifier shown in FIG. 5.

### DETAILED DESCRIPTION OF THE INVENTION

[0012] In the following detailed description of the invention, reference is made to the drawings in which reference numerals refer to like elements, and which are intended to show by way of illustration specific embodiments in which the invention may be practiced. It is understood that other embodiments may be utilized and that structural changes may be made without departing from the scope and spirit of the invention.

[0013] Referring to FIG. 1, an air vent air purifier 100 is shown having a grill portion 102 and an ionization grid 108. Grill portion 102 may be decoratively adapted to match a decor or for a sense of the aesthetic although this is not necessary for operation.

[0014] Now referring to FIGS. 2 through 4, a housing 110 is attached to the bottom surface of grill portion 102. Housing 110 fits within a forced air vent (not shown) in a structure or dwelling. A series of air flow fins 104 are used to direct the air flow as is known in the art. At least one battery 106 is used to provide the energy needed to energize ionization grid 108. The energy is conditioned and controlled using a control module 112 to efficiently operate air vent air purifier 100.

[0015] Housing 110, grill 102 and other components may be made of metal such as aluminum or sheet metal or they could be produced from a structurally sufficient composite or plastic material.

[0016] Referring now to FIGS. 5 and 6, an air vent air purifier 500 is shown having a grill portion 502, a plurality of air flow vanes 504, an ionization grid 508, energy source 506 and indicator lights 520 and 522. A first light 520 is used to indicate a power on condition to indicate that the battery is energized. A second light 522 indicates when the batteries are running low and should be replaced. A control circuit 512 controls the power requirements to activate ionization grid 508.

[0017] To hold air vent air purifier 500 to the forced air vent (not shown), a series of magnetic strips 524 along the periphery of the underside surface of grill portion 502 are provided. Other attachment means such as sticky glues or tapes, mechanically fasteners such as screws or merely friction fit within the vent are acceptably as long as air vent air purifier 500 is securely held in place.

[0018] Although the instant invention has been described in relation to particular embodiments thereof, many other variations and modifications and other uses will become apparent to those skilled in the art.

What is claimed is:

1. An air vent air purifier comprising:
  - a grill portion;
  - a housing disposed along a surface of said grill portion; said housing being adapted to fit within a selected forced air vent opening;
  - an ionization means disposed within said housing; and
  - a energy source for providing a voltage required to operate said ionization means.
2. The air vent air purifier according to claim 1 further comprising an attachment means along a periphery of said surface of said grill portion.

