



## **Airthings Launches View Plus, World's Most Advanced Air Quality Technology**

*The Brand-New Product Allows Consumers and Businesses to Achieve Complete Control Over Their Air, Empowering them to Breathe Better*



**OSLO, NORWAY & CHICAGO (March 11, 2021)** – [Airthings](#), makers of the best-selling indoor air quality and radon solutions for homeowners, businesses and professionals, has launched View Plus, the brand's most advanced air quality technology to date.

Battery-operated and Wi-Fi-enabled, View Plus includes sensors for particulate matter (PM), radon, carbon dioxide (CO<sub>2</sub>) and much more, along with a customizable display for easy visualization.

View Plus is available in two versions—one for consumers and one for public and commercial buildings—with both versions enabling people to take control over their air and empowering them to improve it. For families, View Plus brings a new level of peace of mind, helping families rest assured that their homes are healthy. For businesses, View Plus is the most comprehensive indoor air quality monitor to complement the Airthings for Business solution, helping create healthy, productive, and energy-efficient indoor spaces, whether it be a school, office or a restaurant.

According to the World Health Organization, 9 out of 10 people breathe unsafe air on a regular basis. The effects of allergens, pollution, wildfire smoke, radon and airborne viruses impact the health of people all over the world, yet these invisible enemies often lurk freely in our everyday



environments without the ability to detect them. View Plus is here to change that and offer a level of control over your air that you have never had before. By monitoring for PM, radon, CO<sub>2</sub>, humidity, airborne chemicals (VOC), temperature, air pressure, and even outdoor air quality, View Plus displays a comprehensive spectrum of insights and provides a glance into air quality in a way that is easy for anyone to understand. View Plus for Business also includes a light and noise sensor, as well as occupancy data and the Virus Risk Indicator.

### **Invisible to the naked eye**

PM detection is a new addition to Airthings' range of product capabilities and will provide a level of insight into air quality, both at home and at work. The term “particulate matter” describes microscopic particles in the air, which can include anything from dust and pollen to pollutants emitted from car exhaust, industrial activity, wood-burning stoves, smoke from wildfires, cooking, cigarette smoke, and pets, and more.

While invisible to the naked eye, the [impact of PM on our health](#) can be colossal—it can irritate lungs, agitate pre-existing conditions such as asthma, and can even contribute to serious illnesses, such as heart attacks and coronary artery disease. The only way to combat PM in your air is to gain awareness of its presence and take informed action, which is where View Plus can help. The product features a built-in particle sensor that can detect PM<sub>2.5</sub> and PM<sub>1</sub>, and provide users with continuous access to data, as well as notifications to alert them about changes in their air.

“Since the beginning of the pandemic, we’ve seen the levels of awareness about air quality increase dramatically,” said Oyvind Birkenes, CEO of Airthings. “We decided to develop View Plus to help people everywhere understand that they have more control over their air quality than they might think. Our mission at Airthings has always been to educate people and foster constructive conversation about how air quality can impact their health and daily lives. With View Plus, we can empower people and businesses to learn about the air quality in their homes, schools, offices, or even their favorite restaurants, in a way that is constructive and easy to understand.”

### **Customizable to everyone’s needs**

With a sleek and minimalistic design interface that will appear right in any building, View Plus adapts to your surroundings, showing you the most relevant data based on your location. It also allows for customization options for users who want to prioritize the air quality data that matters most to them—whether it be PM, radon, CO<sub>2</sub>, humidity, or something else.

Gaining an understanding of your air with View Plus is as easy as waving a hand in front of the device for a color-coded air quality check. Users can log into the Airthings Dashboard for in-depth insights into their air or open the Airthings app for a quick and easy view of their air quality levels. View Plus is wireless and WiFi-enabled, offering access to your data anytime, and anywhere, with a battery life of up to two years. It can also be easily integrated into your smart home system using IFTTT, Google Assistant and Amazon Alexa. In addition, View



Plus has a built-in Hub functionality, so you can expand your system and bring your other Airthings devices online.

In comparison, the View Plus for Business connects to the Airthings for Business solution over SmartLink using the Hub, allowing for a battery life of up to four years. View Plus can be placed in any home, school, office, restaurant, or other commercial buildings—making for a convenient way to transform indoor air quality from an invisible threat to a visible, understandable, and controllable aspect of your life.

Airthings View Plus is now available for pre-order beginning today on [airthings.com](https://airthings.com), and will start shipping to customers this June. To find more information on the View Plus and indoor air quality, visit the Airthings website at [airthings.com](https://airthings.com).

## About Airthings

Airthings is a global technology company and producer of award-winning radon and indoor air quality monitors for homeowners, businesses, and professionals. Founded in 2008, Airthings is on a mission to ensure that people around the world recognize the impact of indoor air quality and take control of their health through simple, affordable, and accurate technology solutions while optimizing energy consumption in buildings. Airthings' products have made radon detection and indoor air quality monitoring easy to deploy, accurate, and user friendly, and have received several accolades including the TIME's Best Inventions of 2019 award and CES 2021 Innovation Award Honoree. Headquartered in the heart of Oslo, and with offices in the US, Canada, and Sweden the company has over 100 employees from more than 25 nationalities—and counting. For more information, visit [airthings.com](https://airthings.com).

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## Press Kit

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